

# **Management Committee**

## **6<sup>th</sup> June 2017**

### **Weymouth Town Centre Masterplan Update**

#### **For Decision**

#### **Briefholder**

Cllr Jeff Cant

#### **Senior Leadership Team Contact:**

M Hamilton, Strategic Director

#### **Report Author:**

M Hamilton, Strategic Director

#### **Purpose of Report**

- 1 This report updates members on progress with the redevelopment of the Weymouth Peninsula site, and seeks agreement to use some of the allocated budget to facilitate an evaluation of how best to maximise for the town's benefit the integration of the harbour within the overall scheme.
- 2 The report also addresses the development of new town centre management arrangements to assist in improving the overall town centre offer in parallel with the redevelopment of the peninsula.

#### **Recommendations**

- 3 Management Committee is recommended:
  - (a) To note progress with the redevelopment of the peninsula and the associated timeline;
  - (b) To agree to allocate up to £53,000 from the project budget for an evaluation of opportunities to be derived from integration of the harbour into the overall scheme;
  - (c) To approve the allocation of up to £120,000 from general reserves to fund a two year contract for a Town Centre Manager for Weymouth and associated project costs, to be augmented by funding from the BID

## Reason for Decision

- 4 To ensure that members are aware of the progress with the peninsula development, and that the development maximises the opportunities associated with the town's harbour.
- 5 To enable the Council to improve the overall offer of Weymouth town centre alongside the redevelopment of the peninsula.

## Background and Reason Decision Needed

- 6 Over the past year Management Committee has received a series of reports dealing with the development of key sites identified in the Town Centre Masterplan. As an outcome of this process work is ongoing to establish a clear and viable delivery model for a leisure led redevelopment of the Peninsula site. Work on proposals for the site is progressing to complete the financial model for the development, which includes shaping the final mix of facilities to be developed on the site. A report detailing the financial model will be brought to Management Committee over the summer months. This report addresses 3 linked pieces of work – the peninsula development, harbour integration and town centre management.

### Peninsula Development

- 7 At this stage it is anticipated that the scheme might best be delivered in 2 phases:
  - Phase 1 – to include hotel, pub with rooms/boutique hotel, café and possibly the Harbour Quarter, all toward the town end of the peninsula;
  - Phase 2 – to include the development of the active leisure offer, towards the seaward end of the peninsula.
- 8 Key next steps in delivery of the project include marketing the hotel and pub with rooms opportunities, and submitting an outline planning consent for the site. The timeline that officers are working to for delivery of this part of the site are as follows:

• Informal market testing with draft Heads of Terms	June 2017
• Review Phase 2 occupier mix to inform finance model	June 2017
• Confirm Harbour Strategy	July/ August 2017
• Management Committee approval of Delivery Strategy/ Finance Model and Marketing Strategy for Phase 1, reflecting Harbour strategy, market testing, etc.	July/ August 2017
• Marketing of Hotel, Pub with Rooms and Café	Sept 2017

- Outline Planning for whole site October 2017
  - Decision on Hotel, Pub with rooms and Café Dec 17
  - Detailed Planning for Phase 1 infrastructure/public realm April 2018
- 9 Management Committee will continue to receive both updates and decision reports as this scheme progresses, which will include extending the timeline based on knowledge of plans by selected occupiers for phase one.
- 10 Further work on Phase 2 will flow from the detailed financial and delivery plan to be considered by Management Committee in the summer.

### **Harbour Integration**

- 11 Notwithstanding the redevelopment of the Peninsula, there is an immediate need to develop Weymouth Harbour and improve its financial viability. However, with the Peninsula being redeveloped, there is an additional pressure to ensure that the harbour and the new leisure offer are able to progress in ways which are mutually beneficial. Officers have identified a suitably experienced expert in harbour redevelopment and improvement, and defined a piece of work which would encompass:
- An assessment of the marine business opportunities and how synergies between the harbour and the town can be better developed and exploited;
  - An assessment of the physical needs of the harbour and how this interfaces with the peninsula redevelopment;
  - A high level business plan for the harbour pulling together the above, plus a value for money study of the harbour operation and an assessment of the harbour's socio-economic impact on the town.
- 12 This package of work will enable us to progress the development of the harbour alongside the redevelopment of the peninsula. Management Committee has allocated £200k to enable the feasibility studies for the peninsula redevelopment to progress, and given the intrinsic linkages between the harbour and the peninsula, it is proposed to allocate up to £53k from this to fund this piece of work.

### **Town Centre Management**

- 13 The redevelopment of the peninsula and other sites adjacent to the town centre in Weymouth will significantly improve the local economy, and should attract additional visitors to the town including overnight visitors. Members have previously discussed the importance of ensuring that the offer of the existing town centre is strengthened alongside the redevelopment of the peninsula to ensure that the new developments uplift the entire town economy rather than serve to displace it. To this end the Management Committee Action Plan has included an item relating to Town Centre Management.

- 14 Members will be aware that in recent months the issue of the condition of the overall “fabric” of the town has been raised by both members and the public in Management Committee meetings. The proposal for Town Centre Management involves the appointment of an officer to take overall “ownership” of the town centre, identifying problems and liaising with the various responsible agencies, the BID, and businesses, to secure early remedy of problems and develop longer term initiatives to improve the town centre. The post holder would be employed within the Economic Development team, but would engage widely across the Council.
- 15 It is proposed to create a post initially on a 2 year basis, together with a budget to enable rapid remedy of problems where a core service is unable to respond. The BID have signalled their support for this initiative and to augment the project budget.
- 16 A budget of £120,000 is sought to cover this post for a two year period with funding from general reserves.

## **Implications**

### **Economic Development**

This report deals directly with the economic impact of the Peninsula development.

### **Appendices**

None

### **Background Papers**

None

### **Footnote**

Issues relating to financial, environmental, economic and equalities implications have been considered and any information relevant to the decision is included within the report.

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