

THE GREATER CONCOURSE PROJECT

1. Executive Summary

- 1.1 This report concerns the area surrounding the Concourse Recreation Centre in West Kirby as well as proposals seeking investment and improvement to the site through a development brief to the market place. A draft development brief has now been completed by consultants Jones Lang Lasalle (JLL) and is attached to this report. Support is sought from this committee asking for Cabinet approval to take the brief to the market place.

2. Background

- 2.1 Members will recall that in November 2004, Cabinet approved a Masterplan for the re-generation of Hoylake and West Kirby. This included options to bring about investment and improvement to the area surrounding the West Kirby Concourse.
- 2.2 In March 2005, Cabinet approved proposals to retain consultants JLL to prepare an appropriate development brief on behalf of the authority and appropriate public sector partners. The brief targeting the investment market would aim at securing the best and most appropriate development partner.
- 2.3 The 'Greater Concourse' project is supported by Mersey Travel, Bebington and West Wirral Primary Care Trust, the Merseyside Fire and Rescue Service and the Authority. The partners are agreed on a collaborative approach of mutual benefit. The brief is now complete and attached in draft form to this report and is subject to final amendments from the aforementioned partners.
- 2.4 The Greater Concourse target site is bounded by Grange Road, the Station and Orrysdale Road (see plan within brief).

3. The Components of the Scheme

- 3.1 The proposed components of the scheme are as follows:
- Public Realm – Environmental improvements including paving, lighting, planting and a new town square or 'Piazza', improved facilities including toilets, cosmetic improvements to the exterior of the Concourse building and an innovative car parking solution.
 - New Doctors surgery provision.
 - New Fire Station.
 - Appropriate, enabling commercial developments.

2. The commercial development components will provide the resources for the other elements of the scheme. They are also intended to bring a new, high-quality, bespoke offer to the town centre, bringing major economic benefits to West Kirby and contributing to the cohesion and attractiveness of the town as a whole.
3. With members approval and support, the intention is, through proper process, to have the most advantageous partner in place by spring 2006.

Financial and Staffing Implications

1. *(If Asset Management do not currently have the capacity due to limited resources)* It is proposed that JLL are retained to act as managing agent to identify the preferred development partner at a cost of £.....

Equal Opportunities Implications

There are no immediate Equal Opportunities implications as a result of this report. Implementation of project proposals is likely to bring about equal opportunities improvements and benefits.

Human Rights implications

There are no Human Rights implications as a result of this report.

Local Agenda 21

The proposed redevelopment will result in improvements to the town environment in West Kirby.

Local Member Support implications

This report has positive implications for West Kirby & Thurstaston ward.

Background Papers

Background papers are held by the Special Initiatives Team in the Corporate Services Department.

Planning implications

The redevelopment of the Concourse will require planning permission and will be reported upon as and when this is required.

Community Safety implications

There are no Community Safety implications as a result of this report.

Recommendations

That Committee notes the contents of this report.

2.2 That Committee requests Cabinet approval for the development brief to be circulated to the market place with a view to seeking through competitive process the most appropriate development partner to enable this project to proceed.

J. WILKIE

Deputy Chief Executive/Director of Corporate Services

This report has been prepared by Howard Mortimer of the Special Initiatives Team of the Corporate Services Department who can be contacted on 691 8139.

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