

HAYES TOWN CENTRE 'SHOP FRONT IMPROVEMENT' SCHEME – PETITION REQUESTING THE INCLUSION OF BROADWAY PARADE COLDHARBOUR LANE, HAYES

Cabinet Member(s)	Councillor Douglas Mills
Cabinet Portfolio(s)	Cabinet Member for Improvement, Partnerships and Community Safety
Officer Contact(s)	Hayley Thomas - Planning, Environment, Education and Community Services
Papers with report	Appendix A

HEADLINE INFORMATION

Summary	To inform the Cabinet Member that a petition has been submitted from businesses located in Broadway Parade Coldharbour Lane, Hayes asking to be included in the Council's 'Shop Front Improvements' Scheme.
Contribution to our plans and strategies	The request can be considered as part of the Council's strategy to enhance its town centres, set out in the report 'Sustain, Renew & Prosper: The Hillingdon Approach to Regeneration 2011-2016' which was endorsed by Cabinet in June 2011
Financial Cost	There are none associated with the recommendations to this report.
Relevant Policy Overview Committee	Residents' and Environmental Services.
Ward(s) affected	Townfield

RECOMMENDATIONS

That the Cabinet Member:

- 1. meets with petitioners and discusses with them their request for Broadway Parade Coldharbour Lane to be included in the Council's 'Shop Front Improvement' Scheme.**
- 2. asks officers to consider the inclusion of a new shop front improvement grant scheme including a possible extension of the boundary of the scheme when they consider the wider proposals for Hayes Town centre, such as improvements for on-street parking, public realm, public safety and traffic management.**

Reasons for recommendation

To allow the Cabinet Member to consider the representations received and decide on an appropriate way forward.

Alternative options considered / risk management

None at this stage.

Policy Overview Committee comments

None at this stage.

INFORMATION

Supporting Information

1. A petition with 22 signatures has been received from businesses in Broadway Parade Coldharbour Lane, Hayes asking to be included in the Hayes Town centre 'Shop Front Improvements' Scheme. The petition contains signatures from all businesses located in the parade.
2. A key priority for Hillingdon's regeneration strategy 'Sustain, Renew and Prosper' is to ensure the success and viability of town centres. 'Total Approach' approved by Cabinet in June 2011, supports independent traders by bringing together all the elements of a successful town centre. 'Total Approach' ensures a co-ordinated approach to maximising the value of Council and external investment to deliver improvements to our town centres. This initiative will deliver an improved town centre environment both in terms of appearance and also through design.
3. In autumn 2011, the Council successfully bid for and secured a total £240,000 grant award from the Greater London Authority's 'Outer London Fund'. This grant would help towards the delivery of visible and lasting improvements to Hayes Town Centre, with a key focus on proposals to improve shop fronts in Coldharbour Lane and Station Road, as well as refurbishment of eligible private forecourts.
4. Mindful of a need to focus priority for town centre enhancements on a sustainable core, an area of eligibility was determined by Ward Members as shown in Appendix A, which included Colharbour Lane (between Pump Lane/ Botwell Lane and East Way/ Minet Drive), East Avenue (Nos. 1-15 odd), Botwell Lane (Nos. 2-18 even) and Station Road (between Pump Lane/Botwell Lane and Western View).
5. The shop front improvement scheme that was implemented within the above boundary was considered to be successful. There were 36 businesses that participated within the scheme, which included 4 double fronted premises. The scheme was also at capacity because it resulted in the full expenditure of the funds allocated by the Greater London Authority and the Council's own resources. There was consequently no spare funding available to cater for any extension of the scheme in this initial phase.
6. Towards the end of the implementation of the shop front improvement scheme, there were 11 businesses within the boundary of the scheme who expressed a late interest in the scheme, after the deadline for applications. This is in addition to the 29 businesses (including

17 in Broadway Parade) who expressed an interest in the scheme but were outside the boundary of the scheme. Therefore, there are at least 40 businesses that are interested in taking part in a further shop front improvement scheme.

7 The work that has been carried out in Hayes Town centre has highlighted a number of issues, such as a lack of available on-street parking, poor public realm, concerns about public safety and traffic management problems. We intend to address the wider range of issues that have been raised through a Major Schemes bid to TfL, at which time it may be possible to consider a second phase of the shop front improvement scheme that may allow the inclusion of Broadway Parade, Coldharbour Lane.

8. It is therefore recommended that the Cabinet Member asks officers to consider the inclusion of a new shop front improvement grant scheme, including a possible extension of the boundary of the scheme, when they consider the wider proposals for Hayes Town centre.

Financial Implications

There are no direct financial implications of the recommendations of this report, although should the extent of the Hayes Town Centre improvement zone be extended, and applications invited, there would need to be provision from within the Council's forward Town Centre programme. Should this course of action be agreed, the necessary capital release and other approvals would be sought as appropriate.

EFFECT ON RESIDENTS, SERVICE USERS & COMMUNITIES

What will be the effect of the recommendation?

To allow the Cabinet Member the opportunity to discuss with petitioners the nature of their concerns and to provide him with the necessary information to allow him to make any subsequent decisions on how to proceed.

Consultation Carried Out or Required

None at this stage.

CORPORATE IMPLICATIONS

Corporate Finance

Corporate Finance has reviewed this report and is satisfied that there are no direct costs associated with the recommendations in this report. Any measures that may be approved in the future by the Council would need to be funded from the relevant budget and with the appropriate approvals.

Legal

The Council's Constitution states that Cabinet Members are empowered to deal with petitions within their portfolio area. The Cabinet Member for Improvement, Partnerships and Community Safety is empowered by the Constitution to oversee and report to Cabinet regarding town centre regeneration.

There are no special legal implications for the proposal, which amounts to an informal consultation. A meeting with the petitioners is perfectly legitimate as part of a listening exercise, especially where consideration of the suggestion is still at a formative stage. Fairness and natural justice requires that there must be no predetermination of a decision in advance of any wider non-statutory consultation.

In considering any informal consultation responses, decision makers must ensure there is a full consideration of all representations arising including those which do not accord with the officer recommendation. The decision maker must be satisfied that responses from the public are conscientiously taken into account.

Corporate Property and Construction

Corporate Property and Construction is in support of the recommendations in this report.

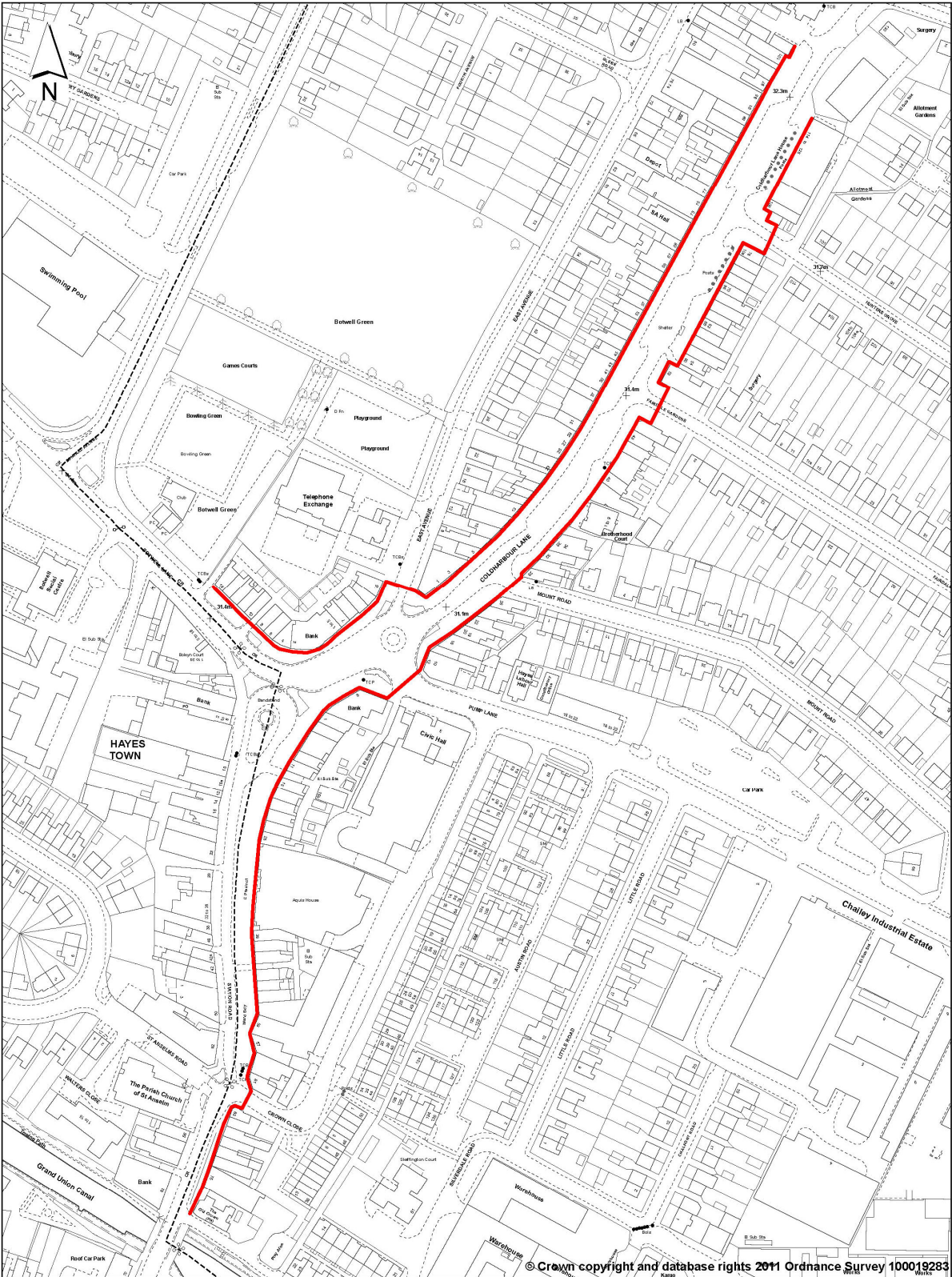
Relevant Service Groups


None at this stage.

BACKGROUND PAPERS

Cabinet Report, June 2011, Agenda Item 5, 'Sustain, Renew & Prosper: The Hillingdon Approach to Regeneration 2011-2016'

EXISTING SHOP FRONT GRANT IMPROVEMENT BOUNDARY IN HAYES TOWN CENTRE – PHASE ONE



Hayes Town Centre Shop Front Grant Scheme - Phase 1 — Extent of shop fronts eligible for grant	June 2011	
	1:1,700	

PART 1 – MEMBERS, PUBLIC AND PRESS