

Scope of projects and activities

The table below summarises the key elements of the projects that were submitted as part of RBG's Good Growth Fund bid to the GLA in January 2018 (please note that the scope of the projects will be amended as a result of the funding award of £2,510,000 being £500,000 lower than RBG's bid of £3,010,000):

Project	Key outputs	Key agencies	Delivery Timescales
Plumstead High Street Improvement Scheme			
<i>Phase 1. Engagement and Procurement</i>			
Community and trader engagement phase: <ul style="list-style-type: none"> ▪ to inform the vision for the area; ▪ to secure interest in the shop front improvement scheme; ▪ to be a key consultative body for public realm and streetscape improvement works ▪ to inform the development of the operating model of the Plumstead Power Station workspace proposals 	<ul style="list-style-type: none"> ▪ Establishment of I traders forum ▪ Procurement of Design and Implementation Team ▪ 75 businesses engaged 	<ul style="list-style-type: none"> ▪ RBG Regeneration; RBG Economic Development ▪ New e-business support programme provider (organisation to be confirmed Jan 2018) ▪ Design and retail specialists consultants (to be procured) to work as part of Design and Implementation Team ▪ Chamber of Commerce ▪ Ward Councillors and Cabinet Member 	April – July 2018
Public realm and streetscape proposals to be developed and taken through Planning	<ul style="list-style-type: none"> ▪ Successful consultation and public engagement strategy ▪ 100 active participants engaged 	<ul style="list-style-type: none"> ▪ RBG Highways (and TFL) ▪ New Plumstead Traders Forum ▪ Plumstead Stakeholder Forum ▪ Design Steering Group 	June 2018 – Summer 2019

Project	Key outputs	Key agencies	Delivery Timescales
	<ul style="list-style-type: none"> ▪ Consented schemes ready for delivery 	<ul style="list-style-type: none"> ▪ Design and Implementation Team ▪ Local Schools ▪ Emergency services 	
Site specific development feasibility briefs	<ul style="list-style-type: none"> ▪ 3 briefs (11-15 High St.; 34-42 High St.; one more tbc) to set out proposals for commercial and residential intensification 	<ul style="list-style-type: none"> ▪ RBG Planning, transportation and regeneration ▪ New Plumstead Traders Forum ▪ Plumstead Stakeholder Forum ▪ Design Steering Group ▪ Design and Implementation Team ▪ Land owners ▪ GLA Planning team 	July 2018 – March 2019
Phase 2. Delivery			
Delivery of tailored trader support programmes	<ul style="list-style-type: none"> ▪ At least 50 businesses supported 	<ul style="list-style-type: none"> ▪ New e-business support programme provider (organisation to be confirmed Jan 2018) ▪ Retail business support specialist ▪ Design and Implementation Team ▪ Business owners ▪ Chamber of Commerce? 	Sep 2018 onwards
Delivery of the shop front improvement scheme	<ul style="list-style-type: none"> ▪ At least 40 businesses participating in the scheme 	<ul style="list-style-type: none"> ▪ Design and Implementation Team ▪ New Plumstead Traders Forum ▪ Design Steering Group ▪ RBG Licencing; Planning 	April 2019 – March 2021

Project	Key outputs	Key agencies	Delivery Timescales
		<ul style="list-style-type: none"> ▪ Building owners and tenants ▪ GLA Planning Team 	
Delivery of a high profile local marketing campaign for Plumstead	<ul style="list-style-type: none"> ▪ Campaign delivered across a variety of media and delivered in partnership with the Traders Forum ▪ At least 7 major, seasonal events to drive interest and footfall 	<ul style="list-style-type: none"> ▪ RBG Regeneration; RBG Economic Development ▪ New Plumstead Traders Forum ▪ RBG Communications Team 	April 2019 – March 2022
Delivery of the public realm and streetscape projects	<ul style="list-style-type: none"> ▪ 2000m2 of new or improved public space 	<ul style="list-style-type: none"> ▪ HILLS ▪ RBG Highways ▪ Local Schools ▪ RBG Housing ▪ Adjoining business and property owners ▪ TFL 	April 2019 – March 2021

Project	Key outputs	Key agencies	Delivery Timescales
Plumstead Power Station (Business and Community Hub)			
<i>Phase I. Project development</i>			
Procurement Development – including developing vision, business model/plan, full scheme estimate and soft market testing to finalise proposed operator model, draft operator’s lease / HoTs and operator agreement	<ul style="list-style-type: none"> ▪ Robust business case demonstrating project viability ▪ Full procurement documentation 	<ul style="list-style-type: none"> ▪ RBG Regeneration; RBG Planning ▪ RBG Capital projects and procurement ▪ Legal specialists ▪ Design and commercial advisors – to be appointed ▪ South East Enterprise ▪ Workspace operators – soft market testing 	April – Sep 2018

Project	Key outputs	Key agencies	Delivery Timescales
		<ul style="list-style-type: none"> New Plumstead Traders Forum 	
Phase 2. Procurement			
Procurement of operator	<ul style="list-style-type: none"> Procurement of a high quality workspace operator delivering the full range of project objectives and deliverables 	<ul style="list-style-type: none"> RBG Regeneration Procurement and legal specialists Communications and marketing Design and commercial advisors – to be appointed 	Tender published -Oct 2018 Appoint operator – Jan /Feb 2019
Phase 3. Delivery			
Fit out and operation	<ul style="list-style-type: none"> £3.1m+ private sector investment At least 60 new work and studio spaces (inc. 20 ringfenced 'start up' spaces) At least 2500sqm new commercial space 2 public facing events per annum 	<ul style="list-style-type: none"> RBG Regeneration; RBG Planning; RBG Building Control; RBG Capital Delivery Workspace operator – to be appointed 	Planning submission – Aug 2019 Start on site - April 2020 Works complete and businesses operating – May 2021

Further information regarding the proposed projects is set out below:

High Street Improvement Schemes

I.1 Through targeted investment into the street scene, Plumstead has the potential to deliver enhanced economic activity, better public services and increased community vitality. The 'High Street Improvement Schemes' element of 'Embrace the Change' focuses on delivering against the 'Sorting the Severance' and 'High Street Focus' elements set out within the Plumstead Urban Framework.

I.2 As part of the bid development, a menu of public realm and streetscape proposals have been developed based upon the principles set out in the Plumstead Urban Framework. These will be consulted on as part of the detailed design process and can be implemented in and around Plumstead high street. These options set out a series of costed projects to fit within an overall budget of £1.5m for public realm works.

I.3 Final proposals will be determined following stakeholder consultation and feasibility work (up to planning permission where required), however, initial priority schemes

recognise that a large proportion of the high street provides a poor environment for pedestrians, owing to narrow footways, an excess of guard-railing and a wide carriageway which contributes to a traffic dominated road. There are also several long stretches of inactive frontages caused by housing or blank boundary walls. However, there are also areas of more generous spaces that present opportunities for public realm enhancements that can create dwell space, street art, improved lighting and seating and spaces for stalls and economic activity.

- I.4 A consistent approach to shopfront improvements across Plumstead High Street will play a key role in delivering a perception change regarding Plumstead as a place to shop and dwell. There is an opportunity to deliver façade, signage, lighting and treatment improvements to businesses in Plumstead. An initial appraisal estimates that at least 40 businesses can benefit from these improvements given the budget envelope available (£708,000 – this includes an assumed 10% contribution from the traders themselves) although this will be refined as detailed implementation work progresses.
- I.5 Not all retail units within the designated town centre will be suitable or eligible for physical improvement. This project will focus on strategic ‘blocks’ of shops and a menu of potential improvements to maximise the impact of the scheme. Following analysis of the business premises along the high street, a menu of interventions (for example, works to the building façade, shutter improvements and painting) has been developed and costs set out. Given the scale of improvements required, an extensive programme is envisaged and each participating business will be able to select up to three items from the menu of interventions we have identified and their ability to access this scheme will be based on the following assessed criteria:
- Is the business or building a local asset? For example, its contribution as a unique business rather than a chain store; Is it a business attracting foot fall to Plumstead or contributing to providing essential services or goods to the local community? Is the building architecturally significant to the high street?
 - Is the business or building in a strategic location? Considerations here would include visibility, lines of sight and opportunities to achieve a critical mass of works for an effective impact.
 - Would the intervention be low cost but high impact? Consideration here would be given to the existing condition and whether a relatively modest investment can contribute significantly to the visual uplift of the area.
- I.6 Businesses will be asked to contribute at least 10% to the cost of works (this is in line with the recent shop front improvements scheme in Wilton Road (Abbey Wood) where 10 businesses received capital works to their premises and contributed 10% to the cost).
- I.7 Ahead of the implementation of a shop front improvement scheme, business support will be offered to partaking businesses to ensure that improvements are aligned to their business model with all opportunities taken to tailor businesses to local need and demand.

Creation of new managed workspace at White Hart Road Depot

- I.8 The White Hart Road Depot has been temporarily occupied by Crossrail since 2011. The building is due to be returned to the Council during 2018 with a proportion of the southern yard, between the Depot building and the railway, permanently retained by Crossrail.
- I.9 With the departure of Crossrail, there is an opportunity now to re-establish this building as managed workspace for Plumstead. The proposal within the bid has been developed through liaison with industry and creative workspace providers. Officers consider that this building is ideally suited to develop a varied range of managed workspaces supported by auxiliary services (such as a crèche, cafe, socialising and networking spaces) that will both support the vibrancy of the building offer and be open to the wider public. This funding will allow a business case to be made to test and develop assumptions ahead of a formal procurement process. The Depot is located within Strategic Industrial Land (SIL) and is Grade II Listed. Historic England states that the building is a very well-preserved example of an early power station dating from 1903. Planning have advised that within SILs, development proposals should be for industrial uses and employment workspace (including B1c/B2/B8) to meet identified needs for SMEs or new emerging industrial sectors and that ancillary services for occupiers (such as crèches or cafes) can also be supported. The development of the business case will seek to both build upon the Grade II listed heritage aspects of this building and maximise the level of public facing employment space with opportunities to both support the local economy of the borough and the wider London region.
- I.10 At this stage, the council has committed to the delivery of between 2500 - 3000sqm of commercially usable workspace. This is based on an initial capacity study that assesses in broad terms what could be achieved within the remit of this funding opportunity. New commercial and affordable workspace will utilise the whole of this heritage building. A complementary programme of security enhancements and landscaping works will contribute towards improving the social and environmental value of the area. The development will seek to create a secure, modern and sustainable commercial environment in which SME and start-up enterprises will be able to emerge, develop and expand.