

GREATER LONDON AUTHORITY

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2139

Title: Small sites programme, website development and graphic design

Executive Summary:

The GLA's Housing & Land and Regeneration Teams are developing a programme to bring small publicly owned sites forward for residential-led development and invigorate the small builders/developers market.

The programme is in the development stage and budget is required to develop a portal within London.gov through which sites will be marketed and procure graphic design support to develop illustrations and marketing templates.

Decision:

That the Assistant Director of Strategic Projects and Property approves expenditure of £49,000 for website development as detailed in this paper.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

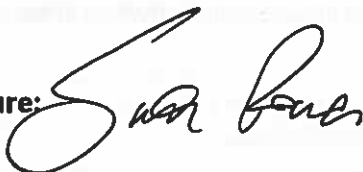
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Simon Powell

Position: Assistant Director of Strategic Projects and Property

Signature:



Date:

31/07/17

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

The GLA's Housing & Land and Regeneration Teams are developing a programme to bring small publicly owned sites forward for development in London and invigorate the small builders/developers sector.

The programme will provide a bespoke, simple and standardised process to deliver these sites into the market and will provide a standardised set of contracts to enable the delivery of residential-led development on these sites.

While larger development sites will continue to play a significant role in providing new homes in London, smaller sites and smaller builders have the capacity to make a significant contribution to new supply in London. The Strategic Housing Land Availability Assessment (SHLAA, 2013) estimates capacity for around 100,000 units over the next ten years on sites of less than 0.25ha.

Despite this untapped capacity, smaller sites, including those in public ownership, are often underutilised and there are many barriers to these sites coming forward for development. Responding to this, GLA officers are working up a programme to tackle this issue. The aim of this programme is to devise and deliver a simple process which has the two interrelated aims of:

- Bringing small publicly owned sites forward for residential-led development;
- Invigorating new and emerging sources of supply including small developers, small housing associations and community led groups.

The programme will:

- Offer some resourcing support to public landowners to enable them to review their land portfolio to identify small sites which are available for disposal and to assess their development potential;
- Offer support in preparing sites for the market;
- Develop a simple, bespoke on-line portal for small sites to be marketed through, creating a live, centralised database of small public sites available in London;
- Encourage small builders to sign up to this portal in order to access the information packs and bid for public sites;
- Offer standardised criteria which bids can be evaluated against and a standardised set of contracts for the sale and development of the sites. The arrangements will not trigger the need for an OJEU procurement;
- Explore a range of approaches for land payment;
- Provide a limited amount of funding for capital works on small publicly owned sites to unlock development.

A comprehensive soft market testing exercise has been undertaken with public land owners, small builders and their lenders to ensure the proposals meet their requirements.

This programme will be funded through the Growth Deal 3 capital grant allocation of £13.4m which spans 2017/18 to 2020/21. The funding for 2017/18 has been formally confirmed and received and approved by the LEAP but requires a Mayoral Decision. The website development and graphic design work needs to be undertaken now in order to be ready for the launch of the programme later this year. This piece of work can be forward funded from the London Land Commission budget in advance of

the MD for the full programme. The small sites project fits with the objectives of the London Land Commission, to accelerate the identification and delivery of housing on public land.

The web pages will sit within London.gov and will be designed to enable small builders to bid for sites that landowners put up for marketing. The web page will also contain information about the programme, details of the grant funding programme and enable small builders to sign up to be notified about future sites. It will also enable users to search and filter sites, for information relating to each site to be uploaded as PDFs and track the status of individual sites.

The specification of the web pages and the scope of work required from the web developers has been prepared in conjunction with the GLA Digital and Technology Group Teams. Both GLA Digital and TG will continue to be involved in the appointment of the developer, inception meeting and ongoing project management.

In conjunction with the web page development graphic design support is required to produce a set of graphic illustrations and templates for advertising/marketing. The specification for this work has been prepared in conjunction with GLA Creative Team and outputs will fit with GLA Brand Guidelines.

2. Objectives and expected outcomes

Development of website as described above.

3. Equality comments

It is not anticipated that the recommendations in this paper will have a negative impact on any groups identified under the Equality Act 2010.

4. Other considerations

The key risk for this expenditure is that the specification of the website is not delivered within budget and or on time. A fixed price bid will ensure the project is kept to budget. A detailed specification of work, with identified milestones, will be used to ensure the project is kept on time, along with close working with the TG and Digital Teams.

5. Financial comments

This decision requests approval for an expenditure of £49,000 to develop the web pages and graphic design to support a programme for bringing small publicly owned sites forward for residential-led development and invigorating the small builders/developers market.

The requested expenditure is funded from Housing & Land's London Land Commission budget and will be expended in 2017/18 financial year.

6. Legal Comments

None.

7. Planned delivery approach and next steps

| Activity | Timeline |
|---|-------------------------------|
| Web development | |
| Procurement of contract [for externally delivered projects] | July 2017 |
| Delivery Start Date [for project proposals] | July 2017 |
| Main milestones | 3x weekly sprints Aug/Sept 17 |
| Final evaluation start and finish | Sept/Oct 17 |
| Delivery End Date [for project proposals] | Sept/Oct 17 |
| Project Closure: [for project proposals] | Sept/Oct 17 |
| Graphic design | |
| Procurement of contract [for externally delivered projects] | July/Aug 2017 |
| Delivery Start Date [for project proposals] | July/Aug 2017 |
| Delivery End Date [for project proposals] | Sept/Oct 17 |
| Project Closure: [for project proposals] | Sept/Oct 17 |

Appendices and supporting papers:

None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Note: This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:**Is the publication of Part 1 of this approval to be deferred? Yes**

If YES, for what reason: To align with formal launch of the programme in September/October 2017 and therefore manage publicity

Until what date: 1 November 2017

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form –NO

ORIGINATING OFFICER DECLARATION:**Drafting officer:**

Justin Carr has drafted this report in accordance with GLA procedures and confirms that the Finance and –if relevant- Legal teams have commented on this proposal as required, and this decision reflects their comments.

Corporate Investment Board:

The Corporate Investment Board reviewed this proposal on 31 July 2017

HEAD OF FINANCE AND GOVERNANCE:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature:

T. Benerville

Date: 31/7/17

ON BEHALF OF HEAD OF FINANCE
+ GOVERNANCE

