

Report to
Northern Area Committee

Date of Meeting
12 April 2010

Wards
Northern

Briefing Note – The Transformation of Orchard Park

Report of the Strategic Director Housing Investment and Renewal

1. Purpose of Report
 - 1.1 To respond to the following request from the Northern Area committee;

“That the Director of Housing be asked why the Area Committee and Area Housing Board were not consulted on the compilation of the proposed PFI bid and provide to the Committee reasons for not doing so.”
2. Main Body of Report
 - 2.1 On the 9th October 2008, Housing Strategy Manager Jameel Malik, Portfolio Holder Councillor Healand and Head of Housing John Hocking attended an emergency meeting with the Northern Area Committee to provide a briefing on the submission of the Expression of Interest for the Orchard Park PFI. The discussion centred on proposals for regenerating the Orchard Park area with a master plan for the wider Northern Area.
 - 2.2 On 27th October 2008 Cabinet approved the submission of Hull City Council’s Expression of Interest (the Bid) for Communities Local Governments’ (CLG) 6th Round Housing Private Finance Initiative.
 - 2.3 On 28th October 2008 Councillors Minns and Healand; John Hocking, Jameel Malik and Graeme Smith (Finance); Sara Laverack (Legal), Alastair Shaw, Jeannette Oliver and Carl Newsam (Area & Neighbourhood Management), met with members of the Northern Area Housing Board during a special meeting to brief them on the PFI Expression of Interest.
 - 2.4 Members commented on the need to change the image and perception of the area referring to past negative publicity. Discussion followed on the need for appropriate and timely consultation with residents of the area in order to change the view that ‘we have been here before and nothing has happened’.

Members said that along with the regeneration that was proposed, new retail provision and facilities for young people must be included in the plans to create better communities.

Members of the Area Housing Board agreed that:

- (a) The bid as outlined be supported in principle, and
- (b) That the Director of Housing attends the November meeting of the Northern Area Housing Board to provide updates to the Board.

2.5 The Expression of Interest was sent and received by CLG on 31st October 2008.

2.6 Jameel Malik, John Hocking and members of the Area team met with Orchard Park Residents on the 6th November 2008, and with Northern Area Staff at a special meeting on the 11th November 2008 to brief them that the Expression of Interest had been submitted and further consultation would take place if it is accepted.

2.7 In July 2009, Hull City Council was awarded £160m of PFI credits to transform housing provision in the Orchard Park neighbourhood, subject to the submission of a detailed Outline Business Case in the autumn of 2010.

2.8 The development of the OBC is hugely reliant on local community and stakeholder involvement. In February 2010, the Council launched a major programme of communications and consultation to engage ALL residents and stakeholders on the development of the detailed Regeneration Plan that will form the basis of the OBC. Since notification of the acceptance of the EOI, work has been ongoing to set up a team to take the project forward, contact local stakeholders and set up engagement mechanisms and processes.

2.9 This consultation will include gathering views on the initial proposals and working up the detail of what the new homes and neighbourhood will look like, the phasing of activity and how the community will be supported through the changes.

2.10 Activity between now and submission of the OBC will include:

- The Orchard Park PFI Advisory Board involving local councillors and resident representatives has been set up and a number of meetings have already been held. This is the principle mechanism for engaging key stakeholders and providing opportunities for them to influence the development and delivery of the plans at every stage of the process;
- Two rounds of extensive community consultation - the first four-week round in February/March is seeking community views on two potential options for change. After collating and considering

feedback from the community, there will then be a further round of consultation held in June/July to consider the detailed regeneration plan. Each round of consultation will include: a letter and newsletter distributed to every home; a series of information events, open days and drop-in sessions; a telephone and email hotline; engagement with schools and hard to reach groups.

- 2.11 This consultation is the first step to creating a long-term programme of engagement and capacity building, starting with the launch of a Community Design Champions programme to involve local people in designing their new neighbourhood, green spaces and streets, as well as opportunities to get involved in selecting a developer partner.
- 2.12 Northern Area Committee has the OPE PFI as a standing agenda item and reports have been presented when requested.
- 2.13 Northern Area Housing Board has had regular updates the first being presented on the 28th October 2008 and eight others since.
- 2.14 A full presentation on the OPE PFI progress to date can be made to the Northern Area Committees, if requested, at their next meeting.

**Strategic Director Housing Investment and Renewal
Pauline Davis**