

5. QUEENS WALK, EAST GRINSTEAD.

REPORT OF: Tim Barkley, Better Mid Sussex Planning Leader
Email: Tim.Barkley@midsussex.gov.uk Tel: 01444 477336
Wards Affected: All Wards in East Grinstead
Key Decision No

Purpose of Report

1. To introduce Frontier Estates, who are working with one of the major landowners at Queens Walk, the Martell family, to bring forward a redevelopment scheme in Queens Walk.

Summary

2. This Group heard from Mr C. Martell, who is representing a major landowner at Queens Walk, at their meeting held on 7th October 2011. The landowner is now working with Frontier Estates to prepare a scheme which would include the Queens Way public car park. Frontier Estates have appointed their professional team and they are attending the meeting to outline their emerging idea for the redevelopment of part of the existing Queens Walk site.

Recommendations:

3. **The Advisory Group is recommended to: -**
 - 3.1 **To comment on the information provided by Frontier Estates;**
 - 3.2 **To request that Frontier Estates develop their thinking for the scheme at Queens Walk in partnership with the East Grinstead Town Council; and**
 - 3.3 **Invite Frontier Estates to submit a proposal to Mid Sussex District Council in accordance with agreed community requirements, the latter as Freeholder, to review.**
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Background

4. Following on from the presentation given by Mr C. Martell at the meeting of this Group on 7th October 2010, the Group considered community requirements arising from a scheme involving Council owned land at its meeting in January 2011. Cabinet agreed the community requirements at its meeting held on 7th March 2011 and they are attached at Appendix 1 to the report. This Group considered East Grinstead Town Centre at its meeting held on 7th April 2011.
5. In discussions with officers, Frontier Estates have indicated that the Council-owned land is integral to their ideas to redevelop Queens Walk. They have also indicated their scheme is based on the provision of a large store to provide accommodation for an anchor tenant together with a number of modern sized retail units and additional public car parking.

Community Requirements

6. At its meeting on 7th March 2011, Cabinet agreed that there are some fundamental requirements from a scheme on which the Council, on behalf of the community, needs to be clear. These include:-
 - To retain a freehold interest;
 - To maximise the income received from the scheme and look for income growth;
 - Seek confirmation that the developer is competent and able to deliver the scheme;
 - A scheme that enhances the retail offer, supports existing businesses and encourages more residents to shop locally;
 - The provision of toilets;
 - An agreed management regime for the completed scheme; and
 - Public realm improvements.

There are other important issues for the scheme such as the provision of enhanced public car parking and the phasing of any scheme to minimise the impact on existing businesses, shoppers and local residents during the construction phase. Members will be aware that new public toilets are proposed to be constructed at the Kings Street public car park.

7. The community requirements includes recommendations that the designers of the scheme consults widely within the community, including key partners: the Town Council, Local Business Associations, Residents Associations, the East Grinstead and District Access Group, East Grinstead Society, Public Transport providers and West Sussex County Council as part of their work to bring forward a viable and achievable scheme. Frontier Estates will have to comply fully with the Council's statement of community involvement when preparing their scheme.

Private Sector Interest

8. As members will be aware, the key starting point for the revitalisation of the town centre is the commitment from the major land-owner to bring forward a scheme. The current level of interest from them and their developer, Frontier Estates is encouraging and represents a significant opportunity to take forward the objectives set out in the master plan. Members will also wish to note that there continues to be other developer interest in East Grinstead town centre, which the Council can follow up, should the scheme from Frontier Estates not proceed.

Financial Implications

9. This report contains no financial implications. However, it is important to note that the Queens Way public car park generates a significant revenue stream for the Council, which will need to be retained and, where possible, enhanced. In addition, if the improvements to Queens Walk can be achieved, the capital value of the Council's freehold interest would be enhanced.

Risk Management Implications

10. Cabinet has identified this project as one of the five Strategic Risks for the Council in 2011/12. The Better Mid Sussex Project risk is described in the following terms:-
“Risk1 Town Centre Revitalisation Project does not deliver anticipated improvements”
The aim of the Better Mid Sussex Project is to secure significant improvements in our town centres. The risk in 2011/12 is that the private sector is unable to progress the revitalisation of our town centres in accordance with our requirements, adopted policies and strategies. The result could be the loss of trade to competing centres which would have an adverse impact on the local economy and well-being of our towns. The work of this Group, the input and support from the Town Council and the emerging response from the private sector who have an interest in Queens Walk is encouraging.

Equality and customer service implications

11. This report introduces Frontier Estates to the Council and gives them the opportunity to explain their thinking and identify the next steps for the project. This report is not recommending any new or changed policy initiatives. Consequently, it was not considered necessary to carry out an Equalities Impact Assessment at this time. However, in coming forward with a redevelopment proposal, it will be necessary for the developer to consult on the proposals as potentially everyone in our community who uses/works/visits the town centre could be affected, including the business community, older people, disabled people, those with young children, public transport providers, motorists and cyclists.

Policy Context

12. The Council has put in place planning policies, including the town centre master plan, to provide a policy context for the private sector. The Council has also indicated that, in principle, it is willing to allow its own land to be re-developed, if that would assist in achieving a revitalised town centre. The specific scheme coming forward at Queens Walk would be assessed against Council policy and this is the main means to ensure that it would support the revitalisation of the town centre.

Background Papers

None.

Community Requirements, Queens Walk East Grinstead

The District Council is prepared to allow land in its ownership to be included in a scheme to revitalise Queens Walk. In any scheme promoted by the private sector, it will require the following outcomes: -

- The formation of a town square;
- To retain its freehold interest;
- As minimum, maintain the Council's current income from the site which, in, 2009/2010 was £193,568 net of VAT, and index linked going forward;
- The Council will also seek to benefit from the uplift in value generated by the scheme;
- Public art, suggested to be in the form of a sculpture of the local eminent surgeon, Archibald McIndoe;
- The provision of toilets, possibly as part of the proposed anchor store;
- Public parking provision to support the town centre during construction phase;
- Management, including the charging regime, of the car park to be agreed;
- Management of the completed scheme to be agreed;
- An enhanced public realm is required including off-site signage and a coherent landscape strategy linking Library/West Street with London Road. Street furniture to be black, cast metal [reflecting the local vernacular];
- An increase in the number of car, cycle and motorcycle provision on the site. Existing public car parking provision is 163 spaces, of which six are for disabled and four for mother & toddlers. These figures exclude those that exist on land owned by Mr Martell;
- Taxi bays;
- A tenant mix that will enhance the retail offer and will encourages new trade in line with the town's position as a 21st century market town with extensive international links;
- A fully accessible scheme which takes account of the needs of all in our community;
- The inclusion of residential accommodation if financially viable;
- The developer to cover the costs and fees incurred by the Council associated with the project.

A review of existing Planning Policy and published supporting documents, Economic Development Strategy, options emerging from the recently adopted Car Parking Strategy and an analysis of the townscape setting of the site will help inform the designers of the scheme.

The Council recommends the designers' consults widely within the community, including key partners: the Town Council, Local Business Associations, Residents' Associations, the East Grinstead and District Access Group, East Grinstead Society, Public Transport providers and West Sussex County Council as part of their work to bring forward a viable and achievable scheme.

In design terms the preference is for an open scheme, reflecting and enhancing the character of East Grinstead and for it to be a highly sustainable development.

6. PROMOTING HAYWARDS HEATH TOWN CENTRE

REPORT OF: Joanna Steadman, Senior Property Officer
E-mail: Joanna.Steadman@midsussex.gov.uk Tel: 01444 477425
Wards Affected: Haywards Heath Heath/Haywards Heath Ashenground
Key Decision No

Purpose of Report

1. To provide an update to Members on the production of a promotional pack to be used to proactively encourage new retailers into the town centre.

Summary

2. At its meeting on 30th June 2011, this Group resolved that a promotional pack should be prepared to highlight the benefits to the private sector of investing in the town centre. This report outlines the content of the draft pack (Appendix 1) and the partners who have assisted in its formulation.

Recommendations

3. **The Advisory Group is recommended to:-**
 - 3.1 **Consider and comment on the content of the draft promotional pack.**
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Background

4. This Group discussed Haywards Heath Town Centre at its meeting on 30th June 2011. In the discussion on what positive steps the Council could take to promote the town centre, it was agreed a promotional pack should be prepared and then circulated to retailers and potential investors. This work has involved consultation with Haywards Heath Town Council, Ian Goodridge (Centre Manager for The Orchards Shopping Centre) and the Cabinet Portfolio Holder for Economic Development. Constructive input and support was given in regards to the contents of the pack and its relationship with other work being undertaken by the Town Council and Haywards Heath & District Businesses Association. The pack has also identified potential for this body of work and that undertaken by the Mid Sussex District Council Tourism Officer to be mutually beneficial to Haywards Heath.
5. The draft pack covers the following areas notable demographics, catchment, local attractions, transport links, how the Council and the Community are working together to promote the town, projects to enhance the town, to increase dwell time and attract visitors. It will only be available electronically.

Policy Context

6. The Better Mid Sussex project is focused on improving the town centres and the production of the promotional pack is one way for the Council to pro-actively encourage new development and inward investment into Haywards Heath town centre. This initiative also supports our economic development strategy.

Financial Implications

7. This report contains no financial implications.

Risk Management Implications

8. Cabinet has identified this project as one of the five Strategic Risks for the Council in 2011/12. The Better Mid Sussex Project risk is described in the following terms:-
“Risk1 Town Centre Revitalisation Project does not deliver anticipated improvements”
The aim of the Better Mid Sussex Project is to secure significant improvements in our town centres. The risk in 2011/12 is that the private sector is unable to progress the revitalisation of our town centres in accordance with our requirements, adopted policies and strategies. Promoting the town centre should help drive improvements and raise the profile of the town in the eyes of retailers and investors.

Equality and customer service implications

9. As this report is an update report to provide information to Members and is not recommending any new or changed policy initiatives, it was not considered necessary to carry out an Equalities Impact Assessment.

Background Papers

None



HAYWARDS HEATH

LIVE, WORK AND PLAY IN THE HEART OF SUSSEX



BE PART OF HAYWARDS HEATH- A GREAT OPPORTUNITY

Aims: To strengthen and enhance the current retail offer and town centre environment of Haywards Heath.
To provide a compelling case for customers to: visit Haywards Heath, spend with our tenants, come back, tell their friends

Objectives: Requirements for future retail provision in Haywards Heath depend on a number of key factors including:

- Identified retailer requirements.
- Projected population increases.
- The ability of the shopping environment to attract a greater shopping population.

Background:

- Comparatively the retail offer in Haywards Heath is bearing up to the difficult economic climate with a 100% occupancy in the Shopping Centre and circa 5% of voids in the secondary retail pitches.
- Leading retail brands currently in the town include Marks and Spencer, Next, Boots, Robert Dyas, Fat Face, La Senza, Accessorize, Co-Op and WH Smith.
- The cluster of good quality restaurants and bars in the Broadway creates a vibrant atmosphere in the town beyond the usual 9-5.
- There is a good range of retailer representation within the town but there is also considerable opportunity to provide the loyal affluent local population with an environment that they desire and which they would use as their preferred shopping destination, and consequently supporting existing and new occupiers through an enhanced retail offer, increased footfall and customer spend.

RE-VISIT HAYWARDS HEATH

We invite you to take a fresh look at Haywards Heath as an opportunity for your business.

Review Haywards Heath's:

- Exceptional location.
- Impressive demographics.
- Potential catchment in regards to surrounding villages and tourism.
- High quality of life experienced by its residents.
- The nature of pastimes enjoyed by its residents.
- Town centre initiatives.

Work with us to discuss with us your current requirements, aspirations and plans for the future to enable us to factor them into our town.

LOCATION

- Haywards Heath is a well-established, busy town in the heart of Mid Sussex
- A Regional Railway Station, Haywards Heath station is used by 4.6 million customers annually.
- Situated on the mainline London to Brighton railway Haywards Heath is 45 minutes from London Victoria and 15 minutes to Brighton and Gatwick.
- Located on the A272 the town offers excellent access to the A23, M23 and wider motorway network, as well as international airports and ports for visitors, suppliers and manufacturers.
- Within the town centre Haywards Heath has 8 visitor car parks - totalling nearly 600 spaces for 330,000 sq ft of retail accommodation.



CATCHMENT- THE HEART OF MID SUSSEX

- Haywards Heath has an immediate population of 42,900 residents, with a secondary catchment of 56,000 residents.
- Haywards Heath serves an area of Mid Sussex that includes new housing developments and a ring of attractive historic villages.
- By 2030 it is projected that there will be an additional 17,500 people living in Mid Sussex with 688 new dwellings currently being built.
- Haywards Heath has large business sector, drawing employees from a wide catchment and whom frequent the town's retail and leisure facilities during lunch breaks and after work.
- The town offers competitive trading conditions with prime Zone A rents of £55 /ft².
- Over 3,521,038 day visitors each year are attracted to Mid Sussex with an additional 400,000 tourists staying overnight.
- Nearly half of Mid Sussex is designated as an Area of Outstanding Natural beauty and with the recent addition of The South Downs National Park, tourism is expected to increase significantly over the coming years.



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DEMOGRAPHICS

- Prosperous and aspirational Haywards Heath has over representation of the following Mosaic Groups:
 - People with rewarding careers who live in sought after locations, affording luxuries and premium quality products.
 - Families who are successfully established in comfortable mature homes, children are growing up and finances are easier.
 - E. Young single and mostly well educated, these people are cosmopolitan in taste and liberal in their attitudes.
 - J. Independent pensioners living in their own homes who are relatively active in their lifestyle.
- Together these groups form over 77% of the catchment. (source: Mosaic UK).
- 77% of the residents also own their own house and 27% have 2 cars per household.
- The town has a large working population compared to county, national and regional benchmarks. 73.8% of the population of Mid Sussex is economically active. (Source Experian).



TOWN CENTRE INITIATIVES

- One of the town's best assets, Victoria Park provides 14.5 acres of open space right in the town centre, and draws people from all over Mid Sussex to both formal and informal activities. It is the location of a number of hugely successful musical concerts created for and supported by the community, recent performers have included Katherine Jenkins and Blake.
- The Broadway, the focus of social interaction in the town, hosts the annual Making Waves concert which creates a summer street party atmosphere during which time the Broadway area is closed to traffic with additional seating areas spilling out into the road from the cafes, bars and restaurants.
- Support of a weekly farmers market encourages links between local farmers and local retailers and promotes local goods, increases "dwell-time" within the town and offers something different to attract visitors into the town.
- These initiatives demonstrate that a range of activities contribute to the improvement of market town retail provision, in addition to any long term retail expansion programme.



QUALITY OF LIFE

- Mid Sussex is ranked 21st by Halifax Quality of Life Survey based on resident's health, life expectancy, employment, school performance and regional climate, slightly behind Tunbridge Wells (ranked 17th) and ahead of Horsham (ranked 23rd).
- It is a family town with high quality schools which cater for all age groups.
- Mid Sussex is renowned for its world- class gardens, magnificent historic houses, picturesque villages, international award winning vineyards. Major attractions include Kew's Wakehurst Place, The South of England Showground and Hickstead All England Show Jumping Course.



THE OPPORTUNITY

- An established town with an increasing population.
- An affluent/loyal catchment with the opportunity to draw from the surrounding villages and the high visitor numbers to the area with the right retailers.
- A location that provides excellent transport links for shoppers and logistically for deliveries.
- An established office sector with a large number of workers located within easy walking distance of the town centre.
- A customer base which enjoys a high quality of life and a wide variety of leisure opportunities available to them.
- An increasingly strong partnership exists between Mid Sussex District Council, the Town Council and the Business Community with clear consumer marketing objectives.



For further details about Haywards Heath as a retail opportunity please contact:

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7. WORK PROGRAMME

Date of Meeting	Item	Purpose
2nd June 2011	Role of the Group and Review of projects and the current strategy To consider work programme Victoria Park, Haywards Heath	To provide an update for members on the work streams within the project and explain the strategy To agree the proposed work programme To consider the Stage 1 evaluation documentation and an addition to the design brief.
30th June 2011	Victoria Park, Haywards Heath Haywards Heath Town Centre	The evaluation and criteria documentation for the 2nd stage detailed submissions To consider how to promote inward investment
28th July 2011	Solum Regeneration – Haywards Heath Railway Station Queens Walk, East Grinstead Burgess Hill Town Centre	To provide Members with an update following the presentation given to Members by Solum Regeneration on 3rd February 2011 To review the project and make recommendations to Cabinet (to be confirmed) To review the project and make recommendations to Cabinet.

Meeting Date	Item	Purpose
22 nd September 2011	<p>Environmental Enhancements, Haywards Heath Town Centre</p> <p>Victoria Park, Haywards Heath</p> <p>Queen Elizabeth Avenue, Burgess Hill</p> <p>Public toilet provision, Kings Street, East Grinstead</p>	<p>To update members on the progress of the project</p> <p>To receive the tender shortlist for consideration</p> <p>To report back to members on the progress of the project</p> <p>To receive an update on the progress of this project.</p>
20th October 2011	<p>Queens Walk, East Grinstead</p> <p>Haywards Heath Promotional Pack</p>	<p>To receive a presentation from Frontier Estates regarding the redevelopment of part of Queens Walk.</p> <p>To receive details of the Pack following agreement to produce it at the meeting held on 30th June 2011</p>
17th November 2011	<p>Victoria Park, Haywards Heath</p> <p>The Orchards Shopping Centre Haywards Heath</p> <p>Sadlers Yard, East Grinstead</p>	<p>To receive presentations from the shortlisted bidders</p> <p>To receive a presentation from the Head Lease holder.</p> <p>To receive an update concerning the site.</p>
15 th December 2011	Victoria Park, Haywards Heath	To consider alternative procurement proposals.
12 th January 2012	<p>Better Mid Sussex Annual Report</p> <p>Victoria Park, Haywards Heath</p>	<p>To present to Members the Annual report for consideration.</p> <p>To consider tender evaluation and make recommendations to Cabinet</p>
9 th February 2012		
8 th March 2012		
5 th April 2012		
3 rd May 2012		