

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2281

**Title: West End Good Growth Study – Receipt of funding**

### Executive Summary:

Approval is sought to receive £25,000 of funding from Westminster City Council as a contribution to deliver the West End Good Growth Study. The study will undertake a review of risks and opportunities to the achievement of the West End's potential within the context of the new London Plan policy for good growth in the Central Activities Zone. It will be a standalone piece of work with a value up to £50,000, with the remaining funding to be funded from the Mayor's Strategic Investment Fund (SIF) as approved by ADD2256 on 7 August 2018.

### Decision:

That the Assistant Director of Regeneration and Economic Development approves:

Receipt of £25,000 from Westminster City Council as a contribution to deliver the West End Good Growth study.

### 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:** Debbie Jackson

**Position:** Assistant Director of Regeneration and Economic Development

**Signature:**



**Date:**

02/10/18.

## **PART I – NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1. ADD2256 (dated 7 August 2018) approved to commission the West End Good Growth Study with a value of up to £50,000, to be funded from the Mayor's Strategic Investment Fund (SIF). The study will review risks and opportunities to the achievement of the West End's growth potential within the context of the new London Plan policy for good growth in the Central Activities Zone.
- 1.2. Consultants have been procured from the Architecture Design and Urbanism Panel (ADUP) to deliver the study by October 2018.
- 1.3. Officers from Westminster City Council (WCC) have been invited attend the project steering group to provide the council's perspective in the development of the study. WCC have offered a contribution of £25,000 to the delivery of the study.

#### **2. Objectives and expected outcomes**

- 2.1. The objectives and expected outcomes of the West End Good Growth Study as set out in ADD2256 remain unchanged.
- 2.2. The study will develop a holistic understanding of this economy, and an assessment of its potential to adapt and grow, given sectoral restructures and increasing West End accessibility. It will inform public policy decisions and enable public and private sector partners to develop coordinated investment strategies that maximise potential good growth in line with new London Plan policies.
- 2.3. WCC's support of the study will ensure the outcomes take into account the views of the local resident and business community.

#### **3. Equality comments**

- 3.1. The West End is a key destination in the CAZ. The West End Good Growth study is intended to inform a future strategy for the area which secures a viable, accessible and sustainable mix of uses for all residents, workers and visitors to the area.

#### **4. Other considerations**

##### *a) key risks and issues*

Failure to address the changes and challenges set out above could jeopardise the Mayor's plans to deliver inclusive and sustainable growth in the area. To mitigate this, this study would help inform future approaches and engagement with a range of stakeholders.

##### *b) links to Mayoral strategies and priorities*

In his manifesto the Mayor committed to prioritise the improvements of high streets, squares and public spaces across the city, and to work with Westminster Council, local businesses, Transport for London (TfL) and taxis, to pedestrianise Oxford Street.

In the draft new London Plan the Mayor committed to:

- Promote and enhance the unique international, national and London-wide roles of the CAZ, based on an agglomeration and rich mix of strategic functions as well as local uses;

- Support the vitality and viability of the West End as an international shopping and leisure destinations.

*c) impact assessments and consultations*

Successful delivery of a future strategy for Oxford Street district will be dependent on engagement with a range of stakeholders in the public and private sector, including local authorities, landowners, businesses, residents and other users.

## **5. Financial comments**

- 5.1 The estimated cost of the West End Good Growth Study is £50,000, of which Westminster City Council will contribute £25,000. The remaining balance of £25,000 will be funded from the Mayor's Strategic Investment Fund (SIF) as previously approved via ADD2256.

## **6. Planned delivery approach and next steps**

<b>Activity ,</b>	<b>Timeline</b>
ADD approval	Early Oct 2018
West End Good Growth Study	October 2018
Project Closure	October 2018

## **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? NO**

If YES, for what reason:

Until what date: (a date is required if deferring)

**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:**

Tim Rettler 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.

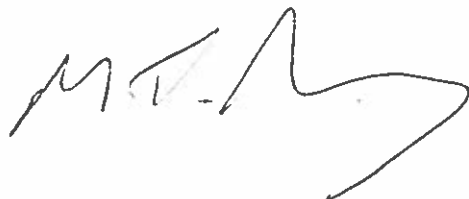
**Corporate Investment Board:**

The Corporate Investment Board reviewed this proposal on 1 October 2018.

**HEAD OF FINANCE AND GOVERNANCE:**

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

**Signature:**



**Date:**

01.10.18