

	Finchley and Golders Green Area Committee 22 October 2014
Title	Town Centres in the Finchley and Golders Green Constituency
Report of	Lead Commissioner Regeneration and Growth
Wards	Childs Hill, East Finchley, Finchley Church End, Garden Suburb, Golders Green, West Finchley, Woodhouse
Status	Public
Enclosures	Appendix A: Town Centre Key Facts Appendix B: Tailoring the Offer for town centres specific proposals Appendix C: Summary of Strategic Priorities in Entrepreneurial Barnet proposals
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Summary

On 8 September 2014 Assets, Regeneration and Growth (ARG) Committee agreed that consultation should begin on an approach to tailoring the support the Council gives to different types of town centre to reflect their differing roles, scales, and needs. In particular, the proposals set out in appendix B include an evidence-based approach to supporting the area's existing town centres to thrive and grow, and introduces a new category of "main" town centre, to sit alongside the existing "district", "local" and "neighbourhood" centres that are identified by the GLA and Barnet's Local Plan.

The Area Committee is asked to recommend to Assets, Regeneration and Growth Committee which town centres in the Finchley and Golders Green constituency area it considers should be identified as "main", "District", "Local" and "Neighbourhood" so that the Council can in the future target its resources as effectively as possible, whilst also meeting local need and enabling all own centres to build on their strengths and thrive in the future.

Feedback from this Committee will feed into the wider public consultation on the Entrepreneurial Barnet proposals that aim to make Barnet the "best place in London to be a Small Business". Final proposals that will be considered by Assets Regeneration and Growth Committee on 15 December 2014, and will incorporate the view of this Committee.

Recommendations

1. That the Committee note the specific proposals relating to town centres set out in Appendix B, which are currently the subject of public consultation.
2. That the Committee provides a recommendation to the Assets, Regeneration and Growth Committee about which town centres in the Finchley and Golders Green constituency area, as set out in paragraph 1.6, it considers should be identified as “Main”, “District”, “Local” and “Neighbourhood”.

1. WHY THIS REPORT IS NEEDED

- 1.1 On 8 September 2014, Assets, Regeneration and Growth Committee considered proposals aimed at making Barnet “the best place in London to be a small business”, building on the borough’s already significant strengths in this area.
- 1.2 The proposals are divided into five theme areas (More detail about each of these is concluded in Appendix C):
 - Getting the basics right
 - A great place to live, work and invest
 - Skilled employees and entrepreneurs
 - Access to Markets
 - Facilitating business growth
- 1.3 The proposals include identifying ways to support residents and businesses to enhance Barnet’s town centres. Specifically, The Assets, Regeneration and Growth Committee agreed the following recommendation that is relevant to the Area Committee:

“That the Assets Regeneration and Growth Committee note the proposals relating to town centres, and in particular the proposal to differentiate the support available to main, district and local town centres; and invites Area Committees to make recommendations as to which town centres should be included in each of these three categories.”
- 1.4 Each town centre is different, with individual strengths and specific functions for the local community and wider economy. Some town centres for example serve predominantly local people with the things they need on a day to day basis such as groceries. Others are destinations in themselves for people to work, enjoy leisure time, and invest in across the borough, London, and even the wider UK. The Council wants to support and build on these natural strengths, whilst preserving the character and quality of the important local offer for residents in others, and meeting the needs of local people and businesses.
- 1.5 Investment in town centres to date has historically been allocated on an ad hoc basis based on recommendations from officers. Through the Area Committees and public consultation we want a higher level of local knowledge

and expertise used to inform in the way resources are allocated to supporting town centres in the future. A clear and evidence-based framework will help ensure that need and opportunities are met, and that the economic benefits of growth for all residents and businesses can be maximised.

- 1.6 Looking at town centres elsewhere in London and the wider country **it looks like each constituency area should have one (or possibly a maximum of two) main town centres, up to three district, and the remainder as local / neighbourhood centres.**
- 1.7 The intention is that more locally-focused centres will receive information and advice via the Council to continue providing high quality services to local residents, particularly where local traders are keen to deliver improvements. More active support is proposed for main town centres, and for district centres where there is local need or an active group of residents and traders, as set out in Appendix B.

2. REASONS FOR RECOMMENDATIONS

- 2.1 To inform the development of the proposals contained in the “Entrepreneurial Barnet” plan that is due to be considered by the Assets, Regeneration and Growth Committee on 15 December 2014.

3. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED

- 3.1 It would be possible to continue to approach economic growth, and town centre support, in the Borough in a more ad hoc and reactive way. The risk of this is that important components of economic growth and associated opportunities could be neglected, resulting in lower long term growth in Barnet.

4. POST DECISION IMPLEMENTATION

- 4.1 Input and recommendations from the area committees about which town centres in Barnet should be classes as “main” town centres will influence the final Entrepreneurial Barnet proposals that will be presented to Assets, Regeneration and Growth Committee on 15 December 2014.

5. IMPLICATIONS OF DECISION

5.1 Corporate Priorities and Performance

The proposals in *Entrepreneurial Barnet* relating to town centres support the delivery of the Corporate Plan 2013-2016, particularly the following two corporate priorities:

- Promote responsible growth, development and success across the borough
- Improve the satisfaction of residents and businesses with the London Borough of Barnet as a place to live, work and study.

Where proposals relate to Corporate Plan priorities and indicators, the same indicators will be used to monitor progress. This will ensure continued alignment between *Entrepreneurial Barnet*, and the Corporate Plan, and will also prevent any duplication of effort by the Council and its partners.

5.1.2 The draft strategy explicitly supports the delivery of Public Health priorities, particularly in relation to improving the health of the workforce via the pan-London Healthy Workforce charter

5.2 **Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)**

5.3 The majority the proposals set out in the *Entrepreneurial Barnet*, including those relating to town centres will be delivered within existing resources, particularly where they align with existing and already funded work programmes.

5.4 Where additional finding is required it will be brought in from outside sources, for example the Outer London Fund or from the London Enterprise Panel (LEP).

5.5 **Legal and Constitutional References**

5.6 There are no specific legal issues associated with the draft Entrepreneurial Barnet proposals. The proposals are in line with the Localism Act (2011), and particularly the General Power of Competence given to local authorities.

5.7 The Council's Constitution Responsibility for Functions: Area Committees discharge various functions including Town Centre Regeneration and management within the boundaries of their areas in accordance with Council policy and within budget.

5.8 In addition, the Council's Constitution, Responsibility for Functions, Annex A – details the terms of reference of the Assets, Regeneration and Growth Committee which includes "Engagement with the business community and measures to support local business."

5.9 **Risk Management**

5.10 There is a risk that if partners in Barnet do not fully understand their role in supporting the development of a successful local economy in Barnet that other areas will out-compete, resulting in fewer and lower quality jobs being available to Barnet residents, reduced income to the Council as Business Rates rise more slowly than would otherwise be the case, and that Barnet will become, relatively speaking, a less attractive place to work, live and invest.

5.11 Likewise it is important that the key outcomes set out in the draft strategy are achievable and credible.

5.12 Equalities and Diversity

5.13 A principle embedded across the *Entrepreneurial Barnet* is that all people in Barnet, no matter what their background or circumstances, should have equality of opportunity to succeed and gain from the growth of the economy both here in the borough and nationally.

5.14 A number of key groups have been identified who will be given additional focus in the delivery of *Entrepreneurial Barnet* to ensure the proceeds of growth are spread equitably. These are:

- **Young people and NEETs:** Barnet has a low proportion of young people not in education, employment or training compared to London. However, JSA claimants have been rising since the economic downturn showing an upward trend in young people seeking work.
- **Lone parents:** In Barnet 15.6% of those claiming out of work benefits are lone parents. Claimants are concentrated in deprived areas to the west of the borough and are particularly disadvantaged in London because of the high cost of childcare provision.
- **Disabled and people with long term health conditions:** In Barnet 46% of the total number of claimants of incapacity benefits were related to mental health issues (May 2010). Of these, 98% have been claiming benefits for at least 12 months, and nearly two-thirds have been claiming for at least five years. Around 93% of those in Barnet receiving secondary mental health services are not in paid employment (Jan 2014).
- In Barnet 10.6% of clients with a **Learning Disability** of working age were in employment in 2009/10, above the national average of 6.4%. There are many challenges in finding work placement and employment opportunities for people with learning disabilities, in particular those with mental health problems and a learning disability, require intensive 1:1 support to prepare for, find and keep work.
- **Black and Minority Ethnic groups:** Unemployment for Black and Minority Ethnic Groups (BAME) tends to be consistently higher than the overall average unemployment rate.
- Those **groups living in areas of greater economic disadvantage** (as set out in the Indices of Multiple Deprivation), and the approximately 15% of the population may have been impacted by **changes to the welfare system** will be an area of particular focus.

5.15 An equalities impact assessment will be presented to the committee prior to final approval of the Strategy. The equalities impact assessment will take into account the specific needs of the groups identified above and seek to address them in the implementation of the Strategy.

5.16 Consultation and Engagement

- 5.17 The public consultation for the Entrepreneurial Barnet proposals (including those for town centres) runs until 13 November 2014 and can be found here: http://engage.barnet.gov.uk/consultation-team/entrepreneurial-barnet/consult_view
- 5.18 Input and recommendations from the area committees about which town centres in Barnet should be classes as “main” town centres will influence the final Entrepreneurial Barnet proposals that will be presented to Assets, Regeneration and Growth Committee on 15 December 2014.

6. BACKGROUND PAPERS

- 6.1 Developing Barnet’s Economic Strategy, Middlesex University research report to Re: <http://www.barnet.gov.uk/developing-barnets-economic-strategy>

APPENDIX A: Finchley and Golders Green area facts and figures

The map below reflects all the town centres in the Finchley and Golders Green constituency, as classified by the GLA, Large orange triangles relate to larger “district” town centres, and smaller triangles relate to “neighbourhood” and “local” town centres.



Key Statistics from the GLA (Source: Town Centre Health Check)

The figures in this table relate to larger district town centres only as smaller categories of town centre are not collected by the GLA.

	Total floor space (sq/m)	Leisure floor space (sq/m)	Turnover	Shopping Centre	Market
East Finchley	19602	6912	£9m	No	No
Finchley Church End	27574	8232	£3m	No	No
Golders Green	24338	6602	£10m	No	No
North Finchley	36638	9854	£21m	Yes	Yes
Temple Fortune	26620	3426	£4m	No	Yes

Nb. Table does not include Cricklewood town centre as the GLA figures include Brent Cross Shopping Centre (68,252sqm)

APPENDIX B: Tailoring the offer table

Proposals subject to consultation – not final

Activity	Main Town Centres	District Town Centres	Local Town Centres
Town Teams	Actively supported where there is local demand	Where there is local demand will receive advice and mentoring from the Council.	Where there is local demand will receive information from the Council.
Funding opportunities	Prioritised unless funding has already been allocated for similar intervention in the last two years	Yes if there is identified local need or if additional capacity required to accommodate local development	Yes if there is identified local need
Support to night time economy	Yes – targeted support focusing on main town centres esp. via planning and police	Yes where there is specific local demand.	Only if identified by the GLA as an area of more than local importance to the evening economy
Residential Development promoted	Yes –Opportunities actively marketed and promoted to developers and investors	Where there is market demand.	Where there is market demand
20mph zones	Where there is local demand and funding 20mph zones will be implemented	Will be considered on a case by case basis according to local need	Will be considered on a case by case basis according to local need
Markets and street trading	Where there is local need will be actively supported by the Council.	Where there is local demand the Council will enable local action and provide information to support locally-led markets.	Where there is local demand the Council will enable local action and provide information to support locally-led markets.
Town Keepers	One for each main town centre if a specific need is identified.	Where there is identified local need and funding is available.	No.
Town centre accessibility	Actively supported	Supported where there is local demand or identified need.	Where there is local demand or identified need
Parking	There should always be available spaces, even during peak usage	There should always be available spaces, even during peak usage	85% capacity at peak periods targeted.

APPENDIX C: Entrepreneurial Barnet proposals

The proposals are divided into five broad “theme” areas, reflecting the ways in which the Council and the wider public sector impact on the business community. We recognise that if we get these right we can give a real boost to local businesses’ chance of success; if we do not, we could seriously hinder prospects for growth. They are:

THEME A: Getting the basics right

- 1. Streamlined regulation and planning**
- 2. Improved customer access**

THEME B: A Great Place to live, work and invest

- 3. Thriving town centres that people want to live, work and spend time in**
- 4. Excellence in Regeneration and Growth**
- 5. Fit for purpose infrastructure and transport networks**

THEME C: Skilled Employees and Successful Entrepreneurs

- 6. Working with employers to develop a skilled workforce**
- 7. Supporting residents to develop the skills they need to succeed**
- 8. Encouraging a culture of entrepreneurship**
- 9. Healthier Workplaces**

THEME D: Access to Markets – building local supply chains

- 10. Local and small businesses accessing contracts**

THEME E: Facilitating Business Growth

- 11. Businesses enabled to grow and thrive**