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| Committee(s) | Dated: |
| Planning and Transportation Committee - for decision) Policy and Resources Committee - for decision | 14/04/2015 30/04/2015 |
| Subject: Barbican and Golden Lane Area Enhancement Strategy: Draft Area Strategy consultation | Public |
| Report of: Director of the Built Environment | For Decision |

Summary

This report sets out details of the planned public consultation exercises to aid the development of Barbican Area Strategy Review. Copies of the draft strategy are available in the Member's Reading Room.

An Interim Findings Report was presented to committee on 24 February 2015 which analysed feedback from the pre-consultation information gathering process. Through the consultation it was clear that the inclusion of Golden Lane within the title of the strategy was felt to be more appropriate and representative. Fifteen key findings emerged from analysis of the feedback which cover comprehensively the issues raised by all who provided feedback through the Barbican Area Strategy Review.

Five key objectives (below) have been approved by Planning and Transportation Committee as a method for assessing whether proposals within the strategy or related projects are delivering the broadest scope of benefits.

1. Meeting the needs of infrequent visitors.
2. Meeting the needs of residents, regular visitors and workers.
3. Improving the quality of outdoor streets and spaces. Reducing road danger and retaining network resilience.
4. Preserve existing qualities and values of the estates, including the historic environment.
5. Enhance the presence of Cultural Hub.

The draft area strategy document contains a delivery plan which proposes a series of environmental enhancements and other projects within four programmes of work:

- Beech Street
- Outside estates
- Within estates
- Wayfinding and arrival

The projects proposed are intended to improve the quality of the public realm and the overall experience for visitors and residents in and through the area. Particular regard has been given to the impact of local developments, Cultural Hub concerns and Crossrail.

Officers propose to begin an 8 week consultation period on 8th May and will utilise a variety of methods as set out in Appendix 2. The approach will closely follow the Barbican consultation strategy agreed with residents and existing successful consultation exercises conducted for other area strategies. There will also be specific

measures to ensure that residents are given a broad range of opportunities to access information and respond in writing to the consultation.

The following table sets out the full costs of the consultations and preparations leading to the adoption of the area strategy.

| Table 1 – Financial summary | | | |
|--|-----------------------------------|--|------------------------|
| <i>Item description</i> | <i>Approved budget (£)</i> | <i>Revised estimated budget (£)</i> | <i>Variance</i> |
| Consultants costs | 207,439 | 198,406 | 9,033 |
| Staff costs | 80,139 | 80,139 | 0 |
| Consultation: room hire and refreshments | 7,500 | 3,934 | 3,566 |
| Printing and Communication | 4,000 | 16,599 | -12,599 |
| Total | 299,078 | 299,078 | 0 |

Printing and communication costs have increased in anticipation of significant public interest in the area strategy.

Recommendation(s)

- 1) That the Draft Barbican and Golden Lane Area Enhancement Strategy be approved for consultation.
- 2) Authority be delegated to the Chairman/Deputy Chairman of the Planning and Transportation Committee to approve details of the display and promotional materials to be used for the consultation.

Main Report

Background

1. A review of the 2008 Barbican Area Strategy was approved by Planning and Transportation Committee on 16 July 2013 and consultants were appointed in October 2013. Members approved the area strategy on the basis that it helped ensure the Barbican area would be able to respond to changes due to the opening of Crossrail, the influence of other development such as London Wall, update the area strategy to reflect changes in the Core Strategy (replaced by the Local Plan) and to support Members' aspirations for a cultural hub.
2. A consultation process was agreed during March and April 2014 with resident's association representatives, ward Members, the Chairman of Streets and Walkways Sub Committee, the Chairman of Planning and Transportation Committee and Members of the Cultural Hub Working Party.
3. Public and stakeholder consultation commenced on 31 July 2014 and closed on 12 September 2014 with over 1300 individual responses received. Additional visitor surveys were carried out by the Museum of London and Barbican Centre which resulted in a total of 4200 responses overall.
4. The Interim Findings Report presented to Planning and Transportation Committee on 24 February 2015 highlighted that feedback fell within fifteen key findings (refer to Appendix 1). The findings cover issues and opportunities associated with environmental quality, pedestrian access, way finding and aspects of value to the local community. Copies of the interim findings report were also made available in the Members' reading room.

Current Position

5. Following internal consultation with City of London officers in Built Environment, City Surveyors, Communities and Libraries, Barbican Estate Office, Town Clerks, Open Spaces, the Barbican Centre and Museum of London, the draft area strategy is now ready for public consultation.
6. Feedback received from briefing sessions held with Members identified in particular the potential role that could be played by Beech Street in helping to reinvigorate the area and the impact of poor way finding on the experience of visitors.
7. Copies of the draft area strategy have been made available in the Members' Reading Room along with the Interim Key Findings report which is referred to in the area strategy to provide supporting evidence for the conclusions drawn by the consultants.
8. Members have already approved five cross cutting objectives as a method for assessing whether proposals within the strategy or related projects are delivering the broadest scope of benefits (refer to Appendix 1). These are:
 - Meeting the needs of infrequent visitors.
 - Meeting the needs of residents, regular visitors and workers.
 - Improving the quality of outdoor streets and spaces. Reducing road danger and retaining network resilience.

- Preserving existing qualities and values of the estates, including the historic environment.
 - Enhancing the presence of the Cultural Hub.
9. Included within the draft strategy is a schedule of proposed projects as they relate to the key findings and the objectives, set out within the following work programme areas:
- Beech Street
 - On the estates
 - Outside the estates
 - Way-finding or arrival issues
10. Each project is expected to deliver against one or more of the objectives outlined in paragraph 8 above and is accompanied by suggested priority, commencement dates and an estimated cost range.
11. For most area strategies already adopted the scope of projects falls within the a five year delivery window. However for this strategy, many of the potential projects are related to changes that will be needed in surrounding properties and therefore a longer timeline has been indicated to enable management of expectations around delivery of significant change. Each project will remain subject to confirmation of funding and Member approval under separate gateway reporting procedures. The objectives are also proposed for work being carried out in relation to delivering the cultural hub.
12. Officers acknowledge that some of the proposals within the area strategy will be challenging to some consultees, however officers have been clear in assessing proposals put forward by the consultants in relation to the evidence base set out in the Interim Findings Report.

Consultation proposals

13. Members previously agreed a two stage engagement process for this area strategy. While the first stage focussed on information gathering, the second stage will be a formal consultation on the draft strategy document.
14. The intended consultation process is set out in Appendix 2, and has been shared with residents' association representatives and Ward Members. The process closely follows the protocol agreed with residents association representatives for the City to carry out consultations on proposals and projects that affect the estates.
15. The consultation will consist of a variety of methods including:
- Flyer-questionnaires delivered to each residence in the strategy area
 - Two public drop in sessions a week at lunchtime and evening at the Barbican Centre,
 - Two public drop in sessions a week during the evening at the Golden Lane community centre,
 - Online consultation web pages and
 - Email updates to interested Members of the public and stakeholders.

Officers will also follow up on any requests made for presentations to groups or individual briefing sessions.

16. In order to assess consultation responses the services of an independent consultancy will be procured, in line with the approach taken in preparing the Interim Key Findings report. To enable this work to be transparent and open to scrutiny only written consultation responses, accompanied by contact details, will be considered. Where additional assistance is required, officers will provide any required support.

Corporate & Strategic Implications

17. The Barbican Area Strategy is expected to be high profile and play an important role in future proofing the City. It will also offer a number of opportunities for the City to both be ambitious in how it addresses long standing issues as well as deliver against a significant number of strategic and corporate objectives.

18. The local plan outlines a vision for the future of the City, citing five themes.

- A world financial and business centre
- Key City Places
- City culture and heritage
- Environmental sustainability
- City communities

Whilst each of these themes relate to the Barbican Area, the Local Plan also highlights five key city places that face particular challenges over the next 20 years. The Barbican Area falls within the Key City Place known as the North of the City (outlined in policy CS5) and the priorities for this area include improvements to transportation including pedestrian movement and cycling, and promoting Barbican.

Implications

19. There are no known major HR or legal implications, however there are many more standard implications related to the delivery of projects of the type that are indicated in the delivery plan, within the area strategy. These will be identified and managed at the time individual projects are initiated.

Conclusion

20. The draft area strategy delivers against the objectives agreed by Members in the initial report of July 2013. The draft area strategy contributes to a significant number of strategic objectives for the City of London and contributes support for Members' aspirations for a cultural hub.

21. Members and residents association representatives have advised there is likely to be a significant amount of public and stakeholder interest in the project. Therefore formal consultation on the draft strategy is recommended.

Appendices

- Appendix 1 – Key findings
- Appendix 2 – Proposed approach to consultation.

Background Papers

- Report to Planning and Transportation (16 July 2013)
- Issue report to Streets and Walkways (9 June 2014) and Resource Allocation Sub Committee (2 October 2014)
- Update report to Planning and Transportation Committee (24 February 2015)

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