

GOOD GROWTH FUND

Expression of Interest form

GENERAL INFORMATION

All sections of the form do not need to be completed for an application to be accepted. If we are requesting information you do not currently have access to or understand then don't worry, we will still read your submission. If you are unable to respond to any sections please indicate this with N/A and add an explanation as to why this information cannot be provided.

Applications that are not presented in this template will not be considered.

Where the response provided exceeds the stated word limit, information beyond the maximum word count will not be considered.

Additional information in support of your proposal will be considered, this may be information which helps us to understand your project better or which supports a specific aspect of the proposal (for example evidence of demand, need or support). Supporting information may be documents (e.g. survey results, user-centred research, soft market testing, feasibility studies), but may also be in other media formats, including images, videos, links to information on the internet or social media, a Twitter poll or Facebook page. You will not be penalised if this is not included as it will not form part of our scoring assessment.

Completed Expression of Interest forms and supporting documentation should be submitted in electronic format (in both word and PDF format) by email to goodgrowthfund@london.gov.uk by 4pm on 04 September 2017.

Feedback cannot be provided on drafts of your application but if you have any queries about how to complete your form please email your query to goodgrowthfund@london.gov.uk. Please note the last possible date to do this is 28 August 2017

SECTION 1: CONTACT INFORMATION

Name of organisation:

Harrow Council

Applicant contact name:

██████████

Applicant contact email:

██████████@harrow.gov.uk

Lead organisation name:

Harrow Council

Lead organisation address:

Civic Centre, Station Road, Harrow HA1 2XY

Lead form of lead delivery organisation

Public Sector body Charity CIC Cooperative Limited Company Unincorporated organisation
Other

If 'Other' Please explain further

Registered company or charity number (if relevant): *Click here to enter text.*

Project Address (if different from applicant):

Lyon Road Pop Up Restaurant and Square

Please indicate other participating organisations and the nature of their support for the project:

Harrow Council is currently working with Greenwich Community Development Association (GCDA) to develop a food strategy for the borough. GCDA have provided general advice and specification for the delivery of food markets in the new square.

GCDA or an equivalent organisation will be contracted to deliver the pop up restaurant/food market and associated business training

Origin will provide the ground floor of the Cumberland Hotel development for pop up restaurant use.

How will the project be managed? If you will you need to bring in additional resources to deliver the project please describe these arrangements?

The strategic leadership and ultimate decision making for Harrow's Good Growth Funded Programme sits with the council's Regeneration Board, which includes the Leader and Portfolio Holders for Finance, Environment, Enterprise Planning and Regeneration, Housing, the Chief Executive, Finance Director and Planning and Regeneration Divisional Director. Below that board sit an operational group which includes the GLA Senior Regeneration Manager, and senior council managers from Economic Development, Regeneration, Finance and Commissioning and Commercial Services. Progress on all council programmes are monitored at monthly meetings with the Portfolio Holder and 6 weekly Regeneration Board meetings.

The direct project management will reside with the council's Economic Development Officer (Place) who has experience of managing the council's High Street Fund and London Regeneration Fund, which respectively created a Traders Group and an identity for two High Street Parades on Station Road, Gallery space and affordable studios for artists and a new town square in Wealdstone.

Are you related to or do you have any contact with any elected GLA officials or members of our staff? Yes No

If yes, please tell us about your relationship with them and their name (or names) and which team they work in:

Click here to enter text.

Are you submitting more than one application to GGF? If yes, please list all of your other applications in your order of priority:

1. Lyon Road Pop Up Restaurant and Square
2. Wealdstone Workspace
3. Vaughan Road Community Hub

SECTION 2: PROJECT DESCRIPTION AND DETAILS

Project title

Lyon Road Pop Up Restaurant and Square

Project aim

Describe the general context, specific issue you are seeking to address, and overall purpose of your project. In describing your project you should consider how it will relate to the three wider themes of People, Places and Prosperity listed on pages eight, ten and twelve of the prospectus

Harrow Town Centre based in Greenhill ward is undergoing a massive transformation in the number of dwellings, an increase in population and its capacity to respond to a significantly greater population. Between the 2011 Census and March 2023 there will be a minimum increase of 2,327 dwellings, this represents a 60.6% increase in new homes since the 2011 Census. This rapid increase in the population will have a significant impact on a sense of community and identity with the town centre. The housing will be high density, which can make contact with neighbours difficult.

The Harrow Public Realm project looks at improving a number of key sites within the Harrow and Wealdstone Opportunity Area. The Public Realm Strategy (see supporting information) sets out the Council's strategy to improve key locations across the Opportunity Area, to make better use of existing spaces, make them work harder to benefit more people and improve Londoners' health and wellbeing. This follows works already undertaken in St Ann's Road, Lowlands Park and Station Road. The project aims to create public space for food markets, events, rest and congregation on key development sites in Harrow Metropolitan Town Centre. The Council has an ambition to develop a food sector in Harrow, and this will include access to pop up restaurant and space for cook outs for new food entrepreneurs.

This Lyon Road project is one of the public realm projects identified within the Strategy. It will provide a civic space for congregation and activity, and help address any sense of isolation that our changing and expanding population may have. We want the new public space to be multi-functional, not just providing opportunities for events and relaxation, but also providing opportunities for business start up.

Harrow's district centres have proved themselves ideal locations for new restaurants and cafes that reflect our changing communities. However, it is capital intensive to set up a new food business. Therefore we will provide entry level trading opportunities for

new food businesses, at a pop up restaurants on the ground floor of the former Cumberland Hotel, with progression routes into the district centres as space becomes available.

The focus for these sites ties in with the “Making Better Places” theme of the GGF. With significant new development currently being constructed adjacent to the proposed new space, the development of new public space allows the accommodation of growth in a way that works with London’s character. Harrow residents will have a new space to rest and play which will be beneficial to them and their everyday experience.

Project summary

Briefly summarise your project, explaining the activities that are required to deliver it. Where possible, please make reference to the eight actions listed on page fourteen of the prospectus

The project looks to transform an existing public car park in Harrow Town Centre into a multi-function public space, improving the general environment for pedestrians and providing the opportunity for markets, particularly food markets, to enliven this part of the town centre.

It will link with the proposals to develop the former Cumberland Hotel site which overlooks the new Square as well as the Lyon Square development being constructed by Redrow Homes and which overlooks the north part of the proposed space. The Council is currently working with the developers of the Cumberland Hotel site (Origin Housing) to ensure a ground floor commercial use.

Once developed, the new public space will be used to deliver an element of the Council’s Food Strategy (see supporting information). The proposal is to use this space for markets such as a “pop up” street food market and other events. As part of the bid, we will therefore be looking for funding for food stalls and outdoor catering equipment and/or food kiosks to be placed within the new public space. This will depend on the final design.

The project will look at appointing architects to design a new space, undertake consultation with local residents and businesses to refine the design. Once agreed, a planning application will need to be submitted for the works, contractors appointed and the new square built.

At the same time, the Council will work with existing groups to identify residents who would want to use the market stalls/kiosks and ground floor space within the former Cumberland Hotel development for pop up restaurants, providing business advice and support.

The Council is already working with Greenwich Community Development Association (GCDA) on the development and implementation of the Council’s Food Strategy and it is proposed that a specialist organisation will be used to deliver this training and business support. The contracted organisation will also be responsible for curating the new public space, with a focus on food themed markets. The work already undertaken

as part of the Food Strategy has identified a demand for this sort of approach with a network of home-based food producers already established within the borough.

The project ties in with the following actions of the Good Growth Fund:

Develop Civic Infrastructure: The proposal looks to maximise the use of a ground floor in a new residential-led developments, at the Cumberland Hotel site and Lyon Square development

Enhance Public Space: The proposal seeks to

- enhance the experience and multi-functionality of spaces on London's high streets, providing a better environment for people, and street markets, more opportunities for rest and play by providing a space that can be used for events such as food markets but also provide an improved space for the new residents in the area.
- Create a high-quality public place that can host local culture, adapt to accommodate changing culture, or help instigate new forms of culture

SECTION 2A: FUNDING

The Good Growth Fund will expect to fund up to 50 per cent of the total project value, with the remainder covered by match funding. Applicants should be aware that the majority of the available funding is capital funds, so we would encourage revenue elements of projects to be funded via match. European Social Fund revenue grant funds are available for projects which will be co-commissioned with the GLA and will deliver employability and skills outcomes.

What is the start date of your project?

01/04/2018

What is the end date of your project?

01/04/2020

Total project cost (including match funding)

£1,437,500

Funding requested from Good Growth Fund

Please specify which type(s) of funding you are interested in applying for, and if possible the specific amounts

Types of Good Growth Funding available (please tick if interested)	Amount (£,000)
Capital Grant <input type="checkbox"/>	£717.5
Repayable Grant (Loan) <input type="checkbox"/>	
European Social Fund <input type="checkbox"/>	
Total	£717.5

In addition to the above funding options, the Crowdfund London programme offers small-scale grants in the form of pledges towards crowdfunding campaigns by organisations or partnerships seeking to raise funding for community-led projects. For further detail on this fund and whether it is suited to your project, please see [<https://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/crowdfund-london>].

Have you secured any match funding?

Please indicate the amount and whether the funding has already been committed to the project, has been requested or is your realistic estimate of what might be secured

Source of Funding	Amount (£,000)	Committed, Requested, or Estimate
Section 106	£450	Committed
Former Cumberland Hotel	£270	Estimate (based on construction costs)
Total	£720	Estimate

If possible, please outline clear and achievable milestones that will constitute delivery (preparation, construction, operation etc.), when you forecast them to occur, and the amounts of funding associated to them

Milestone/description of activity	When will the activity take place?	Budget forecast
Lyon Road Public Space		
Appointment of architects	Q1 2018/19	
RIBA Stage 1 Report Completed	Q2 2018/19	
RIBA Stage 2 Report Completed	Q3 2018/19	
RIBA Stage 3 Report Completed	Q4 2018/19	£100,000
RIBA Stage 4 Report Completed	Q1 2019/20	£20,000
RIBA Stage 5	Q2 2019/20	
RIBA Stages 6 & 7 Completed	Q4 2019/20	£630,000
Kiosk on Lyon Square and Event Kit for Events on Lyon Square and Surroundings	Q4 2019/20	£150,000
Former Cumberland Hotel Site		
Secure food operator/business support advisor for managing pop up restaurant and food markets through tender	Q1 2019/20	
Agree design of fit out for space with food operator	Q3 2019/20	£35,000
Fit-Out works complete and restaurant kit delivered	Q3 2020/21	£502,500
Pop-up restaurant opens	Q3 2020/21	
Subtotal for 2018/19		
		£100,000 (GLA funding £100,000)
Subtotal for 2019/20		
		£835,000 (GLA funding £385,000)
Subtotal for 2020/21		
		£502,500 (GLA funding £232,500)
Total		£1,437,500 (GLA funding £717,500)

SECTION 3: DEMAND AND SUPPORT

Applicants should outline why the proposed actions represent good value for money, and knowledge or awareness of any complimentary projects which will bring strategic added value to their proposal, and provide an estimate of potential outputs and outcomes

What local engagement has been undertaken so far and how can you evidence demand or need for your project? If you can, please attach or provide links to any evidence of this, including local support that might exist (e.g. letters of support, a Twitter poll, Facebook page, user-centred research). If possible, describe if the project complements any other initiatives and if possible demonstrate any strategic advantages?

The proposal for a public square on Lyon Road / St Johns Road came from the consultation for the Area Action Plan for the Heart of Harrow Opportunity area. Following that, a Town Centre Board was established which managed the public realm improvements to St Ann's Road, Havelock Place, Kymberley Road, Clarendon Road and Lowlands Rec. The Board included the leader of the council, the Portfolio Holder and ward members. The Board enthusiastically supported the creation of a new public square. Parallel to this, a section 106 Agreement was entered into with the developer of a residential led development on Lyon Road for £450,000 to fund the new square. Proposals for a new square underwent public consultation in August 2013. The consultation included: Two stakeholder workshops where all organisations and residents within the vicinity of the site were invited to help steer the direction of the proposals. An exhibition held on Wednesday 3rd July 2013 in St. John's Road fronting Station Road to encourage input from the wider community. Consultation documents were sent out to stakeholders across the Borough including resident associations, emergency services, transport operators, HAD and other key stakeholders. Social Media releases were issued by the Council's Comms Team during the consultation period. In total 78 responses were received during the consultation of which 76 liked the presented layout, 1 did not and 1 had no strong opinion. However, the Square did not go ahead, because there was a change of developer, and the new landowner (Redrow) decided not to trigger payment until the Lyon Square development was completed. Since 2014, construction costs have increased, and further developments on St Johns Road (e.g. the former Cumberland Hotel) provides an opportunity to revisit the scheme. The council has embraced an ambition to develop the food sector in Harrow, promote the sector, and to overcome barriers to trading and start up. We have engaged GCDA to consult with Harrow's food businesses on support for the sector, and we have found that proposals to make it easier for businesses to test trade are welcome. The initial consultation on the

proposed use of the space highlighted a desire for a food use and for markets and there is an opportunity to deliver both on the new public space. Through the work on the Food Strategy, a network of home based food producers has already been established in Harrow. This network would be an early group of residents to target with additional support. The project would seek Good Growth match funding to contribute to the costs of the new public square, equipment for cook outs, market stalls or kiosks on the new space for a food market and to enable test trading, and the establishment of space for “pop up” restaurants on the ground floor of the “Cumberland Hotel” development. In addition to the above engagement, the council has continued engagement through Facebook, Twitter, a workshop held in July with Community groups, community champions, and business membership groups, and public engagement at events in August.]

What stage are you at in the development of your project

Concept Feasibility/Research Business case completed Procurement Planning submitted Planning approved Ready to deliver Other If 'Other' Please explain further

Although a scheme for the site was consulted on in 2013, the new development proposals on the former Cumberland Hotel site mean that the use of the space and the potential to increase the size and functionality of the space needs to be reviewed. The link with the Council's Food Strategy has also clarified the potential use of the site.

SECTION 3A: OUTPUTS AND OUTCOMES

Please indicate appropriate outputs and outcomes to quantify the level of impact your project will have, and describe how your project will lead to them. Please use page twenty of the prospectus, and the suggested metrics included below as a prompt (these are merely an initial indication of priorities to help applicants and by no way definitive). We understand that figures will be estimates at this stage, but please make them as realistic as you can, and projects in the development stage which do not have access to this information should not be discouraged from applying. As the Good Growth Fund develops, we will encourage our delivery partners to set objectives against a number of different indices which we will monitor and evaluate during the lifetime of their projects.

Output or outcome measure	Definition	Target
New jobs being created	New - should not have existed in the London borough or the employer before the intervention. Permanent - should have a life expectancy of at least 26 wks. FTE - 35hrs or more per wk.	Total 60 made up of: Pop Up Restaurants Proposed: 40 over 10 years. Each restaurant to be issued a 6-month lease. 20 restaurants in total and each restaurant to have 2 FTE's. Kiosk Stall 2 traders per year providing opportunities for 20 jobs to be created over 10 years.
Public Realm improvements (m2)	Improved: significant improvement in the quality of the built environment through improved use of space, urban design and improved quality of materials used. Could be linked to measurement of time savings, reductions in road safety incidents, increased perception etc. New: space which was previously not for public use which is transformed into pavement, road, street furniture & park area.	2,000m2
New or improved commercial/ business space (m2)	New or upgraded: new buildings constructed as part of the project, refurbished, improved or adapted for productive use as part of the project. Improved: Actual floor space or potential market value has been increased by some physical improvement	Ground floor space of Cumberland Hotel redevelopment: 100 m2
Number of vacant units brought back into use	A unit is considered vacant if it has not been occupied for over 6 months. Re-occupation should be by a non-residential use. Temporary: re-occupation for at least 1 month, but less than 6 months.	1 Permanent reoccupation (Former Cumberland Hotel)

	Permanent: re-occupation for at least 6 months.	
Increase in business turnover	Increased financial turnover can be defined as the volume of a business output in terms of profits over a given number of years or period of time	
Increase in visitor satisfaction	Increase in visitor satisfaction in the target area over agreed period.	
Increase in footfall	Also known as People Counting or Shopper Counting, as the measurement of the number of people entering passing a certain location or entering a shop or shopping mall. An increase in footfall is measure from the baseline position over a period of time compared to another survey after an expected change or trend has taken place.	10% increase on baseline as at April 2017 April 2017: 158,241 people (Source: Harrow HA1 BID footfall monitoring)
Entry into employment	New – A London resident who was economically inactive, unemployed or NEET (Not in Education, Training or Employment) before the intervention, accesses employment as a result of the support received. Permanent - should have a life expectancy of at least 26 wks.	
Sustained Employment	New – A person who has already achieved an Entry into Employment via the intervention remains in work for at least 26 weeks out of 32.	
Progression in Work	New – A London resident in low-skilled or low-paid employment achieves an uplift in their employment status as a result of the support received. Examples of an uplift include a promotion, a pay rise or additional hours.	
People supported	New – A London resident actively participates in the project. This may be as a member, user, volunteer, participant, or beneficiary.	Total 55 made up of: 20 additional people supporting the 20 restaurants. 20 additional people supporting the kiosk traders. 15 people engaged in upskilling as part of the design process.

Please include a brief description here of how each output measure relates to the overall project

This project will deliver 2000 sq m of improved public space as the Lyon Road car park and surrounding area is transformed into a public square.

The number of jobs created relates to the pop up restaurants that will use the space created in the former Cumberland Hotel development and on the kiosks that will be located on the new square, and provided with targeted business support.

The people supported output relates to a number of different strands. It relates to people supporting delivery of the pop-up restaurants. This is likely to be family members and friends of the restaurateur. Similarly, it also relates to family and friends supporting traders operating at the kiosk. The final element of the people supported output relates to community members upskilled as part of the design process. Community members will be engaged at the outset of the public realm (Lyon Square) and will be upskilled throughout the different stages of the design process.

The 10% footfall increase relates to the increased amount of people in the area both from the new residential development and from people using the new square, and attending the markets and events.

SECTION 3B: LEGACY

Provide a brief description of your current ideas or plans to ensure ongoing delivery and management of the facility or service after the end of the Good Growth funding period

The new square will be maintained through the Council's Transport, Highways and Asset Maintenance. Concept and developed designs and the materials for the square will be approved by this team to ensure sustainability. A recent Harrow Public Realm Design Guide has been developed which will steer the use of materials.

On-going events on the square will be organised by Harrow Business Improvement District and their partners. Harrow's licensing teams will also be engaged to ensure there are minimal licensing requirements for individuals to hold events at the space in order to facilitate usage and events. Adult Community Learning will also be engaged to deliver Event Management courses to upskill and equip individuals and community groups to deliver events on the newly created square.

The use of the pop-up restaurant and any associated food market on the square will produce an income stream to the operator. The income will be pumped back in to the project to allow the business support and operational elements to continue. This will allow new restaurateurs to continue to use the pop up restaurant, which along with the square, will provide added vibrancy and vitality in the area.

SECTION 4: DECLARATION

The declaration must be completed by a Director of the organisation or equivalent. Applications without a completed declaration section will not be considered.

As a public organisation we have to follow the Data Protection Act 1998 and the Freedom of Information Act 2000. We have a data protection policy, which is available from our website at www.london.gov.uk

We also have a Freedom of Information policy which is also available from our website at www.london.gov.uk

By signing this application form, you agree to the following:

- A. We will use this application form and the other information you give us, including any personal information, for the following purposes.
- To decide whether to award your proposal support.
 - To provide copies to other individuals or organisations who are helping us assess and monitor support. After we reach a decision, we may also tell them the outcome of your application and, if appropriate, why we did not offer you support.
 - To hold in our database and use for statistical purposes.
 - If we offer you funding or support, we will publish information about you relating to the activity we have funded, including the amount of funding and the activity it was for. This information may appear in our press releases, in our print and online publications and in the publications or websites of any partner organisations who have funded the activity with us.
- B. You have read the GLA data protection and freedom of information policies and accept how we generally plan to treat your application and other related information if someone asks to see it under the Freedom of Information Act 2000.

Tick this box if you consider that we should treat your proposal as confidential information.

Tick this box if you consider that we should treat your financial information, such as your budget and any business plan, as confidential information.

Tick this box if there is any other information you have provided that you consider to be confidential information. You must tell us what that information is and give us your reasons below or in a separate letter. If you are sending us a separate letter, please write 'letter included' below.

- C. Please note that your project summary and any images or videos that you supply may be published if your project is selected for further development or if you are asked to submit a more detailed application form. By submitting this text and any accompanying materials you

give us full permission to use them on our website and in other publications and marketing materials produced by the Mayor of London.

To the best of my knowledge, I confirm that the information supplied on this form is correct and complete. If successful, this organisation will use the funding only for the purpose shown in this application.

Signed:



Name:



Position: Head of Economic Development

Date: 1 September 2017