

Westminster Neighbourhood CIL Application Form 2020



FAQs

1. What is CIL and what can it be spent on?

The Community Infrastructure Levy (CIL) is a charge on new development to help fund strategic and neighbourhood infrastructure in Westminster. This can include new or improved facilities for health, education, open spaces, sports and leisure, utilities and waste, transport and the public realm, and other social & community facilities.

Under CIL legislation, the neighbourhood portion must be spent on:

- the provision, improvement, replacement, operation or maintenance of infrastructure; or
- anything else that is concerned with addressing the demands that development places on an area. This could include things such as new open space, cycle/pedestrian routes, strategic transport infrastructure and community facilities.

2. How much is my area entitled to?

Each designated Neighbourhood Area has a say over 15% of the CIL receipts collected in its area (capped at £100 per council tax paying dwelling). This rises to 25% of receipts (uncapped) where a Neighbourhood Forum has successfully adopted a neighbourhood plan for the area.

The council will retain the neighbourhood portion of CIL but must consult with local communities on how to spend it, in line with local priorities. This application form will help the council decide how to spend this portion of CIL in your area.

3. What will the Council agree to fund in my area?

The council has agreed a CIL Spending Policy Statement that sets out the criteria against which it will judge applications. To be approved for funding, projects must:

- Be in line with Westminster's priorities and policies – they must address the principles and policies set out in Westminster's development plan and other relevant strategies.
- Support growth – they should support the growth of the Neighbourhood Area and Westminster as a whole.
- Be supported by the community – they should have demonstrable support from a cross-section of the community.
- Be cost effective – they should represent value for money and be delivered in a timely manner.
- Be supported by infrastructure providers – they should be supported by the organisation who will be delivering the project, including the relevant council department.

When you have completed your form, please email to cils106projects@westminster.gov.uk or post it to us at CIL application, Westminster City Council, Planning Policy, 17th floor, 64 Victoria Street, SW1E 6QP

PLEASE SUBMIT YOUR APPLICATION BY 28 FEBRUARY 2020.

If you have any questions, email the team at cils106projects@westminster.gov.uk

1 Applicant details

Please provide details of your organisation and a named contact so we can inform you of the outcome of your application.

Neighbourhood Forum/ Community Organisation Details

N.B. where a designated neighbourhood forum exists, applications must be made by that body.

Hyde Park Paddington Neighbourhood Forum/Marylebone Neighbourhood Forum

Named Contact

Mike Fairmaner

Email Address

mikefairmaner@marble-arch.london

Telephone No.

020 3145 1204

2 Consultation

Please set out how you have consulted with other community groups in your area on your proposal.

Westminster Ward Councillors

Please give details of WCC ward councillors you have engaged on this proposal.

We met and discussed this application with Councillors Antonia Cox and Ian Adams on 14 February and also shared project outlines with all three ward councillors. We have shared the project summary with Bryanston and Dorset Square councillors and understand that they are also minded to support the application.

Businesses

Business Improvement Districts (BIDs) and/or individual businesses

This application has been written with the full support of The Marble Arch BID which represents over 200 businesses in the Edgware Road area. The application is also fully supported by The Portman Estate and The Church Commissioners.

Residents

Residents' Associations or other residents' groups

The Harrowby and District Residents Association fully support the application and the need for the study. We have the full support of the Star Street Residents' Association.

Amenity Societies/Other Community Groups

Any amenity societies or other community groups in your area

This application has the support of the Hyde Park Estate Association and the Marylebone Association. The detailed brief for the study will be considered and signed off by both Neighbourhood Forums and Amenity Societies before work commences.

3. Project Details

Please give details of your proposal including proposed timescales

Project Name and Location

Edgware Road Insights Study

Project Summary

(300 words max)

The two Neighbourhood Forums each side of Edgware Road seek to commission a study to better understand the commercial landscape in this important shopping centre.

With the arrival of the Elizabeth Line and transformation of Oxford Street, Edgware Road is well placed to experience greater and more diverse consumer demand, and the Insights Study will help both Forums to develop the right planning policies to ensure that Edgware Road can respond.

The study will build upon the City Council's own Retail Health Check studies and gather widespread insights into the customer base, catchment area, local demographics, overseas customer base, community interface with Edgware Road, its opportunities and threats.

The local development pipeline will generate new residents, office workers and hotel guests using Edgware Road and this study will help define its future position and balance between an important high street serving a local customer base, an employment centre and a magnet for overseas visitors.

Using data such as footfall, customer movement and journeys, employee numbers, hotel bed spaces, development pipeline, office and retail rents the study will build a picture of current and future demand and draw up recommendations for interventions that might improve its performance and preserve its unique heritage.

As well as secondary data the study will involve primary research into business constraints and test shopper and visitor perceptions via resident focus groups, on-street surveys and business interviews. It will also include a comprehensive audit of every retail unit and frontage.

The study will provide the evidence base to support a joined-up approach to town centre policies for the emerging Marylebone and Hyde Park Paddington Neighbourhood Plans and provide an action plan for Marble Arch BID to take forward. It will be shared with landlords, occupiers and market agents to maximise the opportunities to effect change by the most appropriate partners.

Proposed Start Date

July/August 2020

Proposed Completion Date

January to March 2021

4. CIL funding amount

Please give the amount of CIL funding you are applying for and any other funding that has been identified.

Total Project Cost

The total project cost is estimated to be £50,000

CIL sought for allocation

N.B. the council has set a minimum threshold of £5,000.00 for proposals.

The Hyde Park Paddington Neighbourhood Forum is seeking £20,000 from CIL.

The Marylebone Forum is seeking £20,000 from CIL.

CIL sought £40,000 in total.

Other (non-CIL) funding identified to deliver project [please state source]

Marble Arch London BID will provide £10,000 of funding, plus in-kind support of at least £5,000 used to draw up the study's specification, competitively let the contract and manage the successful consultant.

5. Matching our criteria

Please provide details as to how your application matches the criteria we have set out in our CIL Spending Policy Statement.

Project Compliance with WCC CIL Spending Policy Statement

a. Be in line with Westminster's priorities and policies – how does your proposal address the principles and policies set out in the development plan for the area (including neighbourhood plans) and any other relevant strategy documents?

N.B. Westminster's development plan includes: the London Plan (2016); Westminster's City Plan (2016) and the accompanying Strategic Infrastructure Plan; and Westminster's Unitary Development Plan (2007).

300 words max

The City Plan identifies the Edgware Road south town centre as the Edgware Road (South) Retail Cluster and supports proposals that “will enhance and diversify their offer as places to shop, work and spend leisure time.” The Plan promotes A1 uses as the priority use but the Council's own latest town centre health check report for the centre shows that the amount of A1 units has decreased over the years from about 70% in 1997 to 50% in 2017, with A3 uses increasing to now nearly 18% of the total number of units.

The study also reports on a number of poorly maintained shop fronts and a large number of bureaux de change. It reports 14 vacant units that represents a 7% vacancy rate which is a rise from only 1% compared to 2007/8. Overall the study suggests a trend towards a more leisure and entertainment focused offer, especially around the evening and night-time and this is borne out by Marble Arch BID's own footfall counters that indicate more footfall at 8pm than at 8am.

We will share the study with the City Council which will look more broadly at retail decline and changing patterns in retail demand and the move to digital. The study will help us build the evidence base to protect and increase the amount of A1 floorspace in the area and tackle the over-supply of bureau de change, generating more daytime footfall.

b. Supporting growth – how does the proposal support the growth of the neighbourhood area, and Westminster as a whole?

N.B. Proposals will not be considered for funding that are seeking to remedy pre-existing deficiencies, unless these are made more severe by new development.

300 words max

There are several developments under construction within or adjacent to Edgware Road that will generate customers for the town centre, and these include:

- Marble Arch Place (Almacantar) – offices, residential, A1&A3 retail and cinema
- Regent House (Native Land and The Portman Estate) – offices, residential and retail
- 1-4 Marble Arch (The Portman Estate) – offices and A1 retail
- Three proposed hotels – two on Old Marylebone Road and a third on Edgware Road itself.

In addition, the northern stretch is identified as a site for tall buildings and includes two allocated development sites: Capital House/Edgware Road Underground station and the former Metropolitan Police Station at 2-4 Harrow Road.

The provision of more visitor accommodation along Edgware Road is likely to generate demand for new retail to serve visitors rather than residents and office workers and this could run contrary to the Council's stated policy approach to give priority for A1 uses. We therefore need this study to help us understand the extent to which the retail trade is underpinned by the visitor economy and what actions are necessary to create a more balanced economy supporting visitors, residents and workers.

In addition to new developments, the Council's proposals for Oxford Street mean that we need to build on the opportunity that this provides to better link Edgware Road with Oxford Street making the most of the Marble Arch Place development.

Crossrail's Elizabeth Line will bring many thousands of additional people into Paddington and into Oxford Street. Edgware Road connects these two locations, and so presents the opportunity to widen the retail catchment area. The study will help us get Edgware Road properly ready for the Elizabeth Line.

c. Supported by the community – Is the proposal supported by the community?

Please give details of how you have consulted with the groups named in section 2 and how such groups have expressed support for the proposal.

N.B. Support of at least two relevant WCC ward councillors will be required for funding proposals to proceed to allocation.

300 words max

Both the Hyde Park Paddington and Marylebone Forums have prioritised the improvement of Edgware Road, its retail performance and visual character.

A General Meeting of the Hyde Park Paddington Neighbourhood Forum to which all Forum members were invited was held on 27 November 2019 and Members agreed on the need for a retail study for Edgware Road to provide the evidence base to support bespoke retail policies for the shopping centre. This was re-confirmed at the Forum's AGM held on 6 February 2020.

This study and five other projects were then published on the HPP Forum's website on 17 February (<https://www.hydeparkpaddington.org/news/project-ideas-for-community-infrastructure-levy-cil-funding-february-2020/>) accompanied by an email out to all members encouraging them to submit feedback by 20 February. Social media posts were also used to call out for ideas and also feedback on the shortlisted projects on the Forum's website.

For Marylebone Forum the Edgware Road Insights Study has been discussed extensively at several Steering Group meetings, and the draft CIL application circulated amongst and agreed by members in advance of submission.

A common concern expressed by the community is the sheer number of Bureau de Change along Edgware Road and the number of phone shops and small sub divided units that detract both from the visual appearance of the street and the quality of the retail offer. There is overwhelming support to reduce the number of these sorts of premises and replace them with genuine retail uses that local people will use.

d. Cost effective – does the proposal represent value for money and will it be delivered in a timely manner?

N.B. Proposals should show whether the allocation of funding could leverage additional resources to ensure it is delivered, and that the proposal can be sustained into the future. Where appropriate, feasibility studies may be required to demonstrate that proposals can be carried out within 12 months of the allocation of CIL funding.

300 words max

A detailed project brief will be written for the study and this will be reviewed by both the Hyde Park Paddington and Marylebone Neighbourhood Forum Steering Groups.

Three companies will be approached to carry out the study, under a formal tender framework. All will be asked to submit fully costed proposals and to demonstrate extensive experience in the retail insights field.

This will be a data heavy study, undertaking both primary and secondary research (including field work).

The study will be required to stand up to examination at a Neighbourhood Plan EIP so it needs to be robust. The costs will include printing and publishing.

Should the final costs of the study be below the £50,000 we are estimating, then clearly the amount of CIL that we would require would correspondingly be less. The Marble Arch BID has confirmed it will contribute £10,000 regardless of the final cost of the study and will underwrite the study in case its costs increase.

e. Supported by infrastructure providers – is the proposal supported by infrastructure providers who will deliver the proposal, including the relevant council service area?

Please give details of the infrastructure providers or council officers you have engaged with on your proposal.

300 words max

We have discussed the need for the study to provide an evidence base to support neighbourhood plan policies with the Neighbourhood Planning team at the City Council, including a walkabout of the whole street on 26 November 2019.

Officers suggested that this study was commissioned and that a Neighbourhood CIL application was made to part fund it.

Likewise, the Edgware Road Strategy Group chaired by Councillor Heather Acton and attended by officers support the submission for funding of this vital piece of work.

6 Decision Making

For completion by WCC staff.

Date application received

Name

Date Approved

Ward Members

CIL / Infrastructure Officer Group Project Sponsor

Cabinet Member

WCC Project Manager:

Email:

Telephone:

Project director / Project manager's line manager
