

## **NINE ELMS VAUXHALL STRATEGY BOARD**

Minutes of the meeting held on Friday, 30th March 2012 at 9.30 a.m., at City Hall (The Chamber – 2nd Floor), The Queen's Walk, London SE1 2AA

### **PRESENT**

Members of the Strategy Board: Sir Edward Lister and Ms Fiona Fletcher Smith (Greater London Authority); Councillor Steve Reed (Co-Chairman) and Councillor Mark Harrison (Lambeth Borough Council); Councillor Ravi Govindia (Co-Chairman) and Councillor James Cousins (Wandsworth Borough Council); Mr Alex Williams and Ms Michelle Dix (Transport for London); Mr Sean Ellis and Mr Matthew Townend (St James Group); Mr Peter Halpenny (Ballymore Group); Ms Jan Lloyd and Mr. Matthew Evans-Pollard (Covent Garden Market Authority); Mr Eugene Doyle (Royal Mail); Mr Craig Lewis (Ernst & Young); Mr Jeremy Castle (Treasury Holdings); Mr Jonathan Rawnsley (Sainsbury's); Mr Jim Moore (National Grid); and Mr Steve Riddell (CIT Developments Ltd.).

Officers and observers: Mr Jeremy Skinner, Mr Tom Bridgman and Mr Finlay Kelly (Greater London Authority); Councillor Lib Peck; Ms Carolyn Dwyer; Ms Sue Foster and Ms Sandra Roebuck (Lambeth Borough Council); Mr Paul Martin, Mr Nick Smales, Mr Steve Mayner, Mr Tony McDonald, Ms Seema Manchanda, Mr Norman Frost, Mr John Stone and Mr Bill McCluskey (Wandsworth Borough Council); Ms Helen Fisher, Mr Keith Trotter and Mr Joseph Baker (Nine Elms Support and Delivery Team); Mr Simon Wigzell (CLS Holdings); Julian Ware (TfL) and Ms Jo Lloyd and Ms Alice Hammond (Carmargue).

Apologies: Apologies for absence were received from Mr Roy Evans and Mr Chris Jones (Wandsworth Borough Council).

#### 1. Introductions

The Chairman welcomed all attendees to the meeting. In particular he welcomed Cllr Lib Peck who had replaced Cllr Nigel Haselden.

#### 2. Declarations of Interest

No declarations of interest were made.

#### 3. Minutes (20.01.12)

The draft minutes of the meeting of the Strategy Board held on 21st January 2012 – Paper No. SB12-13 – circulated with the agenda, were approved as a correct record and were signed by the Co-Chairman.

Councillor Govindia invited Craig Lewis to update the Board on the latest position regarding the sale of the Battersea Power Station site. Craig Lewis reported that there had been significant interest and first round bids were due

to be returned by 4th May 2012. The due diligence processes would then have to take place with a view to a decision being made in early summer.

#### 4. MIPIM 2012 UPDATE

Councillor Govindia informed the Board that a small delegation had attended the international exhibition and there had been interest in the Battersea Power Station story. Helen Fisher added that there had been admiration for the model and the interest had extended to the area as a whole as well as the Power Station.

#### 5. Communications

Matthew Townend introduced the report – Paper No. SB12-14 which updated the Board on the latest work of the Communications Working Group. He said that the three strand PR Strategy had been agreed i.e. – (a) appointment of a PR consultant; (b); establishment of a website and (c) the physical demarcation of the area. He reported that four PR agencies had been approached and following interview it had been decided to appoint the Carmargue agency on a six-month contract. The cost of this contract would be met from the Nine Elms Support Team Budget. A temporary website was set up for the MIPIM project and input from other Working Groups has been requested. Funding for the final website has yet to be finalised. A signage audit is being undertaken and the results will be considered by the Working Group at their meeting in April 2012 together with the branding protocols

Councillor Reed informed the Board that a Vauxhall Landowners Group had been established. He said that there was a preference that the name “Vauxhall” should be included in the demarcation of that part of the area. Matthew Townend said that there could be difficulties if sub-brands were established after settling on the overall brand “Nine Elms on the South Bank”.

Jo Lloyd and Alice Hammond of Carmargue then gave a presentation on the PR strategy they had been commissioned to undertake. In their introduction they gave details of other schemes and clients they had worked for including Crossrail, Thameslink and Westfield. They said that 80% of their commissions were in the built environment and they had also worked for clients in Vauxhall so they understood the area. The contract was for a fixed six-month term so there was a necessity to commence work immediately to take advantage of the focus on London as a result of the Olympics and the Queen’s Diamond Jubilee. They intended to use a “chatter and shout” strategy to promote the area. The “chatter” would be created by them acting as an active and creative press office generating a confident message about the project. The “shouts” would be themed campaigns such as “Backing Nine Elms 140%” and “Seeing is Believing”

Michelle Dix questioned the 140% figure. Councillor Govindia explained that this was the figure contained in the Knight Frank report concerning the projected property price increase in the area as a result of the developments.

Sean Ellis pointed out that the nature of the property market was cyclical and the forecasts were predicated on the construction of the NLE.

Councillor Govindia thanked Carmargue for their presentation.

## 6. Enterprise Zone

The Board received a presentation by Jeremy Skinner (GLA) on the proposed Enterprise Zone (EZ) for the area. He said the Government, in the Chancellor's autumn statement, had indicated its willingness to support an EZ in order to take forward the NLE. This backing was dependant on the commitment of the new owner of the Battersea Power Station site to its development and to the NLE. In order for the EZ to happen, the development partner must be in place by April 2013.

He explained that in London the Mayor has a statutory responsibility for economic development, including the establishment of EZs, and this role can not be delegated. However, in practical terms the governance of the EZ would flow from the Strategy Board. The scope of the EZ would be narrow, simply to provide finance to repay borrowing incurred as a result of the NLE.

There are options around the boundary and timescale for the EZ which need to be worked through. He raised the question of the size of the EZ, suggesting it could be limited to the Battersea Power Station site, could cover the whole opportunity area or something in between. If the area is too wide it weakens the argument for the EZ, whereas if it is too small it increases the risks of insufficient business rate income being achieved. The GLA on behalf of the Strategy Board had commissioned BNP Paribas Real Estate to carry out a review to establish appropriate boundaries for the EZ. He also detailed what is not likely to be included in the EZ offer for Nine Elms Vauxhall including Local Development Orders, Superfast Broadband and changes to planning powers.

In summing up he said that the existing governance would stay in place and that the Government were offering the EZ as a means of funding the NLE. A question remaining for the Strategy Board concerned any additional funding generated by the EZ and how it should be used.

Jeremy Skinner agreed with the point made by Michele Dix that whilst the EZ would bridge the funding gap for the NLE, the S106 / tariff monies from other developments would still be required for the project as originally envisaged.

In response to a question from Matthew Evans-Pollard requesting clarification of the definition "commitment" from the new owners of Battersea Power Station, Jeremy Skinner said that detailed work on this is required.

Jeremy Castle pointed out that the benefits from the NLE were for the whole OAPF area, allowing the density of development to go forward, not just the Power Station. Julian Ware advised that the EZ, and TIF, require a high level of commercial space at BPS, noting that it is the 25,000 new jobs which are

key to our ability to deliver the NLE. Any significant shift in uses at the Power Station could create significant issues in the NLE business case.

At the suggestion of Jeremy Castle it was agreed that meeting should be held between the GLA / TfL / Ernst & Young to discuss this matter.

**Action:** Jeremy Castle

Councillor Govindia thanked Jeremy Skinner for his presentation.

#### 7. Supply Chain Bid

Norman Frost introduced the report - Paper No. SB12-15 – on the Supply Chain Bid which is an initiative to get local businesses fit to tender for contracts in the area that could amount to £10 billion over the next 20 years. The initiative will be managed by the Cross River Partnership with a commencement date of July 2012 (although this could be delayed until September 2012). The costs of £2.4 million for this project would be met from ERDF and a decision on the bid will be made in May 2012. There were also linked strands of activity such as the event at Brunswick House on 19<sup>th</sup> and 20<sup>th</sup> June 2012 highlighting procurement advice and opportunities.

The recommendations in Paper No. SB12-15 were approved.

#### 8. OAPF Update

On – Paper No. SB12-16 – Claire O'Brien confirmed that on 13th March 2012 the Mayor had adopted the OAPF as supplementary guidelines to the London Plan.

Paper No. SB12-16 was received as information.

#### 9. Programme Director's Update

Helen Fisher introduced – Paper No. SB12-17 – and explained that her role was to provide intelligence, identify gaps and obstacles and to bring issues to the Strategy Board. She then outlined the milestones that had been achieved recently e.g. OAPF adopted, commencement of consultation on the Vauxhall SPD, planning permission for the Embassy Gardens, Marco Polo House and Royal Mail sites. She then gave details of progress that was likely in the next three months e.g. decisions on the planning applications for Sainsbury's, One Nine Elms and NCGM, substantial completion of the Business Plan and the website established.

She also emphasised the need to establish Nine Elms as a destination venue with arts, culture and leisure facilities as well as residential and business accommodation. Paul Martin agreed that there was a need for a sense of place and work on this aspect should be more focused.

The recommendations in Papers Nos. SB12-17 were approved.

## REPORTS OF THE WORKING GROUPS

### 10. Transport Management Working Group Update

On – Paper No. SB12-18 - Michele Dix informed the Strategy Board that TfL intends to make the TWAO application for the NLE around April 2013 subject to the necessary finance package being in place. She said that work was continuing on the siting of the Nine Elms Station which should be agreed by the autumn. She then said that the governance arrangements for the Group would need to be revised until such time as a new developer of the Battersea Power Station site is in place. With regard to the proposed pedestrian/cycle bridge the initial feasibility study was completed but finance for the full study had not yet been secured.

Councillor Reed reported that he had held a meeting with Simon Hughes MP and GLA Member Caroline Pidgeon to discuss the impact of the NLE on the Kennington area.

Paper No. SB12-18 was received as information.

### 11. Housing and Social Infrastructure Working Group Update

The Board considered the report – Paper No. SB12-19 – that detailed recent activity by the Group. Helen Fisher, on behalf of Roy Evans, informed the Strategy Board that a meeting had been held with HCA/GLA to discuss their involvement in the Group. She also reported that discussions had commenced concerning a primary school on the Royal Mail site. Councillor Harrison pointed out that the Children and Young Persons Group had not yet met and that a meeting should be convened. Helen Fisher said that informal meetings had been held but a formal meeting will be arranged.

The recommendations in Paper No. SB12-19 were approved.

### 12. Public Realm Working Group Update

Carolyn Dwyer introduced – Paper No. SB12-20 – on the Group's recent activity. She said that the re-naming of Spring Gardens to Vauxhall Pleasure Gardens had happened in February 2012. A planning application for the Damien Hirst art gallery had been submitted. A report on the Nine Elms Lane design code is to be submitted to a future Strategy Board meeting.

**Action:** Carolyn Dwyer

Paper No. SB12-20 was received as information.

### 13. Community Engagement Working Group Update

Sandra Roebuck introduced – Paper No. SB12-21 – on the Group's recent activity. She reported that two successful open days were held in March 2012

at St George's Wharf to inform the public of the revision of the Vauxhall SPD. It was also noted that a further expo would be held in November 2012 when the future of Battersea Power Station should be clearer.

Paper No. SB12-21 was received as information.

14. Employment and Business Working Group Update

On – Paper No. SB12-22 - the Strategy Board were informed that the main ERDF bid had been submitted in February 2012. The Employment Business and Training Charter is to be launched with publicity for apprenticeships, school visits etc. Details of the jobs and skills content for the new website is to be finalised.

Paper No. SB12-22 was received as information.

15. Utilities and Wharves Working Group Update

Jeremy Castle introduced – Paper No. SB12-23 – on the Group's recent activity. He said that a brief was to be sent to nine consultants the following week for the preparation of the Energy Masterplan. The £50,000 cost of the Energy Masterplan was to be split between Wandsworth and Lambeth Councils (£35,000 and £15,000 respectively). CGMA is to finalise a co-ordinated approach to upgrading the utilities infrastructure in the area.

Paper No. SB12-23 was received as information.

OTHER ITEMS

16. Development Sites Planning Update

The Development Sites Planning Update – Paper No. SB12-24 was received as information.

17. Dates of Meetings

The remaining dates for Strategy Board meetings in 2012 are:-

Friday, 29th June  
Friday, 21st September  
Friday, 14th December

The meeting ended at 11.15 a.m.

Bill McCluskey  
Board Secretary