

30 July 2014		ITEM: 8
Planning, Transport and Regeneration Overview and Scrutiny Committee		
Purfleet Regeneration Update		
Wards and communities affected: West Thurrock and South Stifford	Key Decision: No	
Report of: Matthew Essex, Head of Regeneration		
Accountable Head of Service: Matthew Essex, Head of Regeneration		
Accountable Director: Steve Cox, Assistant Chief Executive		
This report is Public		

Executive Summary

The Purfleet Centre project is the largest regeneration programme that the Council is responsible for directly delivering. It will create employment opportunities and new homes around a high quality town centre featuring a new school, health centre, shops and services. It is critical to the delivery of the Council's Regeneration and Economic Development strategies.

In 2012 Cabinet gave authority to commence an OJEU competitive dialogue process to identify a delivery partner for the scheme. The outcome of the competitive dialogue process was reported back to Cabinet in March 2014 and the preferred development partner – Purfleet Centre Regeneration Limited – was approved. The consortium proposals will transform the area through a high quality scheme featuring a film and television studio complex, a redeveloped station, more than 2,300 new homes, a primary school and community and health facilities.

Since approval the Council has sought to work with the preferred development partner to secure the development agreements, to begin preparation of detailed planning applications and the compulsory purchase / land acquisition process and to engage with stakeholders. This report seeks to update members of the Planning, Transport and Regeneration Overview and Scrutiny Committee and will be accompanied by a presentation summarising the main components of the scheme, progress to date and next steps.

1. Recommendation(s)

1.1 That the Committee welcome the progress made on the Purfleet Centre regeneration project.

2. Introduction and Background

2.1 The Purfleet Centre proposal is the largest regeneration programme which the Council is responsible for directly delivering. In June 2012 Cabinet gave authority to commence an OJEU Competitive Dialogue process to identify a delivery partner and to pursue a land disposal and acquisition strategy for the Purfleet project. The report committed to providing regular progress updates and to report back with a recommendation for the approval of a development partner at the conclusion of the procurement process.

2.2 Cabinet has received progress reports in January 2013 and July 2013. The reports outlined progress against three work streams:

- Promotion of an Outline Planning Application for the scheme. The July 2013 update report explained that the Department for Communities and Local Government Secretary of State had confirmed the application would not be called in and that Outline Planning Consent had been given with the Decision Notice published on 23rd May 2013.
- Procurement of a private sector development partner – Cabinet received updates on the procurement process and a full report and recommendation was the subject of a report to the Planning, Transport and Regeneration Overview and Scrutiny Committee and Cabinet in March 2014
- Land acquisition. The scheme covers approximately 58Ha (140 acres) of brownfield land, around 55% of which is in Council ownership. In June 2012 Cabinet delegated authority to officers to continue acquiring sites in support of the project and there was one acquisition by March 2014.

2.3 In March 2014 Cabinet received a further report outlining the process followed to procure a private sector development partner and recommending the appointment of Purfleet Centre Regeneration Limited (PCRL) to deliver the scheme. Their vision for Purfleet is for the area to be transformed through the delivery of a high aspiration, high quality scheme featuring:

- A film and television studio complex of approximately 500,000 square feet
- A redeveloped station
- More than 2,300 homes (60% of which are houses)
- A new primary school; and
- Local facilities including a health centre, community hall, retail units and spaces for cafes and bars

3. Issues, Options and Analysis of Options

3.1 Good progress has been made since the March 2014 Cabinet Report. The three immediate work streams are:

- To secure the formal development agreements
- To secure planning consent for the proposals
- Commence the compulsory purchase process to acquire the remaining land interests not yet within the Council's ownership.

3.2 Since being selected as the Council's development partner, PCRL has worked intensively to build the internal capacity necessary to bring a scheme of this scale forward. As well as additional members of staff joining the team, PCRL have now appointed design teams to take forward the detailed master planning work and the media village proposals. It is anticipated that PCRL will work to develop planning applications to be submitted by the end of the year in order to gain the consents necessary to commence development in 2015.

3.3 Outside the planning process, PCRL and Council Officers have held a series of meetings with stakeholders (including Network Rail, C2C and various Council departments), funders and Government Departments as part of the partnership effort to obtain the consents, support and funds necessary to secure delivery. A significant work stream has been the development and submission of an application to the Homes and Communities Agency Large Sites Infrastructure Fund for loan finance to support the costs of remediating and servicing the first three phases of the development. A decision on whether the project has been included on the short list is anticipated imminently.

3.4 It is anticipated that, subject to funding and planning, works will start on site next year with the first residential properties and the media village expected to come forward in 2017. This report seeks to update members of the Planning, Transport and Regeneration Overview and Scrutiny Committee and will be accompanied by a presentation summarising the main components of the scheme, progress to date and next steps

4. Reasons for Recommendation

4.1 The Planning, Transport and Regeneration Overview and Scrutiny Committee are asked to note progress since the March 2014 report.

5. Consultation (including Overview and Scrutiny, if applicable)

5.1 Members have been updated on proposals through a series of reports to Cabinet and the Planning, Transport and Regeneration Overview and Scrutiny Committee. Purfleet residents have been engaged through the Purfleet Forum, who will receive a further update report in August 2014. Further consultation will take place as the project progresses

6. Impact on corporate policies, priorities, performance and community impact

- 6.1 Securing the delivery of the Purfleet Centre project is a key priority within the Council's Economic Development and Regeneration Strategies together with the Local Development Framework. It is anticipated that, as well as local housing and employment opportunities, the nature of the development will serve to greatly increase the profile of the Borough and raise aspirations among developers and communities in terms of the benefits that new development can bring.

7. Implications

7.1 Financial

Implications verified by: **Sean Clark**
Head of Corporate Finance

This report is for noting, there are no further financial implications arising from the report.

7.2 Legal

Implications verified by: **Alison Stuart**
Principal Solicitor

This report is for noting, there are no further legal implications other than those arising from the report.

7.3 Diversity and Equality

Implications verified by: **Teresa Evans**
Equalities and Cohesion Officer

The Purfleet Centre Regeneration proposals have the potential to transform Purfleet. The commitments made by the development partner in terms of local service provision and employment opportunities should be secured early to maximise the potential local benefit

7.4 Other implications (where significant) – i.e. Staff, Health, Sustainability, Crime and Disorder)

There are no other significant implications of this report.

8. Background papers used in preparing the report (including their location on the Council's website or identification whether any are exempt or protected by copyright):

- Purfleet Regeneration Programme – Selection of Preferred Developer, Report to Cabinet, March 2014
- Purfleet Regeneration Programme – Selection of Preferred Developer, Report to the Planning, Transport and Regeneration Overview and Scrutiny Committee, March 2014

9. Appendices to the report

None.

Report Author:

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Regeneration