
Meeting	Cabinet Resources Committee
Date	16 December, 2013
Subject	North Finchley Outer London Fund – Grant to North Finchley Town Team
Report of	Leader of the Council
Summary of Report	This report seeks approval to award a grant of up to £70,000 to the North Finchley Town Team to enable the re-activation of vacant units and on-going maintenance of meanwhile and pop-up uses in three currently vacant units at the Grand Arcade in North Finchley Town Centre for a period of one year, as part of the Outer London Fund (Round two) North Finchley town centre project.

Officer Contributors	Sandra Perez, Interim Programme Management Officer Jodie Yandall, Skills and Enterprise Programme Manager
Status (public or exempt)	Public
Wards Affected	Woodhouse, West Finchley
Key Decision	No
Reason for urgency / exemption from call-in	n/a
Function of	Executive
Enclosures	n/a
Contact for Further Information:	Jodie Yandall, Skills and Enterprise Manager, Regeneration Service, tel. 020 8359 7975 Sandra Perez, Interim Programme Management Officer, Regeneration Service tel. 020 8359 6180

1. RECOMMENDATION

- 1.1 **That the Committee authorise the award of up to £70,000 (funded by Outer London Funding) to the North Finchley Town Team to enable them to activate three vacant units in the Grand Arcade and deliver a programme of meanwhile uses from January to December 2014.**

2. RELEVANT PREVIOUS DECISIONS

- 2.1 Cabinet member (Executive Function) Delegated Powers Report 1773, August 2012 authorised the Council to enter into an Agreement with the Greater London Authority to provide the Council with a grant of up to £1,074,060 for North Finchley and £1,676,625 for Cricklewood to fund a range of public realm improvements and broader initiatives to support the town centres, aimed at delivering economic uplift.
- 2.2 Director for Planning, Environment and Transport (Executive Function) Delegated Powers report, October 2013, authorised the Council to enter into a legal agreement with the landlord and begin the procurement of a contractor to carry out light-touch refurbishment works in the Grand Arcade at North Finchley Town Centre. The refurbishment is aimed at improving the public realm and contributing toward the integration of this area back into the fabric of the wider town centre so that this part of the town centre will no longer feel marginalised but will have a more clearly defined function as the cultural quarter of North Finchley, which in turn will play a key role in lifting the rest of the town centre.

3. CORPORATE PRIORITIES AND POLICY CONSIDERATIONS

- 3.1 The Outer London Fund and town centres projects support the Council's Corporate Plan 2013–16 to maintain the right environment for a strong and diverse local economy and the Sustainable Community Strategy, by seeking to create the right environment in which business and enterprise can prosper, despite the challenging economic climate. It aims to boost the appearance of the North Finchley and Cricklewood Town Centres and helping to deliver economic uplift to the area. The funding will allow both longer term physical improvements and more temporary changes (such as Christmas Lights) to be made to the Town Centres, adding to the area's offer as a vibrant place where businesses can thrive by increasing footfall.
- 3.2 The re-activation of the vacant units at the Grand Arcade will:
- **Improve the quality and experience of the public realm** (e.g. support the emerging day and evening town centre economy by working with the council on improving the public realm and overall pedestrian experience, and making it accessible in the widest sense).
 - **Provide support for local traders and businesses** (e.g. Developing and establishing North Finchley as a place that visitors want to spend time in, connecting people, businesses and places in the Town Centre)
 - **Maximise marketing and promotional activity** (e.g. with promotion and investment in the town centre with marketing, cultural, business and community engagement events).

- **Support emerging businesses and young people** (e.g. offer support and temporary desk space to young people and start-up businesses).
- **Assist in raising the profile of North Finchley Town Centre** (e.g. through partnership with the Town Team, enable a programme of events that will provide the space and the means to exhibit what North Finchley has to offer).
- **Promote engagement and ownership of the project by the local community in North Finchley** (e.g. members of the Town Team are local residents and business owners).

4. RISK MANAGEMENT ISSUES

- 4.1 I do not consider the issues involved are likely to raise significant levels of public concern or give rise to policy considerations as the Council has taken on a level of financial risk by funding the costs of delivering the project objectives in the first instance, prior to being reimbursed by the GLA by the end 2013/2014. This risk has been assessed and accepted as per the Cabinet Member DPR August 2012. It is considered that the additional risks placed on the Council from signing the grant agreement with regards to public liability, falls within the scope of the Council's insurance cover.
- 4.2 The Outer London funding is time limited and must be spent by 31 March 2014. The risk of this timeframe not being met is being mitigated by provisions to fund a dedicated project officer role to manage and coordinate the effective delivery of this project and ensure that the terms of the funding agreement are complied with.
- 4.3 The objectives of the Outer London funding will deliver public realm improvements in conjunction with a programme of complementary events and promotion of the town centre to encourage investment and raise awareness in North Finchley town centre. Without the Outer London Funding there is a risk that the public realm environment would not meet the aspirations for a high quality town centre.
- 4.4 Payment of a grant to the North Finchley Town Team is considered to be a prudent method of channelling costs associated with the initiative to re-activate vacant units in the Grand Arcade since any grant will be subject to the council's own grant conditions. This will increase the Council's ability to account for funding distributed in connection with the Project. This in turn will aid its compliance with conditions contained within the funding agreement with the GLA. In addition, this will enable the Town Team to retain funding that will enable the on-going maintenance of the project beyond the 31 March 2014 deadline to spend all Outer London Fund money.

5. EQUALITIES AND DIVERSITY ISSUES

- 5.1 Barnet benefits from a diverse population and the proposals being delivered through the Outer London Fund (OLF) were developed in partnership with a number of local business organisations and community groups. The funding supports Barnet's aspiration to create the right environment for vibrant and viable town centres in the borough. Integral to this is the need to respect the diversity of the town centre network and to take into account the different

requirements of each town centre, and the different needs and preferences of those who use them. The actions aim to deliver economic uplift to the area, the benefits of which can be shared by all those who live, work and use North Finchley town centre.

- 5.2 Inclusive design considerations are at the heart of the proposals and the public realm improvements, associated events and initiatives will improve accessibility for all users of the town centre. The actions aim to improve the design of North Finchley town centre making it more attractive and accessible.
- 5.3 North Finchley has a rich diversity with communities interacting with each other, sharing and learning from each other. The Project will capitalise on the formation of the North Finchley Town Team, which comprises local residents and business owners, to enable the collaboration and inclusive participation of the local community in the projects being delivered to revitalise the Town Centre.
- 5.4 Where applicable, all grant monies will be allocated by a fair and transparent process, which the Council will ensure is fully accessible.

6. USE OF RESOURCES IMPLICATIONS (Finance, Procurement, Performance & Value for Money, Staffing, IT, Property, Sustainability)

- 6.1 In order to receive the £1,074,060 (£851,785 capital; and £222,275 revenue) Outer London Funding for North Finchley, the council was required to provide match funding of £379,080 for North Finchley of which £189,540 is capital from Local Implementation Programme funding, and £189,540 (£150,315 capital; and £39,225 revenue) is core Barnet Council funding. The project therefore has a total budget of £1,453,140.
- 6.2 In line with the Mayor's Outer London Fund Grant Agreement, up to £121,000 of the North Finchley project's total budget of £1,453,140 has been allocated for enabling pop-up shop initiatives and shop front improvements at the Grand Arcade. The grand arcade refurbishment works and activation of vacant units will be funded from this allocation. Up to £70,000 of the funding awarded to the Project from the Mayor's Outer London Fund has been earmarked to cover the cost of enabling, implementing, and managing a programme of pop-up and meanwhile uses in the Grand Arcade by 31 March, 2014, as well as ensuring its on-going maintenance beyond this date and for the duration of the one year lease of the units.
- 6.3 As stated above, the cost of enabling, implementing and managing a programme of uses in the Grand Arcade will be met from the Mayor's Outer London Fund and therefore there will be no cost to the Council. Project costs will be claimed by the Council from the Greater London Authority on a quarterly basis (in arrears).
- 6.4 The Mayor's Outer London Funding Grant Agreement has temporary financial implications as the Council is required to fund delivery of the project in advance of reclaiming costs from the GLA. However, it is considered that these risks can be managed and there will be no budget implications in 2013/14.

- 6.5 Although the London Borough of Barnet is the body accountable for the Outer London Funding received for the activation of three vacant units at the Grand Arcade in North Finchley, the responsibility for the overall delivery of the Project will rest with the North Finchley Town Team.

7. LEGAL ISSUES

- 7.1 Section 1 of the Localism Act 2011 provides local authorities with a broad power to do anything that individuals may do subject to any specific restrictions on local authorities contained in legislation. This section and other incidental powers contained in other local government legislation empower the Council to enter into the arrangements proposed by this report. The council has entered into a legally binding agreement with the Greater London Authority. The terms of the agreement are open for inspection on request.
- 7.2 The activation of the uses, and therefore the award of the Grant to the Town Team, is subject to agreement with the Landlord of the Grand Arcade for the lease of units 10, 11 & 12 Grand Arcade, North Finchley, London N12 0EH. The lease duration is of one year, to commence in January 2014 (TBC). The lease includes the provision that the Landlord will take all necessary precautions to avoid any damage howsoever caused to the improvements made to the Building and Property as part of the North Finchley OLF project and to forthwith reinstate and make good the improvements to the same quality up until Planning Consent is gained for the re-development proposals.
- 7.3 The award of the grant is also subject to the agreement by the North Finchley Town Team of the Council's Standard Conditions of Grant Aid.

8. CONSTITUTIONAL POWERS (Relevant section from the Constitution, Key/Non-Key Decision)

- 8.1 The Council's Constitution, Responsibility for Functions – Section 4.6, states that any grants to voluntary organisations above £20,000 must be approved by CRC.

9. BACKGROUND INFORMATION

- 9.1 The Outer London Fund is a £50m fund identified by the Mayor of London for rejuvenating town centres in Outer London boroughs. The London Borough of Barnet was successful in securing £1,074,060 for North Finchley town centre to fund improvements. It is a requirement of the Grant Agreement that all funding is spent by 31 March 2014.
- 9.2 The grant funding is being used to deliver a coherent package of work aimed at uplifting North Finchley town centre, via the delivery of tangible economic uplift and improvements alongside a programme of complementary events and promotion of the town centre to encourage investment and raise awareness of what North Finchley has to offer. With a focus on the improvement of the public realm around the artsdepot / Tally Ho Corner, and across the wider town centre to enhance accessibility for visitors, the aim is to

create greater visibility for the artsdepot and to enhance the economic vitality at this end of the town centre.

- 9.3 There is evidence of very significant market failure around Tally Ho corner, and, in particular, the Grand Arcade opposite artsdepot with a high level of vacant units and lower end retailers. The proposals for refurbishment and activation of vacant units will integrate this area back into the fabric of the wider town centre so that this part of the town centre will no longer feel marginalised but will have a more clearly defined function as the cultural quarter of North Finchley, which in turn will play a key role in lifting the rest of the town centre.
- 9.4 The Council has appointed MUF Architecture to identify and design the refurbishment works required to the Grand Arcade along with overseeing the delivery and maintenance of work of a building contractor, to be appointed by the Council. In addition, the Council will enter into an Agreement with the landlord of the Grand Arcade to outline responsibilities and obligations of both the Council and the landlord in relation to the carrying out of the works. By entering into the Agreement, the landlord will thereby give his consent for the required works to be carried out to his property under the Grand Arcade refurbishment works project.
- 9.5 The North Finchley Town Team (NFTT) is a Company Limited by Guarantee constituted as a not-for-profit organisation based in North Finchley, London N12. The North Finchley Town Team (NFTT) is an independent group of local residents and business people formed from diverse sectors and backgrounds, working together to make North Finchley a better place to live and work. Every member of the Town Team is a volunteer. The vision of the Town Team is to make North Finchley Town Centre a place that people want to use, enjoy and return to and where businesses can thrive in an attractive and distinctive environment. Its goals and objectives are:
- To engage with, and support, businesses in North Finchley to enable them to communicate effectively with each other and profitably provide goods and services that meet the needs of North Finchley customers
 - To provide members of the community with town centre space to meet and carry out social, cultural and charitable activities
 - To develop and own a robust delivery plan with agreed actions, financial allocations, expected outcomes and milestones
 - To deliver the action plan in partnership with local stakeholders
 - To represent the interests of stakeholders in North Finchley and provide a platform for the discussion of issues important to the town and its stakeholders
 - To increase town centre footfall by attracting new customers and by lengthening the stay of existing ones
 - To raise the profile of North Finchley by identifying market niches and by promoting what is locally distinctive
 - To deliver a planned programme of self-funding events and activities to appeal to, and attract, the widest possible target audience to the town centre
 - To improve the town centre environment to the highest possible standard keeping it clean, safe, attractive and accessible
 - To seek sustainable sources of funding to ensure the continuity of NFTT and its activities

9.6 The grant to the Town Team will be used for the purpose of overseeing the activation of the three units in the scheme as follows:

- **Unit 1 – Culture (Curating Heritage of MODA)**

This unit aims to utilize local knowledge and expertise of North Finchley to produce a space for creating and learning. The objective is to facilitate connection with local institutions that promote the art culture of the North Finchley Community and foster knowledge exchange between local designers and the local institution. The Grand Arcade unit will be activated as an 'open studio' in which the designers work on their projects and welcome the public to enter the unit to engage with the designers. The space will be used for, but not limited to: workshop, exhibition, and public lectures.

- **Unit 2 – Community (Room)**

This unit aims to provide a community hub for the residents of North Finchley. Extensive public consultation has demonstrated a need for a place for community members to gather for local activities and promotion of community events. The space will be used for, but not limited to: display of local information, community gatherings, shared meeting space, and stop-and-shop storage. A volunteer attendant must be present during opening hours.

- **Unit 3 – Business (Mini Arcade)**

This unit aims to promote entrepreneurship in North Finchley. The objective is to provide a space for local commerce and shared workspace. The space will be used for, but not limited to: local artists/makers sell their wares on the ground level shop front; and the first storey space will be used for hot-desking and shared working space for local entrepreneurs. Local artist/makers must be present to sell their wares.

9.7 The Town Team will also be responsible for ensuring that the following roles are placed as management personnel:

- **Local Curator** – A North Finchley based curator must be identified to develop and promote the cultural heritage of North Finchley. This individual will deliver the cultural programming of Unit 1. This individual must exhibit particular interest in the promotion of local heritage as well as experience partnering with multiple designers and museums. This individual will also manage the local artist/makers in the Mini Arcade. The curator will be responsible for, but not limited to: managing the designers, facilitating correspondence with local cultural institution, organizing public lectures, promotion of local designers' products, identifying local artist/makers for the Mini Arcade and managing the Mini Arcade. The individual will work on a part time basis.
- **Community Programmer** – This individual must be identified to foster the trust of the North Finchley community. This individual must be locally-based and demonstrate a particular interest in community development. The position will include, but is not limited to: manage community events in the Community Room, organize the shared meeting space, and organize the community volunteers. The individual will work on a part time basis.

- 9.8 The detailed criteria will be formalised by a Grant Agreement with the North Finchley Town Team which will set out the conditions and scope of the Grant. The Grant Agreement will also contain the provision that all activities within the three units and related events delivered by the Town Team as part of the project must contribute to the project's objectives and not be partisan or political in nature.

10. LIST OF BACKGROUND PAPERS

- 10.1 Any person wishing to inspect the grant agreement or North Finchley Grand Arcade improvements Legal Agreement for the Outer London Fund Round Two from the GLA should telephone Jodie Yandall, Regeneration Service on 020 8359 7975.

Cleared by Finance (Officer's initials)	AD
Cleared by Legal (Officer's initials)	AK