



**Executive (Transmodal Implementation)
Sub Board**

**Wednesday, 26 April 2006 2.00 p.m.
Runcorn Town Hall**

Chief Executive

**ITEMS TO BE DEALT WITH
IN THE PRESENCE OF THE PRESS AND PUBLIC**

PART 1

Item	Page No
1. MINUTES	
2. DECLARATION OF INTERESTS	
Members are reminded of their responsibility to declare any personal or prejudicial interest which they have in any item of business on the agenda no later than when that item is reached and (subject to certain exceptions in the Code of Conduct for Members) to leave the meeting prior to discussion and voting on the item.	
3. PLANNING, TRANSPORTATION AND REGENERATION PORTFOLIO	

Please contact Lynn Derbyshire, Senior Committee Administrator, (0151) 471 7389 or e-mail lynn.derbyshire@halton.gov.uk for further information.

The next meeting of the Committee is on Thursday, 27 April 2006

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PART II	
ITEMS CONTAINING 'EXEMPT' INFORMATION FALLING WITHIN SCHEDULE 12A OF THE LOCAL GOVERNMENT ACT 1972 AND THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985	
<p>In these cases the Board has a discretion to exclude the press and public but, in view of the nature of the business to be transacted, it is RECOMMENDED that under Section 100(A)(4) of the Local Government Act 1972 the press and public be excluded from the meeting for the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in paragraph 3 of Part I of Schedule 12A of the Act.</p>	
4. PLANNING, TRANSPORTATION AND REGENERATION PORTFOLIO	
(C) HIGHWAY INFRASTRUCTURE	13 - 16

In accordance with the Health and Safety at Work Act the Council is required to notify those attending meetings of the fire evacuation procedures. A copy has previously been circulated to Members and instructions are located in all rooms within the Civic block.

AGENDA ITEM NO. 3 (a)

REPORT TO:	Executive (Transmodal Implementation) Sub-Board
DATE:	26 th April 2006
REPORTING OFFICER:	Operational Director – Major Projects
SUBJECT:	European Regional Development Fund Application, Ditton Strategic Rail Freight Park
WARDS:	Ditton

1.0 PURPOSE OF THE REPORT

- 1.1 To describe the progress and the content of the application to European Regional Development Fund (ERDF) for Ditton Strategic Rail Freight Park (DSRFP).
- 1.2 To seek Member's approval to progress the ERDF application and the projects contained within the ERDF Application.

2.0 RECOMMENDATION: That

- (1) The key elements of the application should be noted and commented on.
- (2) Members approve the projects described within the application for further development.
- (3) Subject to Planning Approvals for the schemes, the Strategic Director – Environment be authorised to commence implementation of the schemes, in accordance with Standing Orders Relating to Contracts.

3.0 SUPPORTING INFORMATION

- 3.1 In March 2006 an application was submitted for ERDF funding for projects within DSRFP totalling £999,750. The projects contained within the application are:
 - Connection with A5300/A562.
 - Ditton Road Environmental Improvements.
 - Halebank HGV Access.
 - Ditton Business Enterprise Grants.
 - Office Development Grants.

- 3.2 The ERDF application was originally submitted under Priority 1.5 of the Objective 2 programme, which is primarily focussed on the provision of office space for Small-Medium Enterprises (SMEs) in the Hi-Tech sector.
- 3.3 ERDF is one of the key funding sources identified in the DSRFP Masterplan.
- 3.4 The nature of the DSRFP programme is infrastructure based to provide 'pump-priming' for investment by private sector companies. However, advice was given that although Priority 1.5 can provide for infrastructure, it would not be eligible without the provision of actual buildings or office space, particularly in the Hi-Tech Sector.
- 3.5 The concept of a grants scheme was developed in discussions between Major Projects Department and Economic Development Unit based on the Business Improvement Grants scheme in the Widnes Waterfront Economic Development Zone (EDZ). This scheme gives the application a stronger fit with the Priority 1.5 criteria whilst providing a scheme that will have positive effects that will further benefit the current and future occupiers of the Park.
- 3.6 In its nature the programme DSRFP is more in line with the characteristics of a Priority 3 ERDF application. Priority 3 provides funding for Economic Development Zones. Due to under spend on Widnes Waterfront EDZ there may be the opportunity to extend the EDZ boundary in terms of EDZ funding to include Ditton. This would give the application greater strength.
- 3.7 Under Priority 3 approximately double the amount of ERDF funding could be available for the scheme, making £2 million available.
- 3.8 A justification has been put for to GONW for extending the EDZ boundary to include DSRFP. From initial discussions, Government Office North West have indicated that they would accept the proposal. Further discussions will take place at the end of April 2006.
- 3.9 The application gained approval from the Halton-Vale Royal Partnership Board in April 2006. The projects are:
Connection with A5300/A562
- 3.10 At the UDP Public Enquiry, evidence was presented which demonstrated that the likely impact of the Masterplan could be mitigated by the introduction of new highway links to the A5300.
- 3.11 A link road from connecting the A5300 or A562 into the park is proposed. Feasibility studies are underway to select the preferred alignment. Depending on its alignment the route may need to cross the existing railway lines or Ditton Brook via a new bridge.

Ditton Road Environmental Improvements

- 3.12 Whilst comprehensive redevelopment of land adjacent to Ditton Road was not proposed as part of the core programme, incremental redevelopment of land and property on and along Ditton Road for use's benefiting from the adjacent rail infrastructure is expected to be brought forward by the private sector.
- 3.13 In order to encourage this investment, and to brand the location as part of the programme initiative, public realm environmental works are proposed in advance. The scheme will incorporate landscaping and highways works.
- 3.14 A concept plan for the scheme has been drawn up accordingly and is shown on the attached plan (Appendix 1).
- 3.15 The improved landscaping on Ditton Road will be maintained by Landscape Services.

East-West Link/HGV Bypass (Halebank HGV Route)

- 3.15 The proposed HGV Route contains two key elements an East-West Link Road and a Halebank Heavy Goods Vehicle (HGV) Bypass. The latter is not part of the DSRFP Masterplan.
- 3.16 In accordance with the conditions placed on the HBC Fields site during the UDP enquiry, the layout of the development must incorporate measures actively to discourage the direct movement of goods vehicles from the site to the local road network in the Halebank area and provide a road link between the east and west sides of the park. In order to achieve this aim a road system shall be provided to connect Sites 253, 255 and 256 where they are divided by public highways or railways.
- 3.17 The East-West Link could provide some of the infrastructure for the Halebank HGV Bypass. In the Halebank Supplementary Planning Document (SPD) there is an aspiration for a HGV bypass around the residential areas of Halebank to mitigate against the noise and nuisance of traffic for the benefit of residents and the environment. It is recognised that there is potential to divert existing HGV traffic from established Halebank businesses onto a route that avoids the residential section of Hale Road. This would be achieved through new configured junctions, new sections of road and new traffic restrictions. This is outlined in the Halebank Action Area SPD Transportation Proposals.

Ditton Enterprise Grants

- 3.18 The concept for this scheme was developed in response to the ERDF Priority 1.5 criteria and would offer grants to SMEs within the boundary of DSRFP. The proposed grants scheme would contribute towards

construction and refurbishment of new office space for SMEs and environmental improvements.

- 3.19 The targeted businesses would primarily be those related to the specialist industry of rail freight and will therefore contribute towards the development of the park as a rail freight interchange. Any other high tech, high growth and high quality businesses that are contained within the park would also be eligible.
- 3.20 With regard to environmental improvements. Works to the front and rear boundaries would be viewed most favourably. This is because of the improved visual amenity to tie in with the Ditton Road environmental improvements scheme at the front and the position adjacent to the west coast mainline at the rear, which is highly visible to rail passengers.
- 3.21 An independent panel would assess the applications to ensure that best value is achieved from the expenditure and ensure that the selection process is transparent.
- 3.22 Grants would contribute up to 50% of the cost of the building works up to a maximum of £50,000 and companies who have already received European funding in the last 3 years will not be eligible. This would avoid contravening state aid rules.
- 3.23 The scheme would be project managed by the Regeneration Department who currently manage a similar scheme in Widnes Waterfront Economic Development Zone.

Office Development Grants

- 3.24 There has been interest in expansion from some of the larger existing SMEs currently operating within DSRFP. To continue to operate and expand their business effectively they need to expand their offices to take on extra staff and facilitate increased operations. It is proposed that a grant to the operators will help to ensure high design quality and maximise the number of jobs created by the schemes.

4.0 POLICY IMPLICATIONS

- 4.1 The Council adopted the DSRFP Masterplan in December 2004. The DSRFP is heralded in the Council's Corporate Plan and LSP and HBC Urban Renewal Strategy and Action Plan, and supports the Council's Urban Renewal corporate priority.

5.0 OTHER IMPLICATIONS

- 5.1 If the external public funding element for the scheme is not maximised then the financial contribution from the Council would need to be greater

or else the schemes would be of lower quality, less beneficial or in some cases undeliverable.

6.0 RISK ANALYSIS

- 6.1 If the infrastructure schemes do not go ahead, the full potential of the Park will not be realised. The benefits to the Halebank Community from the contribution towards the HGV Bypass will be lost and expansion of the Park will increase congestion on existing roads.
- 6.2 If the grant schemes do not go ahead then the ERDF funding may not be eligible depending on the ERDF Priority under which application is approved (see Section 3.0).
- 6.3 The ERDF grant will only be approved if other public funding is identified as match. Private funds will not count as match funding.

7.0 EQUALITY AND DIVERSITY ISSUES

- 7.1 All proposed developments will comply with the Disabilities and Discrimination Act (DDA).

8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
Ditton Strategic Rail Freight Park Masterplan	Major Projects	Martin Ledson
Halebank Action Area SPD Transportation Proposals.	Planning	Andrew Pannell
EXB 162 (9th December 2004) Ditton Strategic Rail Freight Park – The Draft Masterplan and Next Steps	Committee Services	Lynn Cairns

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AGENDA ITEM NO. 3 (b)

REPORT TO:	Executive (Transmodal Implementation) Sub-Board
DATE:	26 th April 2006
REPORTING OFFICER:	Strategic Director - Environment
SUBJECT:	Update on Landscape Infrastructure, Halton B.C. Fields Site.
WARDS:	Ditton

1.0 PURPOSE OF THE REPORT

- 1.1 To update Member's on progress with the detailed design, planning issues and implementation of the structural landscape around the area proposed for development on the 'Halton Fields' site and to report the outcome of additional consultation.

2.0 RECOMMENDATION: That

- (1) Members having been presented with the results of the consultation regarding the mound and football pitch agree the way forward.**

3.0 SUPPORTING INFORMATION

- 3.1 The Planning Application for the Landscape infrastructure for the HBC Fields site was approved in January 2006. The application was referred to the Secretary of State, but was not called in. Planning Permission was subsequently granted.
- 3.2 Since the issue of the Approval Notice on the 31st January, work has been in progress to provide the additional information required by the Conditions of the Planning Approval, mainly comprising ecological and archaeological surveys, flood risk assessment, site investigations and detailed designs and construction plans for the landscape. It is anticipated that this work will be completed during the summer.
- 3.3 It is intended to commence work on site at the earliest opportunity following discharge of the Planning Conditions, starting on the land to the east (around Lovel Terrace), which is untenanted. Once decisions have been made about the proposed road layout on this section of land, detailed designs will be drawn up and the scheme tendered, with a view to starting on site in late summer.

- 3.4 Following several comments from local residents regarding the proposal for an additional football pitch (to replace informal kickabout facilities which will be lost to the north of Lovel Terrace), a letter was sent out to the residents of Halebank to seek their views on whether the land should be used as a football pitch, or for mounding to further screen the development. The results of this consultation will be reported to the meeting, along with any suggested amendments arising from the exercise.
- 3.5 The tenants of the HBC Fields site were served notice on 1st February 2006. Some tenancies expire within three months; the backstop date for all the tenancies is 2nd February 2007. The landscape work to this part of the site will commence as soon as possible after the Council has possession.
- 3.6 The design for the landscape around Lovel's Hall will also be progressed, following a meeting with English Heritage, to complement any proposed road link in this area.

4.0 POLICY IMPLICATIONS

- 4.1 The Council adopted the DSRFP Masterplan in December 2004. The DSRFP is heralded in the Council's Corporate Plan and LSP and HBC Urban Renewal Strategy and Action Plan, and supports the Council's Urban Renewal corporate priority.
- 4.2 The proposals will help towards the achievement of Halton's Biodiversity Action Plan by the creation of new reedbeds and wildlife corridors, and providing habitats for certain key species.

5.0 OTHER IMPLICATIONS

- 5.1 Funding for the Landscape Infrastructure is available through the Council's Capital Programme for Ditton Strategic Railfreight Park.
- 5.2 The project is environmentally sustainable by creating a series of different habitats for wildlife, including wetlands, reedbeds, meadows and woodland.

6.0 RISK ANALYSIS

- 6.1 Landscape Scheme doesn't go ahead: unacceptable environmental and visual effect on Halebank
- 6.2 Delay in progress of scheme: planting does not have time to mature before the building is constructed – screening is less effective. Hence the proposal to implement the scheme in advance.

7.0 EQUALITY AND DIVERSITY ISSUES

7.1 The proposed landscape scheme will provide free access to informal recreational opportunities for all the local community.

8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
Ditton Strategic Rail Freight Park – Landscape Masterplan	Picow Farm Depot	Phil Esseen
EXB 162 (9th December 2004) Ditton Strategic Rail Freight Park – The Draft Masterplan and Next Steps	Committee Services	Lynn Cairns
ESB9 (20th October 2005) Landscape Infrastructure, Halton Borough Council Fields Site, Ditton Strategic Rail Freight Park	Committee Services	Lynn Cairns

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AGENDA ITEM NO. 3 (c)

REPORT TO:	Executive (Transmodal Implementation) Sub Board
DATE:	26 April 2006
REPORTING OFFICER:	Operational Director – Major Projects
SUBJECT:	Marketing Strategy
WARDS:	Ditton and Riverside

1.0 PURPOSE OF THE REPORT

- 1.1 To seek approval to appoint marketing consultants to develop a brand identity and marketing strategy for the Ditton Strategic Rail Freight Park initiative.

2.0 RECOMMENDATION: That

- (1) **Members approve the appointment of a Marketing Consultant.**
- (2) **Members approve the course of action as set out in the report.**

3.0 SUPPORTING INFORMATION

- 3.1 Discussions with the existing landowners and operators identified a need to champion Ditton at a national level. Each operator and landowner is doing their part to promote Ditton, but efforts understandably, are concentrated on their core business.

- 3.2 Three north west based full service marketing agencies :-

- a) Paver Downes Associates
- b) Creative Lynx Limited
- c) Bella Communications

were selected based on their extensive experience of marketing a range of large-scale regeneration and commercial property projects.

- 3.3 Each company was forwarded an information pack containing the DSRFP Master Plan and various supporting documentation and subsequently briefed, individually, on April 3 2006 by the Project Team concerning the scale and future progress of the scheme.

- 3.4 Each company was then sent a formal brief and invited to provide a fully costed quote by, not later than, Wednesday 19 April to :-

- a) Produce a marketing strategy for the Ditton Strategic Rail Freight Park Programme
- b) Develop a brand for the wider programme area

3.5 Members will receive an update at the meeting detailing the individual quotations and the describing the differing approaches the individual companies have made to the development of a marketing strategy and brand.

4.0 POLICY IMPLICATIONS

4.1 The Council adopted the DSRFP Masterplan in December 2004. The DSRFP is heralded in the Council's Corporate Plan and LSP and HBC Urban Renewal Strategy and Action Plan, and supports the Council's Urban Renewal corporate priority.

5.0 OTHER IMPLICATIONS

5.1 Funding for the marketing strategy is available through the Council's Capital Programme for Ditton Strategic Railfreight Park.

6.0 RISK ANALYSIS

There are no perceived risks with this approach. It is necessary if Ditton is to be successful and best value is to be achieved for HBC Field.

7.0 EQUALITY AND DIVERSITY ISSUES

None.

8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
Programme file	Major Projects	Sally McDonald
Marketing file	The Heath	Tim Leather

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

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