

WIRRAL COUNCIL

CABINET – 20 DECEMBER 2012

SUBJECT:	NEW BRIGHTON - ENVIRONMENTAL IMPROVEMENT SCHEME
WARD/S AFFECTED:	NEW BRIGHTON
REPORT OF:	INTERIM STRATEGIC DIRECTOR REGENERATION & ENVIRONMENT
RESPONSIBLE PORTFOLIO HOLDER:	REGENERATION AND PLANNING STRATEGY
KEY DECISION ?	YES

1.0 EXECUTIVE SUMMARY

- 1.1 Cabinet at its meeting on 18 October 2012 [minute 108 refers] agreed the funding of £1.2m to implement the environmental scheme for New Brighton Promenade.
- 1.2 The processes involved in considering items affected by the freeze on Capital expenditure mean that the original implementation timescale for this project has had to be revised by the Interim Director of Technical Services. This revision shows that the works cannot be implemented without significantly impacting upon the spring/summer period in New Brighton and it is considered that as this impact would affect businesses and visitors to New Brighton, then the main works should be delayed until Autumn 2013.
- 1.3 In light of the above, this report sets out a revised timetable for the project, recommends that the health and safety works commence and are completed by February 2013 and seeks authority for the Interim Strategic Director Regeneration and Environment to proceed with the necessary procurement processes to undertake both elements of the works.

2.0 BACKGROUND

- 2.1 The proposals will build on the successful regeneration of New Brighton following the completion of the Floral Pavilion and Neptune's £60M mixed use development, through the provision of complementary, high quality environmental and public realm improvements along the landward stretch of the promenade from Marine Point to Victoria Parade. This will include the following improvements:
 - New footways, road surfaces and car parking provision;
 - Hard & soft landscaping works;
 - New lighting, street furniture;
 - Improved signage, pedestrian flow and crossing points;
 - Junction improvements at Rowson Street, Victoria Parade and Fort Perch Rock car park.

- 2.2 Outside of the new development the public realm and highways infrastructure along the promenade from Marine Point to Victoria Rd is in poor condition and needs improving. The state of the streetscene in the area is such that there is strong evidence that this is having a negative impact on the perception of the town amongst would be investors. If not addressed quickly this could have a detrimental impact on the number of visitors to New Brighton and jeopardise the future of existing businesses in the town.
- 2.3 Improvements to the public realm in the manner described will act as a catalyst for the remainder of the development and help stimulate reciprocal private sector investment in leisure and accommodation facilities along this stretch of the promenade. These new amenities will in turn benefit both the indigenous population and help to sustain visitor numbers and attract additional visitors to the area.

3.0 CURRENT POSITION

- 3.1 A public consultation/exhibition was held at the Floral Pavilion over 3 days at the end of May and the proposals drew widespread support. With the final design agreed, it had been the intention to implement the scheme in October for completion in January 2013. However due to the freeze on Capital spending in September the issuing of tenders for the works was suspended.
- 3.2 Members will recall that an element of the scheme includes the removal of a number of the existing brick planters to enable improved visibility at pedestrian crossing locations, which in turn will allow for the provision of additional car parking spaces. In addition the junction of Marine Promenade and the entrance to Fort Perch Rock car park will also be realigned to improve access and egress for both pedestrians and motorists visiting New Brighton and the Floral Pavilion. There will also be the creation of a lay by at the bottom of Rowson Street to provide a drop off and pick up point. At the present time vehicles are stopping on the roundabout and this is causing a safety issue with concerns being constantly raised by the Police.
- 3.3 It is proposed to advance these works at the earliest opportunity, with the implementation of the remaining major works postponed until next autumn. The costs for the improvements to the roundabout by the Floral Pavilion, the lay by and other safety works are estimated at £55,000 and it is anticipated that the works will take approximately six weeks to implement.
- 3.4 Given the modest level of funding required it will not be necessary to go through a formal tender process and the works will be approved and procured under existing delegation levels. In order to minimise any disruption to the public and existing businesses in close proximity, it is proposed that the works be undertaken in February - traditionally a "quieter" period for the Floral following the busy pantomime season.
- 3.5 In developing the larger remaining proposals, Officers have been mindful of the need in the current economic climate, to ensure the level of disruption to local businesses and visitors to be kept to a minimum. It is proposed therefore

that the implementation of the main improvements be deferred until October 2013, outside of the main spring/summer months, so as to lessen the impact on the local area.

Scheme Timetable

3.6 The revised proposed timetable for the scheme is as follows:

Activity	Date
Cabinet endorsement of revised timetable	December 2012
Final design of health & safety scheme agreed, works issued to Council's Highway Team Maintenance Contractor to implement	January to February 2013
Finalise design & issue tender for main improvement works	June 2013
Tender period	July 2013
Tenders evaluated	August 2013
Contract awarded (Cabinet)	September 2013
Construction period	October 2013 to January 2014

4.0 RELEVANT RISKS

4.1 Returned tenders might result in projected costs being greater than the available budget, in which case Members will be informed and options for either increasing the available budget or revising the extent of the proposals to meet the budget will be reported.

5.0 OTHER OPTIONS CONSIDERED

5.1 The funding has been allocated for this specific purpose and therefore there are no other options to be considered.

6.0 CONSULTATION

6.1 As reported at paragraph 3.1, Council Officers facilitated a consultation exercise/exhibition of the proposed scheme at the Floral Pavilion earlier in the year. The findings from this have helped inform final designs.

7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

7.1 There are none specifically arising from this report.

8.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

8.1 The Council Capital programme includes £1.2 million for the scheme. The spending profile is to be amended as follows:

Spend profile	2012/13	2013/14
	£	£
Original profile	600,000	600,000
Revised profile:-		
Preparatory works	30,000	0
Road safety works	55,000	0
Main scheme	0	1,115,000
Revised profile	85,000	1,115,000

8.2 Based on current estimates it is anticipated that it will cost around £55,000 to implement the road safety elements of the scheme. This will be funded from the £1.2m budget.

8.3 The revised timescale for this scheme will result in £85,000 being spent in 2012/13 and the balance of the budget £1,115,000 being spent in 2013/14.

8.4 The design and implementation of the scheme and the procurement of the contract will be carried out by existing staff in Technical Services and the fees for this work will be funded from the approved budget for the project..

9.0 LEGAL IMPLICATIONS

9.1 There will be a number of Traffic Regulation Orders required as part of the proposals which will be prepared, advertised and implemented in the normal manner, to meet the timescales for the scheme.

10.0 EQUALITIES IMPLICATIONS

10.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(a) Yes and an impact review is attached – <http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/technical-services-0>

11.0 CARBON REDUCTION IMPLICATIONS

11.1 There are no direct carbon reduction implications arising from this report.

12.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

12.1 There are no immediate planning implications arising from this report. There are positive community safety implications as a result of the proposals through improved pavement surfaces.

13.0 RECOMMENDATIONS

13.1 Cabinet is requested to:

(1) Approve the revised timetable and Capital Programme funding profile for the delivery of the scheme as set out in this report;

- (2) Authorise the Interim Strategic Director, Regeneration and Environment to proceed with the necessary procurement process to undertake the works.

14.0 REASONS FOR RECOMMENDATIONS

- 14.1 To allow for the road safety improvements to be implemented without delay and for the main scheme works to commence in October 2013. This is necessary in order to minimise the level of disruption for visitors to New Brighton and to mitigate the possible loss of trade for existing businesses over the spring and summer of 2013.

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REFERENCE MATERIAL

No reference material has been used in the preparation of this report.

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Cabinet	21 February 2012
Cabinet	12 April 2012