

Appendix 1 - Recommendation and Implementation Plan

Project	Review Recommendation	Appraisal Recommendation	WEP Consultation Feedback	Final Recommendation	Actions	Officer Responsible
Co-Op Building	<p>Area 9 is a high intervention area and the Co-Op project offers excellent policy fit, core economic outputs and represents the strongest economic regeneration opportunity in the West End. Securing investment to bring forward this project should be considered as a high priority.</p> <p>Area 9 also presents opportunities for the Housing Capital Programme to support the Exemplar by funding facelift improvements to Westminster Road properties.</p>	<p>Fully endorse recommendations in mid-term review document but would like to see potential benefits to Area 9 improvements (Westminster Road and Exemplar) explicitly identified as potential additionality rather than accepted as a given benefit</p>	<p>The Co-op Building can not be considered in isolation, as the proposed use of managed workspace would require extra car parking for both trainer and trainees, especially if it involved business start up workspaces.</p> <p>The use of the Co-op Building must be related to outcomes for the West End of Morecambe and the people living in the locale, not just an 'add on' to a much larger funding bid. This type of thinking is old hat/ traditional local government approach which, at the end of the day, does not deliver any beneficial outcomes. It is not a transformational project such as the Central Park proposal; does not create any new open space, no new car parking or add to the attractiveness of the West End as a retail destination.</p>	<p>The Co-Op project offers excellent policy fit, core economic outputs and represents the strongest economic regeneration opportunity in the West End. Securing investment to bring forward this project should be considered as a high priority. Within the new Economic Regeneration Framework the proposal is now seen in a "Morecambe-wide" context contributing to the economic development of the entire area not just the 'local' West End community. Emerging West End businesses will benefit and also, if general employment and training is an objective, then West End residents will also benefit. The redevelopment of a derelict building will have major benefits for the commercial core not least in new business and 'life'. From funders' view it delivers many more potential direct and measurable benefits than Central Park proposal.</p> <p>The Co-op building is below the threshold where a transport assessment is required. Nonetheless, it would be a good idea to address travel to work, both from a policy and from a project sustainability point of view. The building is well served by public transport, has a large walk in population and is well located in relation to the District cycle network. However, car parking is also a potential "selling point" in terms of business location and could be reviewed as part of the feasibility side of the proposals. The maximum parking standard for offices in sustainable locations is one space per 30 sqm.</p> <p>Area 9 also presents opportunities for the Housing Capital Programme to support the Exemplar by funding facelift improvements to Westminster Road properties. The benefits of this need to be assessed before resources are committed.</p>	<p>Include in current NWDA funding bid for development of project proposals for the District's Economic Regeneration Programme priorities.</p> <p>Liaise with LCDL regarding interim work to be undertaken to secure their involvement (Structural Survey)</p> <p>Establish an initial project delivery group and stakeholder steering group to ensure that benefits are delivered with input from West End interests as appropriate.</p> <p>Add Westminster Road facelift scheme as a potential project for Housing Capital Programme</p>	<p>P. Rogers / T. Brown</p> <p>P. Rogers / T. Brown</p> <p>P. Rogers / T. Brown</p> <p>P. Broadley</p>

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Commercial Core	<p>The Commercial Core project is a high priority high profile project that has excellent policy fit and offers good value for money. The approach has already been successful on Yorkshire Street. It would however be beneficial to focus only on high impact streets; Claremont Road, West Street, Albert Road and deliver a reduced specification treatment on Springfield / Lancashire Street. The non-commercial streets of Parliament Street, Clarendon Road and Devonshire Road should be omitted. Securing investment to bring forward this project should be considered a high priority.</p> <p>In addition the Housing Capital Programme aims to support the oversupply of retail units by converting redundant shop units and focussing retail activity onto the Commercial Core.</p>	<p>Endorse recommendations – however unsure how far HCP funding is able to support this project. Interlinked strongly with Regent Road improvements</p>	<p>The Commercial Core priority raises questions for the West End Partnership who would rather see work concentrated on Regent Road and Yorkshire Street than Albert Road.</p> <p>The Partnership questioned the difference between the Commercial Core and Regent Road project set out below in the list of priorities.</p>	<p>The Commercial Core is a high priority high profile project that has excellent policy fit and offers good value for money and utilises the successful approach used for Yorkshire Street.</p> <p>The extent of the Commercial Core needs to be defined and agreed with local input as there is a difference in opinion between the Masterplan and the WEP regarding Albert Road's inclusion.</p> <p>There is overlap with the Commercial Core and Regent Road proposals and they should be treated as a single proposal focussing on</p> <ul style="list-style-type: none"> • Claremont Road, • West Street, • Regent Road • Springfield / Lancashire Street. <p>And consideration for the inclusion of Albert Road.</p> <p>The non-commercial streets of Parliament Street, Clarendon Road and Devonshire Road should be omitted.</p> <p>Opportunities for the conversion of redundant shop units outside the Commercial core back into residential should be explored through the Housing Capital Programme.</p>	<p>Include in current NWDA funding bid for development of project proposals for the District's Economic Regeneration Programme priorities.</p> <p>Identify other potential resources to deliver this project e.g. County Council</p> <p>Housing Capital Programme to identify potential opportunities to support this project as and when suitable retail properties come onto the market. Utilise cheaper refurbishment model than previous works implemented with ARCA.</p>	<p>P. Rogers / T. Brown</p> <p>P. Rogers / T. Brown</p> <p>P. Broadley</p>

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Regent Road	<p>The Regent Road public realm project offers excellent policy fit delivers core economic outputs represents good value for money and is in a high profile high intervention area. The approach has already been successful on Yorkshire Street. It is the main route into the West End and is the most important of the three Gateway projects and should remain a high priority for intervention and implementation. Regent Road should be considered as part of the Commercial Core package of public realm improvements.</p>	<p>This is a highly flexible intervention, capable of delivery as a stand alone project or as an integral part of the Commercial Core. It is a main route into Morecambe and essentially the gateway to the West End. Early delivery of this project would give a strong and highly visible statement of ongoing commitment to improving the area. Must ensure effective consultation and communication with retailers to avoid major disruption and foster 'buy-in'</p>	<p>The Partnership questioned the difference between the Commercial Core and Regent Road project set out below in the list of priorities.</p>	<p>The Regent Road public realm project offers excellent policy fit delivers core economic outputs represents good value for money and is in a high profile high intervention area. However, Regent Road should be considered as part of the wider proposals for the Commercial Core to enable a more integrated delivery.</p>	<p>Regent Road is one of the streets in the Commercial Core project – see above</p>	<p>P. Rogers / T. Brown</p>

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Marine Road West (Public Realm)	<p>Marine Road West public realm improvement project offers good value for money and is in a high profile area that is essentially the <i>face</i> of the West End. This public realm project offers very good policy fit. A more comprehensive approach that looks simultaneously at improvements to both Marine Road West and the Promenade between the Battery and Midland Hotel would achieve the greatest impact. This approach has been successful in Central Morecambe in delivering a high quality public realm.</p>	<p>Although designated a medium intervention area in the Masterplan and with a less strong policy fit than other high priority projects, the high profile nature of the site as the 'Face of the West End' elevates this to a higher priority in the Mid-term review report.</p>	<p>With regard to Marine Road West Public Realm this needs to be tied in with the Frontierland which is not seen.</p> <p>The Board do not class the Marine Road West Public Realm as a priority.</p>	<p>Marine Road West public realm improvement project is in a high profile area but has a weaker policy fit than other high priority projects. However, the high profile nature of the site as the 'Face of the West End' elevates this to a higher priority</p> <p>A more comprehensive approach that looks simultaneously at improvements to both Marine Road West and the Promenade between the Battery and Midland Hotel would achieve the greatest impact. This approach has been successful in Central Morecambe in delivering a high quality public realm.</p>	<p>Aim to include wider public realm proposals for Marine Road West in the Promenade improvements. Bid to NWDA presently under development by Forward Planning</p>	<p>D. Lawson</p>

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Bold Street and West End Gardens	<p>Area 11 is a high intervention phase 1 project area and offers good policy fit. Marlborough Road and the odd numbered side of Bold Street schemes are a partial solution. The remainder of Bold Street requires intervention to address the West End's worst condition properties. Exemplar funds need to be released from properties acquired on Bold Street. It is of paramount importance to secure a funded regeneration scheme for the even numbered side of Bold Street and this should remain a high priority. This is also a priority for the Housing Capital Programme.</p>	<p>Very poor quality housing remains in high concentration in this street. However there is no clear proposal for how the necessary improvements are to be delivered. The allocation of resources to determine and develop a delivery strategy and identify suitable funding to take this project forward is a high priority.</p> <p>Without this strategy in place and given the negative effect of economic climate upon purchase of already improved properties it seems perverse to purchase more at the present time only for them to stand empty and for the council to have the expense of insurance and long-term security.</p>	<p>We would also ask that Bold Street (odd numbers) Back Wynterdyne Terrace and Marine Road West (housing) be classed as a higher priority to complement the work done on the sea defences and West End gardens.</p> <p>The placing of Bold Street in the medium section must be looked at in the overall context of what has already been achieved. It is important that Bold Street (even side) and the area behind is given a high priority. Indeed, had the Chatsworth Gardens project gone ahead in July 2008 (as anticipated), and been successful, The Partnership understands that Bold Street and the area juxtaposed would have been considered as the next major project by the Homes and Communities Agency. This opportunity must be pursued. The Bold Street triangle must be a High Priority.</p>	<p>Bold Street is a high intervention phase 1 project area that offers good policy fit. Because the even numbered side of Bold Street exhibits the poorest quality housing in the West End it is a high priority.</p> <p>LCC have acquired four properties on even numbered side of Bold Street with Exemplar funding that needs to be recycled to cashflow the acquisitions.</p> <p>The development of a preferred strategy to take forward the aims of the Masterplan for these properties is of paramount importance. This should be a high priority for the Housing Capital Programme.</p>	<p>In conjunction with the Property Strategy for the Exemplar develop a strategy to deal with the even numbered side of Bold Street.</p> <p>Identify potential options for the even numbered side of Bold Street.</p> <p>Bold Street is a high priority area for Regional Housing Board allocation.</p>	<p>P. Rogers / T. Brown / P. Broadley</p> <p>P. Broadley</p> <p>P. Broadley</p>

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Housing Exemplar	<p>The Exemplar (Area 5) is high intervention Phase 1 project and has very good policy fit. The Exemplar is a Flagship Masterplan project for the regeneration of the West End that will initiate positive physical and perception changes while helping to rebalance the tenure profile. A continued strong commitment to this project is felt by officers to be of high importance to the West End's regeneration. An opportunity for the Housing Capital Programme to support the Exemplar exists by funding facelift improvements to Westminster Road properties.</p>	<p>High priority strategic project with potential to provide high quality sustainable properties but with significant deliverability issues in the medium term due to market forces.</p>	<p>No comment received.</p>	<p>The Exemplar is high intervention Phase 1 project with very good policy fit. The Exemplar is a Flagship Masterplan project for the regeneration of the West End that will initiate positive physical and perception changes while helping to rebalance the tenure profile.</p> <p>High priority strategic project needs to overcome significant deliverability issues in the medium term due to market forces.</p> <p>Area 5 also presents opportunities for the Housing Capital Programme to support the Exemplar by funding facelift improvements to Westminster Road properties. The benefits of this need to be assessed before resources are committed.</p>	<p>Secure suitable funding package from Homes and Communities Agency to enable project to progress.</p> <p>Develop Property Strategy for Exemplar and West End.</p> <p>Add Westminster Road facelift scheme as a potential project for Housing Capital Programme</p>	<p>H. McManus</p> <p>P. Rogers / T. Brown / J. Greenwood</p> <p>P. Broadley</p>

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Clarendon Road Living Street	<p>Clarendon Road Living Street is a high priority project that has good policy fit and offers reasonable value for money. It may however be possible to reduce the cost of the scheme while delivering much of the benefits of increased permeability. While the scheme remains a high priority its success is wholly dependent upon when the Frontierland site is developed and securing an effective pedestrian and cycling route through the site to Central Morecambe.</p>	<p>Fully endorse recommendations articulated in Mid-term review report.</p> <p>(See also project 11 below, Frontierland)</p>	<p>With regard to Marine Road West Public Realm this needs to be tied in with the Frontierland which is not seen.</p>	<p>Clarendon Road Living Street is a high priority project that has good policy fit and offers reasonable value for money.</p> <p>This project is inextricably linked to future development of Frontierland site. This is likely to be the only opportunity to link the West End to Central Morecambe as the land is unlikely to be available in future if not secured at this point.</p>	<p>Maintain current stance on the need for Frontierland to provide greater permeability through legal powers under planning/development control process.</p>	<p>D. Hall</p>

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Clarendon Road East (remodelling)	<p>Clarendon Road East (Area 3) is a high priority intervention area and a Phase 1 project area that has benefitted from substantial investment and positive change. This key housing project aims to complete the remodelling programme and offers very good policy fit. Beyond a commitment to the existing programme the high unit cost of re-modelling properties prevents further works of this nature and a new approach for these properties is required that reduces the unit cost but maintains the required quality.</p> <p>There are also opportunities for the Housing Capital Programme to support the Exemplar by funding facelift improvements to Westminster Road properties.</p>	<p>Endorse recommendations of Mid-term report.</p> <p>However unsure of accuracy of statement re: Housing Capital Programme.</p>	<p>By transforming areas in the West End, like West End Road, Clarendon Road East, Chatsworth Gardens, Bold Street and by creating new open space and providing a civic focus, this will improve the local environment, the existing social mix and encourage new business starts ups and generating more jobs in the West End than a revamped Co-op building ever would as a stand alone project.</p> <p>There are some projects in the medium category which need a high priority. For example, all the good work done on Clarendon Road East may be undone if three or four properties are not acquired and remodelled for family homes in line with the rest of the street. These are numbers. 16, 24, 26 and 36. By working with Adactus and or North British and private landlords, these properties should be bought and upgraded into family homes ASAP</p>	<p>Clarendon Road East (Area 3) is a medium priority intervention area and a Phase 1 project area that has benefitted from substantial investment and positive change.</p> <p>The high unit cost of re-modelling properties prevents further works of this nature and a new approach for these properties is required to achieve the aims of the Masterplan for this area.</p> <p>Area 3 also presents opportunities for the Housing Capital Programme to support the Exemplar by funding facelift improvements to Westminster Road properties. The benefits of this need to be assessed before resources are committed.</p>	<p>Assess value of alternative ways of achieving the successful completion of the Masterplan's aims for Clarendon Road East through the Housing Capital Programme.</p> <p>Add Westminster Road facelift scheme as a potential project for Housing Capital Programme</p>	<p>P. Broadley</p> <p>P. Broadley</p>

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West End Road (remodelling)	<p>West End Road (Area 2) is a high priority intervention area and a Phase 1 project area that has benefitted from substantial investment and positive change but a number of target properties are yet to be acquired. This key housing project aims to complete the remodelling programme and offers very good policy fit. Beyond a commitment to the existing programme the high unit cost of re-modelling properties prevents further works of this nature and a new approach for these properties is required that reduces the unit cost but maintains the required quality.</p>	<p>This project is substantially complete. Of the target properties which were originally identified, only one remains to be improved and this is still in private ownership.</p> <p>Improvements delivered to date have delivered additional benefits, with 3 private landlords having improved their properties independent of the wider scheme.</p> <p>We would suggest that this is no longer a high priority and completion of this project should be moved to a LOWEST status.</p>	<p>The Board disagrees with the appraisal panel's decision to re-grade the West End Road Housing Project from High priority to Low priority given that only one more property needs to be remodelled to complete all of this work. Work on West End Road needs to be completed – the exterior finishes need to a High Priority. The one remaining will be a blight on the rest which have had work carried out, will spoil the appearance of the area and send out the message that we have backed out at the last minute</p>	<p>West End Road (Area 2) is a medium priority intervention area and a Phase 1 project area that has benefitted from substantial investment and positive change.</p> <p>The high unit cost of re-modelling properties prevents further works of this nature and a new approach for these properties is required to achieve the aims of the Masterplan for this area.</p>	<p>Assess value of alternative ways of achieving the successful completion of the Masterplan's aims for West End Road through the Housing Capital Programme.</p>	<p>P. Broadley</p>

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Yorkshire Street Environmental Improvement (shop fronts)	<p>Yorkshire Street (Area 8) is a high intervention phase 1 project that offers good policy fit. Public realm works have been successful in reducing shop voids and this has improved some frontages. However, it is difficult to capture and attribute outputs to the investment made to the proposed shopfronts project and this reduces the projects effectiveness. This is largely due to the positive impact of the already implemented public realm works. With limited resources available it seems prudent to defer investment decisions in the short term and focus on other high intervention areas and other public realm improvements to spread the benefits throughout the commercial core.</p>	<p>Strongly suggest remains in the plan as a project to be revisited at a future date but it was strongly felt that other priorities should be tackled first – therefore status should change from Medium to Low – not reflecting its relative importance but rather its place in the timetable.</p> <p>The improvements to the public realm in Yorkshire Street have increased the feeling of prosperity and the number of sustainable retail units. This alone is having a positive impact upon the quality of the shop frontages.</p> <p>Suggest that project is delayed assess whether it is still required after development of Commercial Core.</p>	<p>The WEP Board supports this and feels the priority is set correctly.</p> <p>Could THI funding be explored for this scheme?</p>	<p>Yorkshire Street is a high intervention phase 1 project that offers good policy fit. Public realm works have been successful in reducing shop voids and this has led to some frontages being improved.</p> <p>The proposed shopfront improvements project should be revisited after implementation of Commercial Core project and assess whether it is still required.</p>	<p>Defer assessment of project's value until after the implementation of the Commercial Core project.</p>	<p>P. Rogers / T. Brown</p>

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Frontierland	<p>Frontierland (Area 1) represents the largest site for redevelopment in the West End and is located on the seafront close to the recently re-opened Midland Hotel and is a high priority and Phase 1 project. This private development site offers good policy fit and should remain a priority to bring forward a suitable high quality mixed use development that provides the added benefit of improved permeability. Development Control should continue to press for high quality scheme that provides the added benefits of improved permeability through to Central Drive.</p>	<p>Clarendon Road Living Street forms a key part of this project.</p> <p>Recommendations are wholly endorsed</p>	<p>With regard to Marine Road West Public Realm this needs to be tied in with the Frontierland which is not seen.</p>	<p>Frontierland (Area 1) represents the largest site for redevelopment in the West End and is located on the seafront close to the recently re-opened Midland Hotel and is a high priority and Phase 1 project. This private development site offers good policy fit and should remain a priority to bring forward a suitable high quality mixed use development that provides the added benefit of improved permeability.</p>	<p>Maintain current stance on the need for a high quality development that provides the added benefits of improved permeability through to Central Drive through development control process.</p>	<p>D. Hall</p>

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Heysham Road Gateway	Heysham Road Gateway is a high priority high intervention project that offers good policy fit. However feasibility work has identified high cost and low impact caused by physical constraints. Improvements to this Gateway should therefore only be deferred as a medium priority for the medium term.	This project's strength is in delivering considerable positive visible impact in a high profile, high intervention area. It would support and complement adjacent improved areas; However due high costs and mixed land ownerships the possibility of delivery is low in the current climate.	No commentt	Heysham Road Gateway is a high priority high intervention project that offers good policy fit. Feasibility work has identified deliverabilty issues, namely high cost and low impact caused by physical constraints. This project should therefore be deferred as a medium priority for the medium term.	No action	

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Marine Road West (housing)	<p>Marine Road West (Area 7) is a medium intervention area and a medium priority that offers good policy fit. Although refurbishing properties on Marine Road West represents poor value for money and with limited resources available for housing it would be better to focus on high priority intervention areas that will yield substantial change. This housing project should therefore be deferred to the medium to long term.</p> <p>To safeguard the historic fabric and bring Trinity Church back into productive use intervention and resources need to continue to be focussed to obtaining a satisfactory resolution to this semi-derelict building on the Promenade.</p>	<p>Recommendations are endorsed – deliverability of project will be greatly improved by future public realm works and development of the Frontierland site.</p>	<p>We would also ask that Bold Street (odd numbers) Back Wynterdyne Terrace and Marine Road West (housing) be classed as a higher priority to complement the work done on the sea defences and West End gardens.</p>	<p>Marine Road West is a medium intervention area and a medium priority that offers good policy fit. Refurbishing properties on Marine Road West represents poor value for money. The limited resources available would be better to focused on high priority intervention areas that will yield substantial change. This housing project should therefore be deferred to the medium to long term.</p> <p>To safeguard the historic fabric and bring Trinity Church back into productive use intervention and resources need to continue to be focussed to obtaining a satisfactory resolution to this semi-derelict building on the Promenade.</p>	<p>Defer to medium term and review options once high priority housing projects have been delivered.</p> <p>While a solution is found to bring it back into productive use continue to use enforcement to ensure security and appearance of Trinity Church.</p> <p>Negotiate with owner to find a longterm solution for Trinity Church.</p>	<p>P. Broadley</p> <p>S. Gardner</p>

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Avondale / Barnes Road	<p>Avondale / Barnes Road (Area 13) is a medium intervention area and offers poor policy fit. The improvement of rear garden space is low impact and therefore a low priority.</p> <p>The potential to provide higher value employment opportunities through the redevelopment of the old workshops offers core economic outcomes and should remain a medium priority for investment. However, options to bring forward redevelopment at little or no cost should be pursued as a high priority.</p>	<p>Proposals to create additional garden space should not be pursued.</p> <p>Proposals for redevelopment of workshop units to provide mixed use schemes/workspace should be put forward in isolation.</p>	<p>No comment</p>	<p>Avondale / Barnes is a medium intervention area and offers poor policy fit. The improvement of rear garden space is low impact and therefore a low priority and should not be pursued.</p> <p>Proposals for redevelopment of workshop units to provide mixed use schemes/workspace should be put forward in isolation of gardens proposal.</p>	<p>No action</p> <p>In the medium term the potential to develop a mixed use/workspace proposal for Back Avondale Road West should be explored.</p>	<p>P. Rogers</p>

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Bus / Illuminations depot	The Bus / Illuminations Depot (Area15) is a high intervention high priority area that offers good policy fit. The private developer has hit financial difficulties and only half the site has been completed and it now seems unlikely to finish in the short term. The completion of this important site remains a high priority, but the ability to influence this is limited.	The development offers good fit with the LDF and LSP priorities however the ability to influence the project is limited.	The WEP Board question why the Illuminations Depot is still in the Masterplan.	The Bus / Illuminations Depot is a high intervention high priority area and phase 1 project that offers good policy fit. The private developer has hit financial difficulties and only half the site has been completed and it now seems unlikely to finish in the short term. The completion of this important site remains a high priority, but the ability to influence this is limited.	Continue to press for the completion of the development through statutory planning powers. Consider alternative potential options to bring forward successful completion,	D. Hall P. Broadley

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Regent Park	<p>Regent Park (Area 6) is an area for low intervention and a low priority offering poor policy fit. However, in light of the removal of Central Park from the Masterplan it can help offset the lack of provision of both private and public open space in the West End through high quality leisure provision that maximises the currently under-utilised space. Economic Programme funding is unlikely to be the most appropriate source and resources should be focussed on high intervention areas. This area should no longer be pursued as a viable masterplan proposal.</p>	<p>Endorse recommendations – panel strongly felt this should remain in the plan – but that Cultural Services are clearly identified as responsible for delivery. Given that there is no longer a possibility to improve the amount of public open space in the West End it is important to improve the quality of the existing amenity.</p>	<p>Regent Park is a high priority for local residents and, although on the face of it does not appear to have any economic outputs, by improving the park as a facility for people of all ages, it will improve as a visitor destination (just like Happy Mount Park), and will encourage greater participation in the two bowling festivals, with visitors from several parts of the North of England. This equates to full hotel bed spaces. Moreover, as the park improves and the number of festivals and events increase, so too will visitor numbers, once again adding to the number of filled bed spaces and use of local cafes and restaurants.</p>	<p>Regent Park is an area for low intervention and a medium priority offering poor policy fit in an “economic” sense. Given that there is no longer much possibility of improving the amount of public open space in the West End it is important to improve the quality of the existing amenity.</p>	<p>Work with Friends Group to implement the recently completed Masterplan for Regent Park.</p>	<p>D. Owen</p>

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Alexandra Road (Secondary Routes)	<p>Alexandra Road is a Secondary Route classed as medium priority offering fair policy fit. Improvements to Alexandra Road would bring masterplan benefits to an area that has seen little change. Improvements to Alexandra Road should be pursued as a medium term medium level priority.</p> <p>West End Road has already been improved and should not be pursued.</p>	<p>Recommendations of Mid Term review to focus resources on high intervention areas with greater impact are wholly endorsed.</p>	<p>No comment</p>	<p>Alexandra Road public realm improvements is a Secondary Route classed as low priority offering fair policy fit. Improvements to Alexandra Road would bring masterplan benefits to an area that has seen little change.</p> <p>West End Road has already been improved and should not be pursued.</p>	<p>No action</p>	
Tertiary Streets (high intervention areas)	<p>Marlborough Road and Bold Street are high priority tertiary streets linked to existing funded housing regeneration proposals, offer good policy fit and should be considered a high priority for medium term intervention.</p>	<p>Despite being high intervention zone, the project would have low impact, resources would be better directed at projects with better value for money and greater impact on objectives on MasterPlan.</p>	<p>No comment</p>	<p>Despite Marlborough Road and Bold Street being high priority tertiary streets linked to existing funded housing regeneration proposals the project would have low impact,. Resources would be better directed at projects with better value for money and greater impact on objectives on MasterPlan.</p>	<p>No action</p>	

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Local residential streets (medium and high intervention areas)	<p>The high intervention local residential streets highlighted for Homezone treatments only offer fair policy fit and local impact due to their low visibility and should therefore be considered a medium priority for the medium to long term. The implementation of Homezone treatments is supported as an option for the Housing Capital Programme beyond 2009.</p> <p>The medium and low priority local residential streets offer poor policy fit low value for money low impact and should no longer be pursued as a viable masterplan proposal.</p>	<p>Use role as influencer with County Council to deliver some element of scheme.</p> <p>Recommendations of Mid Term review to focus resources on high intervention areas with greater impact are wholly endorsed</p>		<p>The high intervention local residential streets highlighted for Homezone treatments only offer fair policy fit and local impact due to their low visibility and should therefore be considered a medium priority for the medium to long term. The implementation of Homezone treatments is supported as an option for the Housing Capital Programme beyond 2009.</p> <p>The medium and low priority local residential streets offer poor policy fit low value for money low impact and should no longer be pursued as a viable masterplan proposal.</p>	<p>No action</p> <p>No action</p>	T. Brown

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Central Park	<p>Central Park (Area 9) is a high priority for intervention and a phase 1 project. Due to high cost and poor value for money Central Park has been removed from the Masterplan project proposals by Cabinet as it will take limited resources away from other projects. However, a principal aim of the Masterplan was to create new public open space and this was widely supported in all community consultations.</p>	<p>Previous Cabinet decision – Minute NO: 65 resolution no. 7, 7 October 2008.</p>	<p>The WEP Board request that Central Park Area be included as a high priority. The main reason for this is the addition of extra parking for the commercial core Regent Road, Albert Road and Yorkshire Street. If the Co-op building is ranked highest then additional parking is urgently required. <i>Please refer to the letter from the Federation of Small Businesses.</i></p> <p>At the last West End Partnership Meeting the “Young Persons Stakeholders Group” gave a talk and we viewed a DVD they had produced. <u>All</u> of the young people wanted more green spaces in the regeneration area.</p> <p>All of the CAWE (Community Association for West End) members who had attended previous meetings have indicated support for the Central Park Area.</p> <p>The original Masterplan also gave prominence to the Central Park Area : More parking in a</p>	<p>Due to high cost and poor value for money Central Park has been removed from the Masterplan as a project proposal.</p> <p>However, a principal aim of the Masterplan was to create new public open space and this was widely supported in all community consultations. Given that there is no longer a possibility to improve the amount of public open space in the West End it is important to improve the quality of the existing amenity.</p> <p>Potential for additional car parking to support the Co-op building proposal to be noted.</p>	<p>No action</p> <p>See Regent Park and Promenade improvements.</p>	

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Project	Review Recommendation	Appraisal Recommendation	WEP Consultation Feedback	Final Recommendation	Actions	Officer Responsible
Granville Road	Granville Road (Area 16) is a medium priority area for intervention that offers poor policy fit and delivers few economic outputs. Resources would be better focussed on high priority intervention areas that will yield substantial change. This area should no longer be pursued as a viable masterplan proposal.	Recommendations of Mid Term review to focus resources on high intervention areas with greater impact are wholly endorsed	No comment	Granville Road is a low priority area for intervention that offers poor policy fit and delivers few economic outputs. Resources would be better focussed on high priority intervention areas that will yield substantial change. This area should no longer be pursued as a viable masterplan proposal.	No action	
Chatsworth Road East	Chatsworth Road East (Area 4) is a low priority for intervention and one of the most sustainable neighbourhoods in the Masterplan area. The area fits poorly with the Economic Programme and other Policy criteria and represents poor value for money. The limited resources available would be better focussed on high priority intervention areas that will yield substantial change. This area should no longer be pursued as a viable masterplan proposal.	It was recommended that this should not be pursued as a viable MasterPlan project due to poor fit with policy criteria and economic programme however the panel could not find sufficient information to conduct an effective appraisal of this recommendation.	No comment	Chatsworth Road East is a low priority for intervention and one of the most sustainable neighbourhoods in the Masterplan area. The area fits poorly with the Economic Programme and other Policy criteria and represents poor value for money. The limited resources available would be better focussed on high priority intervention areas that will yield substantial change. This area should no longer be pursued as a viable masterplan proposal.	No action	

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Devonshire, Balmoral and Claremont	<p>Balmoral Road (Area 10) is a low intervention area and is one of the most sustainable neighbourhoods in the Masterplan area. It has poor policy fit and offers low value for money against economic criteria. The limited available resources would be better focussed on high priority intervention areas that will yield substantial change. This holds true for both Housing and Economic Programme funding. This area should no longer be pursued as a viable masterplan proposal.</p>	<p>Recommendations of Mid Term review to focus resources on high intervention areas with greater impact are wholly endorsed</p>	<p>No comment</p>	<p>Balmoral Road is a low intervention area and is one of the most sustainable neighbourhoods in the Masterplan area. It has poor policy fit and offers low value for money against economic criteria. The limited available resources would be better focussed on high priority intervention areas that will yield substantial change. This area should no longer be pursued as a viable masterplan proposal.</p>	<p>No action</p>	

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Gardner Road	<p>Gardner Road (Area 12) is a medium intervention and a medium priority area that offers poor policy fit. The limited resources available for the improvement and remodelling of housing would be better focussed on high priority intervention areas that will yield substantial change. The light industrial units at Grafton Place however offer better policy fit and value for money and present an economic opportunity to remove an inappropriate use from a residential area and provide new build affordable family homes and should be pursued as medium term objective. Alternatively the light industrial units present an opportunity to develop an infill housing development gap funded by the Housing Capital Programme.</p>	<p>Endorse recommendations of Mid-term report.</p>	<p>No comment</p>	<p>Gardner Road is a low priority area for intervention that offers poor policy fit and delivers few economic outputs. Resources would be better focussed on high priority intervention areas that will yield substantial change. This area should no longer be pursued as a viable masterplan proposal.</p>	<p>No action</p>	

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Project	Review Recommendation	Appraisal Recommendation	WEP Consultation Feedback	Final Recommendation	Actions	Officer Responsible
Sefton/Stanley Road	Stanley / Sefton Road (Area 14) is a low intervention low priority area and fits poorly with Economic Programme and other policy criteria. Offering few economic outputs resources would be better focussed on high priority intervention areas that will yield substantial change. This area should no longer be pursued as a viable masterplan proposal.	Recommendations of Mid Term review to focus resources on high intervention areas with greater impact are wholly endorsed	No comment	Stanley / Sefton Road is a low priority for intervention that offers poor policy fit and would deliver few economic outputs. Resources would be better focussed on high priority intervention areas that will yield substantial change. This area should no longer be pursued as a viable masterplan proposal.	No action	
Fairfield Road	Fairfield Road (Area 17) is low priority for intervention that offers poor policy fit and would deliver few economic outputs. Resources would be better focussed on high priority intervention areas that will yield substantial change. This area should no longer be pursued as a viable masterplan proposal.	Recommendations of Mid Term review to focus resources on high intervention areas with greater impact are wholly endorsed	No comment	Fairfield Road is a low priority for intervention that offers poor policy fit and would deliver few economic outputs. Resources would be better focussed on high priority intervention areas that will yield substantial change. This area should no longer be pursued as a viable masterplan proposal.	No action	

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Secondary Routes (low priority intervention areas)	The low priority Secondary Routes do not offer good value for money or significant impact and should no longer be pursued as a viable masterplan proposal.	Do not pursue, will help to reduce the areas set aside for highest quality treatment ensuring money is channelled into higher impact areas.	Those streets categorised as low priorities were low intervention areas in the original Masterplan and never intended for major intervention. Indeed, it was always the assumption that the transformational projects would inspire home owners/ landlords in the private sector to improve their properties so that only a little bit of 'pepper-potting' may be required.	The low priority Secondary Routes offer poor policy fit low value for money low impact and should no longer be pursued as a viable masterplan proposal.	No action	
Tertiary Streets (low priority intervention areas)	The low priority tertiary street have poor policy fit and offer low value for money and should no longer be pursued as a viable masterplan proposal.	Recommendations of Mid Term review to focus resources on high intervention areas with greater impact are wholly endorsed	Those streets categorised as low priorities were low intervention areas in the original Masterplan and never intended for major intervention. Indeed, it was always the assumption that the transformational projects would inspire home owners/ landlords in the private sector to improve their properties so that only a little bit of 'pepper-potting' may be required.	The low priority Tertiary Street offer poor policy fit low value for money low impact and should no longer be pursued as a viable masterplan proposal.	No action	

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Local Residential Streets (low/medium intervention areas)	<p>The medium and low priority local residential streets offer poor policy fit low value for money low impact and should no longer be pursued as a viable masterplan proposal.</p>	<p>Recommendations of Mid Term review to focus resources on high intervention areas with greater impact are wholly endorsed</p>	<p>Those streets categorised as low priorities were low intervention areas in the original Masterplan and never intended for major intervention. Indeed, it was always the assumption that the transformational projects would inspire home owners/ landlords in the private sector to improve their properties so that only a little bit of 'pepper-potting' may be required.</p>	<p>The medium and low priority Local Residential streets offer poor policy fit low value for money low impact and should no longer be pursued as a viable masterplan proposal.</p>	<p>No action</p>	