

Apply to the levelling up fund round 2

Submission details

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

What is the legal name of the lead applicant organisation?

London Borough of Camden

Where is your bid being delivered?

England

Select your local authority

Camden

Enter the name of your bid

A Healthy & Connected Neighbourhood: improving the physical and community infrastructure across Gospel Oak, Haverstock, and Kentish Town South

Does your bid contain any projects previously submitted in round 1?

Yes

Bid manager contact details

Full name	Katrina Christoforou
Position	Placeshaping Manager
Telephone number	[REDACTED]
Email address	Katrina.christoforou@camden.gov.uk
Postal address	5 Pancras Square London N1C 4AG

Senior Responsible Officer contact details

Full name	David Burns
Position	Director of Economy, Regeneration, and Investment
Telephone number	[REDACTED]
Email address	David.burns@camden.gov.uk

Chief Finance Officer contact details

Full name	Daniel Omisore
Telephone number	[REDACTED]
Email address	Daniel.omisore@camden.gov.uk

Local Authority Leader contact details

Full name	Georgia Gould
Position	Leader of the Council
Telephone number	[REDACTED]
Email address	Georgia.Gould@camden.gov.uk

Enter the name of any consultancy companies involved in the preparation of the bid

Aecom

Enter the total grant requested from the Levelling Up Fund

£7744517

Investment themes

Regeneration and town centre	27%
Cultural	43%
Transport	30%

Which bid allowance are you using?

Full constituency allowance

How many component projects are there in your bid?

3

Do you have the support of all the authorities with the relevant statutory responsibility before proceeding?

Yes

File upload 1

Upload pro forma 1

Pro Forma 1 - Support for Transport Bids - A Healthy & Connected Neighbourhood.pdf

Are you submitting a joint bid?

No

Grant value declaration

I am submitting a bid as a single applicant and can confirm that the bid overall does not exceed £20 million grant value

Tick to confirm

Gateway criteria: costings, planning and defrayment

I confirm that some LUF grant funding will be defrayed in the 2022/23 financial year

Tick to confirm

Costings and Planning Workbook

2.1 Kentish Town LUF_Package_Bid_Costings__Planning_Workbook_V2.00 - FINAL.xlsx

Provide bid name

A Healthy & Connected Neighbourhood: improving the physical and community infrastructure across Gospel Oak, Haverstock, and Kentish Town South

Provide a short description of your bid

A Healthy and Connected Neighbourhood is Camden's programme of work to level up the adjacent Gospel Oak, Haverstock, and Kentish Town South areas. To achieve this, we are targeting current areas of concern including health inequalities, lack of infrastructure for cycling and walking, future climate resilience, and the need to provide accessible facilities and green spaces that meet the future needs of the community. We are taking a cross-cutting

approach to connect people not just through physical infrastructure but also the civic infrastructure, delivering all elements required for everyone in the local community to live healthy and fulfilled lives.

Provide a more detailed overview of your bid proposal

An investment of £7,744,517 is sought to deliver a holistic package of interventions to create a healthy and connected neighbourhood across Gospel Oak, Haverstock, and Kentish Town South that people enjoy and where residents have the opportunity to prosper.

Despite proximity to affluent areas and economic activity, the local communities face some of the starkest inequalities and barriers to opportunity, including high levels of deprivation, health inequality, a low-quality urban environment including poor connectivity, and issues with crime. To illustrate, the three wards are part of the 10 most deprived wards in Camden and income deprivation levels are significantly higher than the national average, with 3 local super output areas (LSOA's) in the 15% most deprived in England. It is essential that we tackle these challenges and drive prosperity to make sure nobody is left behind.

Camden Council is taking a cross-cutting approach, with a package of projects to connect people through both the physical infrastructure and civic infrastructure, supporting everyone in the community to live healthy, fulfilled lives. We are creating a positive relationship between people, place, and health by improving a community sports centre, developing a neighbourhood space and a network of healthy streets and green mobility hubs. The interventions will broaden the physical activity offer and reach, increase the opportunity for active travel choices, enhance the connection to green space, create new opportunities for SME's, coworking and additional community space and social action. Collectively this will help to tackle inequalities and health disparities, feeding back into a positive relationship between people, place, and health.

This approach draws from several cross-cutting strategies, including the council's We Make Camden Vision and the Gospel Oak & Haverstock Community Vision to deliver impactful change at a local level against the government's national levelling up agenda. Both visions are attached as additional evidence (see 9c. Strategies and policies: We Make Camden 2025 and Gospel Oak and Haverstock Community Vision SPD – Draft).

The overarching ambition is- Making Gospel Oak, Haverstock, and Kentish Town South a healthy and connected neighbourhood that people enjoy and where residents have the opportunity to prosper.

The package exists of:

1. Improving an existing community sports centre and play area - creating increased health and wellbeing outcomes and a more connected community.

We propose to remodel the Talacre Community Sports Centre (TCSC), a popular and unique community and family facility. The remodelling will create 80-100sqm new flexible spaces for a broader range of popular physical and non-traditional activity, as well as increase the gymnastic facility by 100-130sqm to soak up excess demand. The offer will be expanded with a programme of other cultural activities that are inclusive and accessible and meet local needs. This transformation will create further opportunities for physical, creative, and educational activity, and increase access and participation, especially for inactive and barriered citizens, leading to increased health and wellbeing outcomes. In addition, formal education programmes will be offered aimed at young people not in full-time education, employment, and training - creating further benefits for the community. A new Talacre Play Area will be developed on the large open space adjacent to TCSC, Talacre Town Green – something that the community has repeatedly mentioned is a priority in terms of local provision. This will improve the currently unattractive public realm and creates potential for increased access to the open space and TCSC and greater ease of transfer of citizens between the 2 sites for a more connected community.

2. Delivering healthy streets and active travel improvements throughout the area - creating and promoting sustainable modes of travel and promoting connectivity in the community.

We will design and deliver 6 “green mobility hubs” that will offer, in each location, a mix of shared, sustainable transport options. We will also deliver 4 transformational “safe and healthy streets” schemes at multiple neighbourhood and corridor locations in this area that promote active travel/ These schemes will come with additional features such as greenery and lighting to further enhance the local area.

3. Redeveloping a significant building into a neighbourhood space that connects residents, community organisations, businesses, and public institutions in the community.

We will redevelop 2 Prince of Wales neighbourhood space, a locally significant building at the heart of the local community and within the town centre to bring together key stakeholders to create the neighbourhood they want to see. It will create 410 sqm of affordable coworking space for local start-ups and SME's; a pioneering voluntary and community sector co-working space which doubles as a street facing event space; and a space for the community designed by the community, which includes a community laundrette, commercial kitchen, and various flexible use rooms. This is part of Camden's Neighbourhood Spaces Programme, based on core principles of collaboration, participation, shared power, and innovation.

Through this holistic package we seek to support:

- Improved health and wellbeing
- A prospering community
- A connected and sustainable neighbourhood
- An active and empowered community

The attached Bid Summary document also presents an overview of the package bid (see Attachment 8.3 Bid Summary and Delivery Plan).

Provide a short description of the area where the investment will take place

All investment is taking place in the London Borough of Camden, in the Holborn and St Pancras constituency. Specifically, investment takes place in the wider NW5 area, focusing on the following wards: Haverstock, Gospel Oak, and Kentish Town South. The varied neighbourhood comprises a mix of streets, estates and spaces flanked to the east by Kentish Town Centre and High Street, with Queens Crescent Market and Neighbourhood Centre to the northeast and Prince of Wales Road connecting east west to the south.

The proposed package of interventions has been developed with a place-based approach in mind, with the benefits reaching across the neighbourhood and a strong emphasis on connectivity between different areas.

The Gospel Oak and Haverstock area is identified in Camden's Local Plan as a Community Investment Programme Regeneration Area and is undergoing major change and estate regeneration. The area also is adjacent to the Regis Road Growth Area and Kentish Town Planning Framework Area, which is expected to undergo major redevelopment to create a mixed-use neighbourhood including new homes and employment space.

The Talacre Community Sports Centre (TCSC) is strategically located next to the Kentish Town West overground station. It provides a combination of holistic and multi-factorial physical activity, learning and vibrant blend of services for local people and visitors to the area and consequential stimulus for the local economy. It is adjacent to the Talacre Town Green open space, where a Talacre Play Area will be a focal point for the community.

2 Prince of Wales Neighbourhood space sits just west of TCSC on the edge of the Kentish Town Road high street at the cultural heart of the area, making it the perfect place to create a collaborative hub, encouraging and benefiting

from footfall through the town centre and providing the community infrastructure to encourage and strengthen community cohesion and participation.

The Safe and Healthy Transport projects are strategically placed at multiple neighbourhood and corridor locations throughout the area. This will improve access to facilities including the TCSC, green spaces and 2 Prince of Wales, and provide connectivity and safe and health modes of transport for residents and visitors to, from and within the area, including connecting to stations and the town centre.

Optional Map Upload

3.1 Map of interventions.pdf

Does your bid include any transport projects?

Yes

Provide a short description of the transport project

The safe and healthy transport schemes are all designed to promote active travel and provide connectivity and access by safe and healthy modes of travel to the Talacre Community Sports Centre, play area, and Prince of Wales Neighbourhood Space, which is a key part of our wider bid proposal, as well as other public amenities such as Kentish Town West railway station and Haverstock School and Rhyl Primary School. In addition, they are designed to promote connectivity for residents and visitors to, from and within the area without placing additional burdens on congested road and public transport networks.

Green Mobility Hubs – Delivery of 6 “green mobility hubs” across the area at strategic locations to provide access to sustainable transport modes for everyone in the community, including within areas of higher deprivation around Queen’s Crescent. These hubs will combine shared, environmentally sustainable modes of travel for local communities with additional features such as greenery, pedestrian wayfinding and parklets.

Prince of Wales Road Safe & Healthy Streets Corridor (eastbound). This is a strategic west / east cycle link between Haverstock Hill (west) and Kentish Town Road (east). This road is in the top 5-10% of roads in the London Road network with the highest cycle flows (The London Strategic Cycling Analysis 2017). Prince of Wales Road was identified by Transport for London as a ‘top priority’ for improvements upon reviewing the importance of specific roads for cycle journeys during and following the COVID -19 pandemic. It also facilitates important bus services and connects the area with key amenities such as Kentish Town West Overground Station.

Queens Crescent Safe & Healthy Streets scheme. This area is a popular and busy shopping and market area, that has historically been used as a through route by many motor vehicles. This area will benefit from the provision of a permanent pedestrian and cycle zone on Queens Crescent and motor vehicle restrictions on Grafton Road and Weedington Road, to reduce through traffic in the local area, alongside comprehensive public realm and road safety improvements. There are many large residential areas, public transport hubs and schools in the area, therefore providing connectivity to these is essential.

T

In May 2021 we consulted upon and delivered an area-wide transport scheme covering Queen’s Crescent and several streets in the local area. The scheme spans a largely deprived area, which has low levels of car ownership and historically had high volumes of through traffic. Queen’s Crescent is the local neighbourhood centre/high street, and the scheme was delivered as a trial in response to calls by the local community for improved pedestrian facilities and the need to reduce the way traffic dominates the area.

Marsden Street Healthy School Street. Rhyl School on Marsden Street suffered with parking issues, congestion, road danger and poor air quality outside the school. We will deliver a permanent Healthy School Street on Marsden Street to restrict motor vehicle traffic between the hours of 8.30am-9.30am and 3pm-4pm, Monday to Friday during school term time only. There will be road safety improvements to the junction of Marsden Street and Talacre Road to reduce the crossing distance for people walking.

Holmes Road area Safe & Healthy Streets scheme. We recently delivered a trial of a timed Healthy School Street motor vehicle restriction on Holmes Road and an 'at all times' traffic filter on Raglan Street. We will deliver final scheme proposals in this area including new traffic filters, public realm improvements and additional road safety features for pedestrians.

Provide location information

Location 1

Enter location postcode	NW5 3LN
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Enter location grid reference

Percentage of bid invested at the location	33%
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Optional GIS file upload for the location	3.2 Kentish Town POIs.zip
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Location 2

Enter location postcode	NW5 4HR
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Enter location grid reference

Percentage of bid invested at the location	6%
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Optional GIS file upload for the location	
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Location 3

Enter location postcode	NW5 3NE
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Enter location grid reference

Percentage of bid invested at the location	9%
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Optional GIS file upload for the location	
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Location 4

Enter location postcode	NW5 4ED
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Enter location grid reference

Percentage of bid invested at the location	20%
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Optional GIS file upload for the location	
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Location 5

Enter location postcode	NW5 3HB
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Enter location grid reference

Percentage of bid invested at the location	1%
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Optional GIS file upload for the location

Location 6

Enter location postcode	NW5 3AH
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Enter location grid reference

Percentage of bid invested at the location	2%
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Optional GIS file upload for the location

Location 7

Enter location postcode	NW5 3LQ
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Enter location grid reference

Percentage of bid invested at the location	29%
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Optional GIS file upload for the location

Select the constituencies covered in the bid

Constituency 1

Constituency name	Holborn and St Pancras
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Estimate the percentage of the bid invested in this constituency	100%
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Select the local authorities covered in the bid

Local Authority 1

Local authority name	Camden
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Estimate the percentage of the bid invested in this local authority	100%
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Sub-categories that are relevant to your investment

Select one or more regeneration sub-categories that are relevant to your investment

Civic

Select one or more cultural sub-categories that are relevant to your investment

Arts and Culture
Sports and athletics facilities
Heritage buildings and sites

Select one or more transport sub-categories that are relevant to your investment

Active Travel
EV Infrastructure
Local Road

Provide details of any applications made to other funding schemes for this same bid that are currently pending an outcome

No funding applications for this scheme or variants thereof have been made that impact the requirement for LUF funding if successful.

Provide VAT number if applicable to your organisation

Bidders are invited to outline how their bid will promote good community relations, help reduce disparities amongst different groups, or strengthen integration across the local community

Camden is a proudly diverse borough, which is reflected in the communities across Gospel Oak, Haverstock, and Kentish Town South. The interventions within the proposed package bid are designed to make a positive impact on protected groups, reducing disparity and inequalities.

There are some notable characteristics across the local communities. 21.4% of people in Gospel Oak are under 15 years old – the highest proportion in Camden. 21.9% of people in Gospel Oak and 15.5% in Kentish Town have disabilities or long-term health problems (both higher than the Camden average of 14.4%). There are many different religious groups. Gospel Oak, for instance, has the highest proportion of Christians (39.2%) in Camden. The proportion of Muslims (18.9%) is also higher than the Camden average of 12.2%. In Haverstock, 37.1% of residents are from Black, Asian, and other ethnic groups compared with 33.7% of the whole Camden population. In Gospel Oak this is 30%.

We recognise that in the past years, every form of inequality in our society has widened, from health inequalities to economic inequalities, gender inequalities, and environmental inequalities. As with many other local areas, Covid-19 has had a more severe impact on the health, wellbeing, and economic security of Camden's Black, Asian, and other ethnic minority communities.

We worked together with our partners and communities to gather evidence and develop actions that will help to tackle racial inequalities. This has led to a report, Building Equal Foundations, which sets out our commitment to equality and a plan of action for making Camden a more equal and inclusive borough. This includes putting citizens at the heart of everything we do and make sure that we focus on addressing the inequalities that can hold people back.

This approach underpins the projects proposed in this bid, which are designed to contribute to building cohesion and equality across Gospel Oak, Haverstock, and Kentish Town South.

The Talacre Community Sports Centre (TCSC) addresses one of the gravest

inequalities faced by our most disadvantaged communities, namely poor health. The Covid-19 pandemic further highlighted the disparities in health – for example, we know the pandemic disproportionately impacted physical activity levels of Black, Asian, and other ethnic groups. White British activity levels fell by 1.5% in 2020 compared to the previous 12 months, while Black and Asian levels fell by 4.5% and 4.4% respectively in Camden. Currently, Asian and Asian British residents in Gospel Oak and Kentish Town wards are underrepresented in membership at TCSC compared to the number of Asian and Asian British residents living in these wards.

TCSC will offer targeted interventions that aim to engage excluded Black, Asian and other ethnic groups according to their expressed needs. The proposed creation of more bespoke activity space at TCSC is an opportunity to further diversify the offer and reach out to underrepresented groups and cultural institutions and partners to develop a more inclusive programme of other cultural activities.

TCSC epitomises the council's whole system approach to physical activity and provides facilities primarily for children and young people of all abilities. The approach includes outreach and delivery to hard-to-reach and barriered people and programmes of activities for Disabled children and young people. In addition, TCSC has a long history of engaging young people generally and those at risk of 'losing their way' in life is a key community asset and strength of TCSC. The project will offer targeted formal education programmes, aimed at young people not in full-time education, employment, and training.

Overall, TCSC will be an even more community friendly and accessible place post remodelling through promoting an 'open door' policy, better facilities, and security and sensitive activity pricing in recognition of the potential challenge of the cost-of-living crisis.

We are also committed to better connecting people in our communities and creating equal access to opportunities. The safe and healthy transport schemes we propose improve access to healthy modes of transport for everyone. The health of the young and the old are impacted disproportionately from the effects of poor air quality levels as well as fear of road danger and traffic which can result in isolation and exclusion. Inactivity is also a concern: these age groups are the least active, so more active lifestyles will improve health among these groups, reducing health inequalities. Through our transport interventions we are creating opportunities for everyone to engage in active travel that is safe, healthy, and inclusive.

Finally, we want to harness the energy and ideas of citizens, local businesses, and organisations to help bring about positive changes to our borough that maintain Camden's distinct identity and diverse culture. The development of 2 Prince of Wales neighbourhood space will be instrumental to this. 2 Prince of Wales will act as a catalyst to creating a different way of working in the local neighbourhood which seeks to make sure all voices are heard, residents and local organisations have greater power to shape the neighbourhoods and actors from across the community work can work more effectively together to tackle the issues that matter to them. Included in the proposal is an area of free to use community space that will support engagement, action and decision making by residents within the local community. The space will contain a community launderette, a commercial kitchen, a large event room, small meeting room and changing facilities. The space will be used as a community incubator, supporting fledgling ideas to come to life. We are also creating space specifically for the voluntary and community sector and facilitate their efforts to help further reduce inequalities.

Is the support provided by a 'public authority' and does the support constitute a financial (or in kind) contribution such as a grant, loan or guarantee?

No

Does the support measure confer an economic advantage on one or more economic actors?

No

Provide further information supporting your answer

No, the support measure does not confer an economic advantage on other economic actors.

Is the support measure specific insofar as it benefits, as a matter of law or fact, certain economic actors over others in relation to the production of certain goods or services?

No

Provide further information supporting your answer

No, the support measure does not benefit other economic actors.

Does the support measure have the potential to cause a distortion in or harm to competition, trade or investment?

No

Provide further information supporting your answer

No, the support measure will cause no harm or distortion to competition, trade, or investment.

Will you be disbursing the funds as a potential subsidy to third parties?

No

Has an MP given formal priority support for this bid?

Yes

Full name of MP

Keir Starmer MP

MP's constituency

Holborn and St Pancras

Upload pro forma 6

Pro Forma 6 - MP Support.pdf

Describe what engagement you have undertaken with local relevant stakeholders. How has this informed your bid and what support do you have from them?

The bid proposal for a Healthy & Connected Neighbourhood aligns strongly with the Gospel Oak & Haverstock Community Vision (draft) and will make a substantial contribution towards its delivery.

The vision sets the strategy for the neighbourhood and has evolved through extensive engagement with residents, businesses, community groups and public bodies. Using a variety of methods over two stages, we received over 1,000 contributions through online surveys, Commonplace questions and speaking to over 300 people in person through exhibitions, street "pop up" events and workshops. Backed by a robust Equalities Impact Assessment, engagement has included innovative participation methods and targeted action

to reach diverse and hard to reach voices including under 24's, Black, Asian and Minority Ethnic groups and disability groups. The full consultation and vision are provided in the additional attachments (see 9b. Stakeholder engagement: Gospel Oak & Haverstock Stage 1 Consultation Report and 9c. Strategies and policies: Gospel Oak and Haverstock Community Vision SPD).

As well as involving local groups and organisations, a Neighbourhood Assembly made up of 30 local volunteers and representative of the demographics of the local community, was established to help shape the Vision, its principles, and objectives. Independently facilitated, the assembly convened for 7 themed sessions between September 2020 to May 2021 deliberating local issues and priorities. More information can be found in the additional attachments (see 9b. Stakeholder engagement: Gospel Oak & Haverstock Neighbourhood Assembly Report).

Whilst engagement revealed a diverse range of both positive and negative views on a variety of issues faced in the area, recurring themes included support for investing in existing community provision, buildings and facilities, providing more activities and opportunities for young people, improving community safety, promoting community cohesion and improved sports facilities that are more accessible and affordable, including new play spaces.

In online feedback regarding social infrastructure priorities, new and improved youth and sports facilities ranked a close 2nd, behind a new health centre. Over 80% of respondents supported increasing the diversity of free youth and sports provision in the area.

The three components of the package bid have also undergone their own engagement:

- Talacre Community Sports Centre (TCSC) - Extensive engagement has been undertaken informing the TCSC proposal, including a needs assessment for younger people and adults and a discovery exercise (reports can be found under additional attachments, see 9b. Stakeholder engagement: TCSC – CYP Needs assessment, Discovery Exercise and Physical Activity Needs Assessment). Consultation focused on groups less likely to be physically active including girls, women, BAME communities, older people and those with learning difficulties, physical and mental health conditions. Pro-Active Camden, the borough's strategic body for physical activity, have been engaged throughout.

- Safe and Healthy Transport – The safe and healthy streets schemes have been trialled under Experimental Traffic Orders (ETOs), with initial feedback through the Safe Travel Common Place Engagement site. Each scheme then underwent its own public consultation during 2021/22, utilising a range of engagement methods. The consultation demonstrated majority support for all schemes including Queens Crescent, with 80%+ support for Prince of Wales Road, Holmes Road and Marsden Street. The council is preparing for a pilot of the Green Mobility Hubs as part of the Somers Town Future Neighbourhoods Programme. Specific engagement will follow, but evidence shows car ownership in the area is low and support for increasing active travel is anticipated to be high. All consultations are attached to this bid as additional evidence (see 9b. Stakeholder engagement: Consultation Reports).

- 2 Prince of Wales Neighbourhood space - 'Neighbourhood Makers' established and kickstarted collaboration. This led to the 'Number 19 Pilot' with direct live feedback from groups and individuals accessing the events, activities and services taking place. An evaluation presentation of 'Number 19' is attached (see 9b. Stakeholder engagement: 2 Prince of Wales – Number 19 Pilot – Project Scrapbook). Continued co-design and collaboration will take place.

We have also engaged with key stakeholders on the development of the wider bid and have received encouraging feedback, formalised in letters of support, these include letters from:

- Georgia Gould, Leader of Camden Council and Chair of London Councils
- Kirsten Watters, Director of Public Health, Camden and Islington
- Transport for London and Mayor of London
- Kentish Town Neighbourhood Forum
- British Gymnastics (National Governing Body for gymnastics in the UK) and

ProActive Camden (Camden's strategic partnership for the development and co-ordination of Camden's sport and physical activity sector).

All letters of support are provided in the additional attachments (see Attachment 9a: Letters of support).

Has your proposal faced any opposition?

Whilst there is support for many aspects of the Gospel Oak and Haverstock Community Vision, feedback from consultation included mixed sentiments on some issues. These will be addressed through a final consultation report, with revisions incorporated into the final version of the document, anticipated to be adopted as a Supplementary Planning Document later in 2022.

Talacre Community Sports Centre (TCSC) has had no significant stakeholder opposition. Some feedback to the GO&H Vision indicated perceptions around barriers to affordability of the facilities (which the scheme seeks to address). The sports facilities at the nearby 'Dome' are a priority for some residents. The plans for TCSC are complementary and would not prejudice any future plans relating to the Dome which would be developed in collaboration with the community.

Addressing comments that there could be greater emphasis on making better use of vacant/underutilised spaces and buildings, climate issues and better connectivity, this bid signals the council's commitment to invest further in the area alongside other plans and funding sources.

Certain aspects of the transport schemes, although largely supported, were faced with some opposition during the consultation process. The main recurring comments and suggestions raised were about access, congestion, safety, parking, and impact on businesses. The Council has responded to these comments and there is the opportunity to take these comments into account before making the schemes permanent.

For all elements of the bid, we will continue engagement throughout the delivery phases. The 2 Prince of Wales neighbourhood space will be used as a vital model of community engagement and involving local residents in the future of their neighbourhood.

Do you have statutory responsibility for the delivery of all aspects of the bid?

Yes

Provide evidence of the local challenges / barriers to growth and context that the bid is seeking to respond to

The main challenges and key evidence are highlighted below. More granular evidence is provided in the Economic Case section of this application. This bid consists of a holistic package of interventions aimed to respond to these challenges and improve the environment, remove barriers, and increase opportunity; creating a healthy and connected neighbourhood, in which residents have pride and the opportunity to prosper.

Key challenge 1: High levels of deprivation and unemployment

Income deprivation levels in the area are higher than Camden and national averages: 20.5% for Haverstock and 17.4% for Gospel Oak (Ministry of Housing and Local Government 2019, English Indices of Deprivation 2019).

In addition, 4.1 people per 1000 of the population (Haverstock) and 4.5 (Gospel Oak) are long term unemployed (Employment Indicators, 2019 to

We are addressing by supporting jobs, entrepreneurship, and small businesses alongside 410 sqm coworking facility at 2 Prince of Wales Neighbourhood space. We are also creating additional volunteering and employment opportunities through the remodelled Talacre Community Sports Centre (TCSC). Access to opportunities will be improved by creating better transport links.

Key challenge 2: High levels of health inequality, both physical and mental health

This is reflected in the high percentage of people with limiting long-term illness or disability (Gospel Oak 18.2%, Haverstock 18.1%) (Office for National Statistics (ONS) Census 2011). The area also knows high levels of child obesity (around 26% for both Haverstock and Gospel Oak). In addition, there are significantly higher levels of mental health conditions compared to the Camden average (Camden Ward Health and Wellbeing profile 2013).

We are addressing this by offering enhanced facilities at TCSC, responding to obesity, inactivity and overall wellbeing and mental health. Activities made open to all abilities and diverse local needs, co-designed with service users, and delivered in conjunction with a specialist not for profit leisure facility operator, Greenwich Leisure Ltd (GLL) and trained, empathic and motivational staff. The social value inputs and outcomes for our leisure centres (incl. TCSC) were developed in conjunction with key partners in health and social care, youth and CYP and family services working together. Improving access to, and encouraging the use of, active modes of travel further contribute to physical activity and creates mental health benefits.

Key challenge 3: Low quality urban environment, poor connectivity, and area difficult to get around

To exemplify, 33% of households in Kentish Town do not have access to a private garden, compared with a national rate of 12% (ONS). Poor air quality is shown by the average annual mean of NO₂ concentration which was above legal limit (40µg/m³) in 2019 in key locations (Malden Road north, Prince of Wales Road/Malden Road, Kentish Town Road) (based on Camden monitoring data).

69% of households in the area do not own a car; whilst public transport patronage levels remain lower than before then the pandemic – both affecting connectivity in the area (GLA Coronavirus (COVID-19) Mobility Report). Public engagement and urban analysis conducted for the Gospel Oak and Haverstock Community Vision also highlights the challenges of getting around the neighbourhood and the need to improve public space.

One way we are addressing this is through the safe and healthy transport schemes: trials have shown a reduction in motor vehicle levels and increased cycle levels as well as improvement in air quality. The enhanced open spaces we will deliver, and improved access to those, will allow people to enjoy an improved urban environment too.

We will also provide safe and easy walking, cycling, and scooting routes. Better facilities and improved environment for walking and cycling, making active travel choices easier. With more people walking and cycling- more environmentally sustainable, better air quality, health benefits of walking and cycling and access to nature (when combined with open space enhancements).

Key challenge 4: Crime & anti-social behaviour (ASB) and serious youth violence in the neighbourhood

Camden has the second highest crime rate in London, and 48% of respondents in a Gospel Oak Regeneration Consultation listed community safety in their top 3 priorities (see 9b. Stakeholder engagement: Gospel Oak Regeneration Consultation: Independent Analysis and Stage 1 Consultation Report) The proportion of crimes that are violent across Gospel Oak and Haverstock (28%) is noticeably higher than averages in Camden (17%) and London (24%) (Metropolitan Police data, 2018-19). Data shows there is a

significantly higher portion of violence and sexual offences in NW5 area compared to the Camden average. There is also a significant issue around youth violence. In 2018, there were three tragic fatal stabbings of young people in the area in under a week. These tragic deaths caused real concern in the community and highlights the urgent need for intervention.

This challenge is addressed in multiple ways. Firstly, the TCSC sports education programme for vulnerable young people not in full time employment, education and training, diverts pupils with complex needs from ASB and crime. The remodelling of TCSC will create more opportunities to support young people in this way and improve their life chances. Through TCSC and the neighbourhood we give people access to and ownership of activities in their community, which can have a positive impact on their life. In addition, an improved urban environment, additional greening and street lighting helps to design out ASB and enhance the perception of safety.

Key challenge 5: Area of growth and change- need for future-proof community provision and enhanced community cohesion

Community cohesion and connectedness is identified by the community as currently lacking in the area and is an important priority (See Gospel Oak and Haverstock Neighbourhood Vision attached under 9c. Strategies and policies). In Gospel Oak, for example, 40% of the wards rank in the top 10% in England for probability of loneliness of those aged 65 and over. 60% of respondents to a consultation mentioned community facilities and provision as a key priority.

We are improving community wellbeing and a sense of belonging by offering accessible, community friendly places – including the TCSC, a Talacre Play Area, and the 2 Prince of Wales neighbourhood space. This includes promoting an 'open door' policy, better facilities, and security and sensitive activity pricing in recognition of the potential challenge of the cost-of-living crisis. Actively involving residents in the future of the area through a community incubator model will increase a sense of ownership and social integration.

Explain why Government investment is needed (what is the market failure)

Public sector investment is needed to improve access to opportunities for the communities of Gospel Oak, Haverstock, and Kentish Town South and to achieve a healthy, connected neighbourhood. Our package of work invests in the infrastructure and facilities that are required to make this happen, but that fall outside the responsibility of, or are not attractive to, private investment. The 'public goods' we deliver will benefit individuals throughout the neighbourhood and could make the area more attractive for future investment.

Talacre Community Sports Centre (TCSC) is a publicly funded, community facility in need of major building improvements to increase its appeal and attendances, diversify the service offer, maintain its long-term viability and sustainability, and increase its social value. Built in 2002 the centre no longer conforms to current standards of provision. The council had developed advanced plans to remodel the site but no longer has the full funds to make the necessary investment.

The pandemic challenged the viability of Camden's leisure centres, including TCSC and our service provider, Greenwich Leisure Ltd (GLL).

[REDACTED] Its long-term viability cannot be assured without major public investment in building and facility improvements. The adjacent play area is considered a public good that will benefit the community.

Next, the safe and healthy transport schemes and green mobility hubs are considered public good and would therefore not be provided by the private sector. Improving the physical infrastructure in the neighbourhood is a key driver of change in the area and unlocking further investment from the levelling up fund will be essential to deliver maximum benefits.

The public investment to create a neighbourhood space at 2 Prince of Wales is essential to ensure we can provide facilities that contribute to creating active, engaged, and inclusive communities, and that are affordable and accessible to enterprises, VCS, and the wider community.

Camden struggles with poor availability of (affordable) workspace: opportunities for enterprise are not accessible across the borough – enterprise is clustered with density highest in the south of the borough and lowest in the north – and prices of co-working are increasing, with an increase in workstation rates by 20% according to a 2016 report. A lack of suitable spaces inhibits growth; and any growth that does occur is not inclusive with residents on lower incomes unable to engage in enterprise or grow their ventures. These further impacts social ventures and VCS organisations who create significant social value in local communities but who unable to locate in the area due to the high costs, in turn impacting provision for local residents. Finally, engagement with the community shows us they would like to start new ideas and activities but have been unable to do so, again due to lack of free/affordable space to test new ideas. We are creating a 'community incubator' as a public good because it has the potential to create significant social and health benefits through the activities it supports to get off the ground that will benefit the local community.

Public investment is in line with Camden's affordable workspace strategy, key to provide opportunities to residents and businesses that would otherwise struggle to secure premises on full market terms, including local social enterprises and VCS and third sector organisations which contribute to the well-being of our communities.

Explain what you are proposing to invest in and why the proposed interventions in the bid will address those challenges and barriers

As addressed previously, and further detailed in the Economic Case section of this application, among the biggest challenges facing communities in Haverstock, Gospel Oak, and Kentish Town South relate to: deprivation and unemployment; health inequalities; low quality urban environment and poor connectivity; crime and ASB; and need for future-proof community provision and enhanced community cohesion.

Our package of projects will address these challenges from a wider neighbourhood vision, and work in tandem with the delivery of other council programmes in the neighbourhood to amplify impact. The Gospel Oak and Haverstock Community vision states that the core area – where most of our proposed projects will be delivered – is where the greatest change will be experienced and therefore were the greatest opportunities for investment lie. The area has a long history and creating opportunities for community cohesion and for the community to influence the future of the neighbourhood is key.

The three core projects in this programme of work (redevelopment of Talacre Community Sports Centre and play area; Healthy and Safe Transport schemes; 2 Prince of Wales Neighbourhood space) jointly form an essential investment in health and wellbeing, a prospering community, a connected and sustainable neighbourhood, and an active and empowered community.

Talacre Community Sports Centre (TCSC) and Play Area

The investment in the TCSC and adjacent Play Area is a key investment that crosses all impact areas – it focuses on improved health and wellbeing and an active and empowered community by broadening the physical activity offer and opening it up to more people and helps create a prospering community where people can engage in opportunities and activities. During resident consultation, residents identified provision for young people and sports facilities as the top priority.

For TSCS we will:

- Convert existing internal spaces that cannot accommodate activity into 80-100 sqm new flexible spaces for a broader range of popular physical and non-traditional activity.

- Extend the purpose-built gymnastics facility by 100 sqm to 130 sqm to soak up excess demand from children and young people.
- Develop a programme of other cultural activities including contemporary and classical dance, therapeutic group exercise and other culturally specific movement and performance forms
- Improve the customer experience through improved security, more efficient circulation, modern building services and plant, and compliant changing and toilet facilities, including accessible provision, community café and social space.
- Increase the long-term sustainability and financial viability of TCSC through increased modernity and quality of facilities, centre usage and income, and more efficient building services and systems

Through this approach we expect to create facilities that are attractive and accessible to more people – helping communities with physical fitness, but also creating a safe, diverse space where people can connect.

We also propose improvements to the immediate adjacent Talacre Town Green and introducing a Talacre Play Area, again providing better facilities for local communities and increase engagement with TCSC. Its design will incorporate facilities for both younger and older children – previous public engagement showed broad support for this approach. A drawing of the scheme can be found in the additional attachments (see 9d. Scheme details: Talacre Play Area – Drawing). Residents identified better children's play areas as a top priority. The Park currently has an estimated 60,000 visitors per year, and it is estimated this will increase to 90,000 following improvements.

Safe & Healthy Transport

The Safe & Healthy Transport schemes cover a range of changes that will help to make the neighbourhood safer and healthier. Each transport project responds to unique transport issues within this very diverse area. The locations of these schemes have been determined by various factors, including alignment with our Camden Transport Strategy, based on a range of criteria such as collisions, air quality and potential for walking and cycling, and previous extensive engagement with local communities:

- Prince of Wales Road was identified by Transport for London as a 'top priority' for improvements upon reviewing the importance of specific roads for cycle journeys during and following the COVID -19 pandemic. It is a key east/west link which also facilitates important bus services and connects the area with key amenities such as Kentish Town West Overground Station.
- Holmes Road is a road on which 2 schools are situated, and stakeholders have highlighted road safety issues, including high levels of through traffic (over 200 vehicles per hour at peak times). A timed road closure during school hours is designed to help with this.
- Similarly, Rhyl School is located on Marsden Street, which suffered with parking issues, congestion, road danger and poor air quality outside the school, making it unsafe for the school community.
- The need for improvements on Queens Crescent were already identified in 2015 via the Gospel Oak Regeneration consultation. Most people visiting the area to do by walking, but it's not safe: it has a higher rate of road traffic collisions than surrounding local streets with a concentration of collisions between motor vehicles and people walking and people cycling. It is a shopping street that caters for a high volume of pedestrians, shoppers, and commercial activity. Approximately 32,000 people live with a 15-minute walk of Queens Crescent. It is at the heart of an area which has low car ownership, yet pre-trial there were high volumes of through traffic here and several recorded injuries to pedestrians/cyclists. This includes one person on a bike who lost their life on Malden Road. There are many large residential areas, public transport hubs and schools in the area, therefore providing connectivity to these is essential. The schools located on Holmes Road and Marsden Street attract many parents with young children from these adjacent geographical areas and therefore reducing their exposure to vehicular traffic is key.

Measures we are proposing to improve the safety and connectivity of these streets include pedestrian and cycle zones; improving and widening pavements; extending and adding cycle lanes; upgrades to junctions; retention or introduction of pedestrian and cycle crossings, adding new benches, trees and cycle parking stands, and several other key measures to improve safety for walking and cycling. Trials of the schemes have demonstrated it leads to an increased cycling uptake, lower motor vehicle levels, improved air quality, and

reduction in casualties.

Investment in Green Mobility Hubs will further provide 6 hubs that comprise a mix of transport options including dock-less bike hire, e-scooters, shared (EV) car clubs and Legible-London wayfinding/mapping for pedestrians. Jointly, these high quality, affordable, sustainable, and healthy transport measures for communities will help enable improved. A key consideration for this intervention is that it provided value-for-money options for getting around for local residents, which is especially key at a time of a cost-of-living crisis in ensuring that transport is accessible. The project would also work with local Camden bike shops, to provide support service for the mobility hubs, creating further employment opportunities.

2 Prince of Wales Neighbourhood space

Proposed investment in the 2 Prince of Wales Neighbourhood space will create a new model of civic building that we are calling neighbourhood spaces: places that bring local residents, organisations, and businesses together to create the neighbourhoods they want to see. We will deliver 410 sqm of affordable workspace, providing opportunities for entrepreneurship, social businesses and local SME's. Doing so will support local growth and employment opportunities in the neighbourhood. We also propose to invest in voluntary and community sector (VCS) co-working space specifically because we know this is currently not provided in the borough. By doing so we will provide more flexible, affordable workspace opportunities for VCS partners, increasing their financial sustainability and subsequently ability to continue supporting the borough. We also deliver 170 sqm of community space – where people can come together to collaborate, innovate, and participate. A community incubator model will allow us to test future models for community action and have a space where everyone can participate in conversations, creating benefits in terms of community cohesion and identity. A lay out of the floor space is provided in the additional attachments (see 9d. Scheme details: 2 Prince of Wales – lay out).

Upload Option Assessment report (optional)

How will you deliver the outputs and confirm how results are likely to flow from the interventions?

Please see Appendix 6.1 – Theory of Change for our Theory of Change model, which is summarised below.

Our overarching ambition is to make Gospel Oak, Haverstock, and Kentish Town South a healthy and connected neighbourhood that people enjoy and where residents have the opportunity to prosper.

To achieve this, we are addressing key challenges faced by our communities in the neighbourhood, including significant relative deprivation, health inequalities and low-quality urban environment (as further detailed in previous questions and section 7 of this form). The levelling up investment of £7.74 million we are requesting will be essential in helping us to do so and will amplify our match funding and other sources of investment into the area, as well as enable us to best make use of non-monetary inputs consisting of established local partnerships, delivery networks, and staff expertise, resource, and local knowledge.

These inputs will allow us to deliver a programme of work that produces following key outputs:

- Increase of visitors to Talacre Community Sports Centre (TCSC): 470 net additional users of new studio per week (by year 3); 920 weekly users plus 530 weekly users of the extended gymnastics facility. Improvements to Talacre Town Green will lead to a further 25% increase of users (by year)
- 170 sqm of community space and 410 sqm of affordable workspace at 2 Prince of Wales, creating additional job opportunities and generating economic output for the town centre
- 1,000 unique visitors to community events and cultural provision at 2 Prince of Wales (by year)

- An additional 2,500 hours of volunteering opportunities (per annum) will be delivered, estimated to benefit 125 volunteers and create widespread community benefit
 - An enhanced and diversified cultural offering that is accessible to everyone
 - An increase in sustainable transport mode share by Camden residents from 85% (2017) to 93% (2041), including a quadrupling in cycle mode share by Camden residents, from 3.6% (2017) to 15% (2041), and half of all residents' trips to be made on foot by 2041 (CTS)
 - 800m of cycle track provision on Prince of Wales Road (2m in width)
 - 45m of Pedestrian and Cycle Zone on Queens Crescent and motor vehicle restrictions creating a 1.2km stretch of traffic free road
 - 6 green mobility hubs with, in each location, 2 EV parking spaces, 1 car club parking space, cycle parking for up to 8 bikes, parking bay with space for up to 12 e-bikes/e-scooters
 - Opportunities for significant increase in cycle parking, benches, trees, pedestrian crossing facilities, junction upgrades etc.
- Combined, we believe these interventions and outputs will lead to outcomes and impacts that will positively change the area and help to alleviate the challenges that have been set out. These include increased physical activity for everyone; health and wellbeing benefits of increased walking and cycling, improved air quality and access to open space; More sustainable transport choices, positive impact on air quality and climate change resilience; safer, greener more attractive environment- positive impacts on wellbeing and pride in place; reduction in anti-social behaviour; Increased creative, entrepreneurial and community space; vacant heritage building in the town centre bought back into community use enlivening and increasing footfall; increase community participation and cohesion.

All these outcomes reinforce each other and ultimately will jointly contribute to the impacts – the real change we want to see: improved health and wellbeing, a prospering community, a connected and sustainable neighbourhood, and an active and empowered community.

Our Theory of Change aligns closely reflects the outcomes and impacts outlined in LUF Intervention Framework, specifically around cycle, pedestrian, and vehicle flow, mode shift, change in experience, air quality, change in health of residents, and change in perceptions of place, as well as change in number of visitors.

Theory of change upload (optional)

6.1 Theory of Change.pdf

Explain how the component projects in your package bid are aligned with each other and represent a coherent set of interventions

As becomes clear from the Theory of Change, local challenges are diverse yet interdependent and require a cross-cutting, place-based approach to achieve real change.

All components of the bid are aligned with the place-based strategy set out in the Gospel Oak & Haverstock Community Vision and form part of the delivery against objectives for the neighbourhood including fostering a strong and inclusive community; creating a healthy and safe neighbourhood; and creating a sustainable and resilient neighbourhood.

Health inequalities will be tackled, and health and wellbeing improved through increased capacity, range and reach of activity at Talacre Community Sports Centre (TCSC). Increased footfall at the centre as well as the adjacent play area means more people can enjoy the open space and health benefits that brings. Increased active travel choices will also increase physical activity as well as improve air quality, hence contribute to better health. An improved urban environment also contributes to an enhanced perception of place and feeling of safety. The improved physical infrastructure enhances connectivity, improving access to community facilities and connecting residents by walking or cycling with key neighbourhood destinations including TCSC, the park, Queens Crescent, and the 2 Prince of Wales Neighbourhood space. People come together at the neighbourhood space where they can access opportunity

and importantly participate in activity that helps to improve participation. Importantly, residents are involved in shaping the future of the neighbourhood, contributing to stronger community cohesion and social integration.

Set out how other public and private funding will be leveraged as part of the intervention

Significant investment is required to deliver our proposed package of projects and achieve the desired impacts. Aside from the LUF investment of that is being requested, we are leveraging the following sources of funding:



Explain how your bid aligns to and supports relevant local strategies and local objectives for investment, improving infrastructure and levelling up

We Make Camden: The council's strategic vision providing an overarching framework for what we want to achieve for the borough. Relevant themes are supporting good health and wellbeing and everyone to start well, live well and age well; a green and sustainable place, tackling the climate emergency and tackling inequality, creating safe strong and open communities where everyone can contribute.

Camden's Local Plan: identifies this area under policy G1 Delivery and Location of Growth as a Community Investment Programme Regeneration Area. Through this major programme of investment, the neighbourhood is undergoing change and estate regeneration, expected to deliver over 2,000 new and replacement homes, new and upgrades infrastructure and facilities.

Gospel Oak and Haverstock Community Vision (draft): Vision and strategy for the area. It was prepared with extensive community engagement and provides a plan for investment, ensures residents are informed of changes and sets priorities for where resources should be focused. A final version is expected to be adopted later in 2022 as a Supplementary Planning Document. A copy of the draft is attached to this bid (see Gospel Oak and Haverstock Neighbourhood Vision attached under 9c. Strategies and policies)

The Vision is for the neighbourhood to be and even better place to live, work and visit- a safe, attractive place, that people enjoy and see opportunity to prosper. Drawing from eight co-developed local priorities, six principles for change are set out. Our bid delivers particularly for: P2. Fostering a strong and inclusive community; P3. Creating a safe neighbourhood; P5. Supporting an inclusive economy; P6 Creating a sustainable and resilient neighbourhood.

Kentish Town Neighbourhood Plan: developed by the local community for Kentish Town, extending into the bid area. This bid aligns with several policies in the Plan, including a specific policy (SSP5) for 2 Prince of Wales Road to reinstate the building as a public place to deliver social benefits and enhance community links (both attached under additional attachments 9c. Strategies and policies).

Camden Future High Streets Prospectus: sets out the vision for recovery and reimagining of the borough's high streets against 4 themes and is particularly

relevant for 2 Prince of Wales, within Kentish Town town centre, transport projects connecting the area and the investment at Queens Crescent Neighbourhood Centre.

All projects align with the goals of Camden Health and Wellbeing Strategy 2022-2030 (attached under additional attachments 9c. Strategies and policies), which has a long-term ambition of “Live well - People live in connected, prosperous and sustainable communities. They also support the Sport England Strategy 2020 and London Moving Strategy.

The bid links to Camden Education Strategy and Youth Safety Taskforce to support young people to improve quality of life, educational acumen, social connectedness and health and wellbeing in safe surroundings.

Projects align with Healthy Streets, Healthy Travel, Healthy Lives: Camden Transport Strategy 2019-2041 by enabling and encouraging healthily and sustainably travel and goods transport. Also aligned with the GLA's healthy streets approach and the Mayor's Transport Strategy (2018), including encouraging safer road user behaviours.

The transport and greening aspects link to the Camden Climate Action Plan 2020-2025, Parks for Health Strategy, as well as, Camden Biodiversity Strategy and Action Plan.

Explain how the bid aligns to and supports the UK Government policy objectives

The bid aligns with several missions set out in the Levelling Up White Paper, as summarised below:

Mission: Boost productivity, pay, jobs and living standards by growing the private sector, especially in those places where they are lagging

How our bid contributes:

- The creation of flexible workspaces and business support at 2 Prince of Wales Neighbourhood space will enable increased growth and sustainability for small business and start-ups in Camden
- Investing in secure community infrastructure at Talacre Community Sports Centre (TCSC) aims to encourage new and wider usage by the community and businesses.
- The transport improvements will result in better connectivity. Supporting the area to thrive will make using local businesses more accessible and attract new business, stimulating growth and new jobs.

Mission: Spread opportunities and improve public services, especially in those places where they are weakest

How our bid contributes:

- The interventions are located in a neighbourhood that faces some of the most significant inequalities and challenges.
- It will increase opportunities for a healthy lifestyle narrowing disparities and increasing life expectancy.
- It will significantly improve wellbeing in one of the area's most in need.
- The proposal to remodel TCSC will improve the security of the site both when in use and not in use, and giving service users, especially vulnerable adults and young people, a strong sense that their health and safety is assured.
- Better physical and mental health resulting from access to greener transport and increased leisure services at TCSC contribute directly to the focus areas of Levelling up the nation's Health and Wellbeing by 2030
- The TCSC and 2POW projects create additional volunteering and employment opportunities, helping to improve the skills of local people.

Mission: Restore a sense of community, local pride and belonging, especially in those places where they have been lost

How our bid contributes:

- The neighbourhood space at 2 Prince of Wales will engage the community, providing opportunities for people from all backgrounds to interact, building shared aspirations for their neighbourhood which is undergoing growth and change. Strengthening community cohesion, positive sense of identity and

pride

- The TCSC and 2 Prince of Wales will create the facilities for more and new opportunities for physical, creative, educational and community activity to increase access and participation, especially for inactive and barriered citizens. It will engage children and young people in positive activities in a safe and secure environment, promoting and encouraging good citizenship, social cohesion personal growth.

- By increasing positive opportunities and community voice and ownership, creating a preventative effect on crime and anti-social behaviour, in a community where this is a local priority.

- TCSC is close to Kentish High Road and considered to be an integral component of the local area. Major remodelling of the site will increase its presence in the collective consciousness of the local community

Mission: Empower local leaders and communities, especially in those places lacking local agency

How our building contributes:

- 2 Prince of Wales is a prominent heritage building which is currently vacant. This development will bring the building back into public use.

- The development of a community incubator area at 2 Prince of Wales will enable lesser heard voices/less prominent actors in the community to take the lead in shaping their neighbourhoods and enable more community influence in their area.

Our bid also aligns to Clean Growth, Clean Air and Net Zero carbon emissions:

- Improved transport will promote environmentally sustainable modes of travel and features such as greenery and lightning to enhance the local area. Our green mobility hubs will offer, in each location, a mix of shared, sustainable transport options and urban greening, encouraging people to use local facilities, make shorter journeys, switch to greener modes of transport. This will contribute to the reduction of carbon emissions, cleaner air, and Camden's goal to tackle the climate crisis.

[REDACTED] We expect to reduce carbon emissions by 48tCO₂e per annum and reach our target of net zero emissions by 2030.

Alignment and support for existing investments

Where applicable explain how the bid complements or aligns to and supports existing and/or planned investments in the same locality

The Community Investment Programme (CIP) is Camden Council's £1billion borough-wide programme, investing in new council homes, schools, and community spaces. With over 450 council homes already built as part of our ambitions to deliver over 3,000 new homes, plans to redevelop the Wendling and West Kentish Town Estates in Gospel Oak have been overwhelmingly backed by residents through estate ballots. Adding to completed award-winning schemes at Cherry Court and Kiln Place, and supplemented by Mayor of London funding, proposals will provide the quality homes and, complementary to this bid, the landscaped spaces and safer pedestrian environments to address community needs.

Camden secured [REDACTED] to deliver a range of public realm improvements to Queens Crescent. Through a community co-design process, we established a set of design principles around making space for the community, celebrating culture, supportive market life and creating a healthy street. The highway improvements to Queens Crescent itself are fully funded and an additional [REDACTED] is being sought from the Levelling Up Fund to implement additional walking, cycling, road safety and public realm improvements, including new greenery, on streets to the north and south of Queens Crescent.

Talacre Town Green is the primary public park serving this area of the borough and is a well-used local asset. The Park is included within Camden's Green Space Investment Programme and Section 106 funding has been secured to undertake comprehensive improvements to the play area, for which engagement and design has already commenced. A further holistic review of

the overall park is proposed within the next two years, including ways to increase the health and wellbeing benefits the park offers, and this will align with design improvements to the area around the Leisure Centre included in the bid.

The area is adjacent to a further Growth Area covered by the Kentish Town Planning Framework. In this area redevelopment and intensification of an industrial area for mixed use development is expected to deliver in the Region of an additional 2,000 homes. The council is working with private landowners to unlock a comprehensive regeneration of the area. This will create additional benefits for the bid area particularly in terms of better connectivity to the town centre and housing and job opportunities.

LUF funding would be for additional distinct projects within the neighbourhood. Avoiding any potential for duplication whilst generating additionality through the holistic combined benefits of new and better-quality housing, improved open space and public realm, better transport connections, increased job and training opportunities. All contributing to the objective of a healthy and connected neighbourhood where residents have the opportunity to prosper.

Explain how the bid aligns to and supports the government's expectation that all local road projects will deliver or improve cycling and walking infrastructure

The schemes are designed around safe infrastructure for cycling and walking particularly. The following improvements are to be expected. All designs are in full compliance with LTN 1/20 and LCDS design standards. The measures are predominantly on local streets where buses don't run; however, monitoring of the surrounding boundary roads (and the trial cycle scheme on Prince of Wales Road itself) has not shown there to be traffic increases or impacts on bus journey times. Therefore, it is expected that all of the schemes, whilst strongly supporting active travel, will not disbenefit local bus journeys; on the contrary, the schemes provide enhanced active travel links to/from bus services in the local area.

Details of the schemes and how they deliver or improve cycling and walking infrastructure are summarised below.

Green mobility hubs (x6)

- In each location, a mix of Dockless Bike Hire, general cycle parking, e-scooter hire, and amend all car clubs in the area to EV-only car club bays at the hubs (with new EVCPs for general use also installed).
- Additional features such as greenery, pedestrian wayfinding and parklets
- Two additional locations for hire bays

Prince of Wales Road Safe & Healthy Streets

- Conversion of the existing wand segregated cycle lane to stepped tracks and extension of the cycle lane further to the west, up to Maitland Park Villas.
- A new section of stepped track cycle lane under the rail bridge at Kentish Town West station, subject to approval (currently being sought) from Network Rail.
- Retention of the two shared-use bus boarders (SUBBs) and the bus stop bypass which were converted during the trial.
- Retention of the two 'parallel zebra' crossings and two informal pedestrian crossings.
- Upgrades to the junction at Prince of Wales Road /Grafton Road including the replacement of the pedestrian refuge islands with countdown timers to provide space for 'cycle reservoirs' (with early signal release for cyclists).
- A new parallel pedestrian and cycle crossing, providing better connections between Kentish Town West railway station and residents living to the south and east.
- Adding blue surfacing across side roads and junctions and relocating some parking spaces to improve driver/cyclist visibility.
- Adding new benches, new trees, and new cycle parking stands along the route.
- Adding several other key measures to improve safety for walking and cycling

- Queens Crescent Safe & Healthy Streets
- A shortened pedestrian and cycle zone on Queens Crescent
 - Relocation of the motor vehicle restriction on Grafton Road
 - More parking and loading opportunities
 - Improved and widened pavements
 - New pedestrian crossings
 - New traffic calming measures
 - Improved street furniture
 - New cycle hangers
 - Improved lighting

Holmes Road area Safe & Healthy Streets

- Healthy School Street motor vehicle restriction on Holmes Road (8am-10am and 2pm-4pm, Monday-Friday during school term time only)
- 'At all times' traffic filter on Raglan Street
- Improved greening

Marsden Street Healthy School Streets

- Motor vehicle restriction (8.30am-9.30am and 3pm-4pm, Monday to Friday during school term time only)
- Road safety improvements to the junction of Marsden Street and Talacre Road

Confirm which Levelling Up White Paper Missions your project contributes to

Select Levelling Up White Paper Missions (p.120-21)

Transport Infrastructure
 Education
 Skills
 Health
 Wellbeing
 Pride in Place
 Crime

Write a short sentence to demonstrate how your bid contributes to the Mission(s)

Transport Infrastructure – improving transport infrastructure by introducing 6 green mobility hubs and multiple safe and healthy transport schemes at strategic locations

Education - formal education programmes will be offered aimed at young people not in full-time education, employment, and training

Skills – space for communities to connect and share skills, as well as flexible workspace and support for small businesses will foster the innovation and energy that will help the neighbourhood to thrive.

Health – increasing sports and activity opportunities, encouraging more active travel options and contributing to cleaner air

Wellbeing – raising activity levels, enhancing neighbourhoods, and supporting community cohesion all promote better mental health and wellbeing.

Pride in Place – enhancing the public realm through things like greening and lightning will positively enhance satisfaction with the area. Connecting people to their community and engaging them in the future of their neighbourhood through the neighbourhood space will create a stronger connectedness with the area

Crime – enhancing high streets and improving lighting, providing leisure facilities for the community, particularly young people, to meet and be active safely.

Provide up to date evidence to demonstrate the scale and significance of local problems and issues

As shown in the Strategic Fit section of the application form, the communities

in Gospel Oak, Haverstock, and Kentish Town South are facing several key local challenges. The scale and significance of these are further evidenced below.

The following information is based on data for Gospel Oak and Haverstock (pre 2022 wards) and where possible, the pre-2022 LSOAs that covering the Kentish Town parts of the bid in Prince of Wales Road and Holmes Road.

Despite the neighbourhood being in an inner London location, the levels of deprivation and unemployment are high. Compared to both Camden and national averages, the communities are worse off. Gospel Oak and Haverstock wards have areas of acute deprivation with 3 local super output areas (LSOA's) in the 15% of the most deprived LSOA's in England. All three wards are in the top 10 most deprived wards in Camden, with Haverstock ward ranking 4th using the Index of Multiple Deprivation (IMD 2019 rankings). Income deprivation levels are 20.5% and 17.4% across Haverstock and Gospel Oak wards respectively – significantly higher than the across Camden (14.1%), England (12.9%) (Source: Ministry of Housing and Local Government 2019, English Indices of Deprivation 2019).

In total, 3286 households in Gospel Oak and Haverstock are classed low income; of which 1431 are below the poverty line, 90% of which are households with children (Source: Ministry of Housing and Local Government 2019), 45% of children in Haverstock are eligible for free school meals.

A contributing factor to the levels of deprivation is income and access to employment. 4.1 people per 1000 of the population (Haverstock) and 4.5 (Gospel Oak) are long term unemployed, compared with 3.4 across Camden and 3.2 across England (Source: Employment Indicators, 2019 to 2020, NOMIS Labour Market Statistics)

The indicators of English Indices of Deprivation (Ministry of Housing, Communities & Local Government, MHCLG, 2019) show that Gospel Oak and Haverstock are significantly worse off than Camden and England on all factors. The percentage of income deprivation is 23.5% and 20.5% in Gospel Oak and Haverstock respectively – compared to 12.9% in England overall. For Child Poverty the number goes up to 29.2% in Haverstock and 22% in Gospel Oak, compared to 17.1% in England and 19.3% in Camden. In Haverstock, there are 31.1% of Older People in Deprivation – more than double the national average (14.2%). In Gospel Oak this is 25.1%, and in Camden overall 23.2%.

Another key challenge we are trying to address is health inequality in the area.

There is a direct link between physical inactivity and areas of high deprivation amongst young people in Camden and the situation is getting worse. The latest Active Lives Children and Young People Survey data (2020/21) shows that nationally 31.3% of young people are doing less than 30 minutes of physical activity a day. In Camden's most deprived decile this figure rises to 40.9% and 39.6% in Camden's second most deprived decile. In both cases percentages have increased on the previous academic year.

The Covid-19 pandemic highlighted further disparities in health – for example, we know the pandemic disproportionately impacted physical activity levels of Black, Asian, and other ethnic groups. White British activity levels fell by 1.5% in 2020 compared to the previous 12 months, while Black and Asian levels fell by 4.5% and 4.4% respectively in Camden.

The percentage of people with limiting long-term illness or disability is higher than average, both in Camden and nationally: 18.2% in Gospel Oak and 18.1% in Haverstock, compared with compared with 14.4% across Camden and 17.6% for England (Source: Office for National Statistics (ONS) Census 2011). In addition, 26.5% of Year 6 pupils in Gospel Oak and 26.1% in Haverstock are regarded as overweight (severe obesity), compared with 21.7% across Camden and 20.4% across England. Adults living in Gospel Oak and Haverstock wards also present significantly higher levels of obesity compared to the Camden average, (Camden Ward Health and Wellbeing profile 2013).

Adults across these wards also have significantly higher levels of mental health conditions compared to the Camden average, specifically anxiety and

depression (Camden Ward Health and Wellbeing profile 2013).

These are all factors that contribute to life expectancy. Life expectancy at birth in Haverstock ward is: 78.2 male, 85.4 female, well below the Camden average rate: 82.7 male, 87 female by 4.5 and 1.6 years respectively. Men born in the most deprived areas of Camden can expect to live for 13.5 fewer years than their peers in the least deprived areas. The gap is the third highest among London boroughs and is significantly wider than London (7.5 years) and England (9.7 years). For women in Camden, at 9.6 years the gap in life expectancy between the most and least deprived areas is second highest among London boroughs, and significantly wider than London (5.4 years) and England (7.9 years). (Source: Inequalities in life expectancy at birth 2018-20).

A low-quality urban environment and issues with air quality further exacerbate health and wellbeing problems. Circulatory and respiratory disease contributes to 44% of the gap in life expectancy between the least and most deprived areas of Camden for men, and 45% of the gap in women. According to our monitoring, the average annual mean of NO₂ concentration was above legal limit (40µg/m³) in 2019 in key locations (Malden Road north, Prince of Wales Road/Malden Road, Kentish Town Road).

33% of households in Kentish Town do not have access to a private garden, compared with a national rate of 12% (ONS). Haverstock and Gospel Oak wards also have low levels of public open space, at 2sqm and 6sqm per person respectively, against a borough average of 27sqm per person. This is whilst regular use (at least once a week) of open space/ park or woods/ forest is associated with a 43% lower risk of poor general health (according to research paper: "Is physical activity in natural environments better for mental health than physical activity in other environments?", published in Social Science & Medicine Environmental, 2013)., factors such as improvements in walking and cycling routes and improvements in air quality will help to reduce these gaps. (Source: Office for Health Improvement and Disparities)

Another key challenge is crime & anti-social behaviour and serious youth violence in the neighbourhood. 48% of respondents in a Gospel Oak Regeneration Consultation listed community safety in their top 3 priorities (full report provided in the additional attachments: 9b. Stakeholder engagement – Gospel Oak & Haverstock Stage 1 consultation report). There is a significantly higher portion of violence and sexual offences in NW5 area compared to the Camden average. The proportion of crimes that are violent across Gospel Oak and Haverstock (28%) is noticeably higher than averages in Camden (17%) and London (24%) (Metropolitan Police data, 2018-19).

Finally, Gospel Oak, Haverstock, and Kentish Town South are situated in an area of growth and change – which creates opportunities as well as challenges. The Greater London Authority projects that the population will increase by 11% between 2011 and 2031. The anticipated growth will add strain on existing facilities and spaces. In addition, community cohesion is at risk. In Gospel Oak, for example, 40% of the wards rank in the top 10% in England for probability of loneliness of those aged 65 and over.

Demonstrate the quality assurance of data analysis and evidence for explaining the scale and significance of local problems and issues

All data presented throughout this application is appropriate to demonstrate the scale and significance of challenges and has been taken from authoritative national and local data sets. Where possible, data has been used that is specific to the focus area of this bid (Gospel Oak, Haverstock, and Kentish Town South wards). We are confident this data has been collected and presented in a robust manner.

We have used reliable sources of deprivation and employment data. This includes Office of National Statistics data for population data– taken from the most recent (mid 2020). The English Indices of Deprivation – developed by the Ministry of Housing and Local Government – is used to show deprivation levels using the latest available data (2019) at ward level and at LSOA level. Recent NOMIS Labour Market Statistics (2019 to 2020) were used – which is a service

provided by Office for National Statistics (ONS), the UK's largest independent producer of official statistics.

Health data was taken partly from Census data. Although the latest available data is from 2011, this is still considered a reliable source of evidence. Local data was taken from our Camden Health & Wellbeing Profiles at ward-level. This data is collected and shared publicly by Camden and Islington public health intelligence team. Public health intelligence is a specialist area of public health. Trained analysts use a variety of statistical and epidemiological methods to collate, analyse and interpret data to provide an evidence-base and inform decision-making at all levels. Camden and Islington's Public Health Intelligence team undertake epidemiological analysis on a wide range of data sources.

Data on gaps between expected life expectancy is from Public Health England - Inequalities in life expectancy at birth 2018-20 (Slope index of inequality). Office for Health Improvement and Disparities Public Health Outcomes framework. Information on how Circulatory and respiratory disease contribute to life expectancy is from Office for Health Improvement and Disparities (A Picture of Health: An intelligence framework for London).

Figures on physical inactivity amongst young people in Camden is from Active Lives Children and Young People Survey data (2020/21)

Climate data used includes Climate Risk Metrics - a series of London-wide maps that "has been produced to analyse climate exposure and vulnerability across Greater London." This is produced by Bloomberg Associated and the GLA. It provides information at Borough level, and its mapping tool shows differences at a local level.

Transport and air quality monitoring data used is collected locally at a scheme level to monitor the impact of trials. Several monitoring sites at key locations measure raw NO2 levels. Traffic count data is collected by Automatic Traffic Counter – typically pneumatic tubing that runs across the road, which records vehicle volumes and classification (by axle base separation) when wheels pass over the tube. Summary data is provided publicly in a monitoring report on each transport scheme, appended to the bid under Additional attachments (see 9d. Scheme details – Transport Monitoring reports). We have also presented some GLA data on mobility that helps to understand changes during the pandemic and recovery levels.

Finally, we have used data from extensive community engagement that has led to the development of a Gospel Oak & Haverstock vision detailing priorities for the neighbourhood. This is developed based on input from a wide range of stakeholders, residents, and organisations. It was produced after listening to the community and recording thoughts, aspirations, and concerns about the future of the area through numerous methods and sources including community wide surveying, online feedback websites, the creation of a neighbourhood assembly as well as focused workshops, meetings, calls and sessions with a diverse range of groups. Crime data has been collected using Metropolitan Police data.

Demonstrate that the data and evidence supplied is appropriate to the area of influence of the interventions

All relevant information and data has been provided at a ward level where possible and compared to borough-wide and national data. Due to a change in wards 2022, information is based on data for Gospel Oak and Haverstock (pre 2022 wards) and where possible, the pre-2022 LSOAs that covering the Kentish Town parts of the bid in Prince of Wales Road and Holmes Road.

Strategically, the data has been identified to measure the scale of the challenges that are identified in the Theory of Change and that need to be understood and addressed to achieve our wider ambition to make Gospel Oak, Haverstock, and Kentish Town South a healthy and connected neighbourhood that people enjoy and where residents have the opportunity to prosper.

Provide analysis and evidence to demonstrate how the proposal will address existing or anticipated future problems

The summary below highlights the expected impact of each project. It should be noted however that the projects are complementary and cross-cutting and our proposal for a Healthy and Connected Neighbourhood is designed in a way that the benefits of projects reinforce each other and will maximise the impact we make.

Talacre Community Sports Centre (TCSC)

The redevelopment of TCSC helps to address the high levels of health inequalities, deprivation, and unemployment, as well as crime and youth violence.

The expected impact of the interventions is multi-fold:

Within the impact calculations for the remodelled education spaces, we plan to expand activities including Sports Leadership programme for 14–16-year-olds at risk of school exclusion and nationally recognised formal qualifications for 16–19-year-olds at risk of becoming NEET. These activities are expected to increase their employability and or employment outcomes later in life, reduce ASB and its negative impacts. We plan to offer an additional day per week for 14-16's, evening sports leadership programmes and increase the offer for Camden schools through Camden Learning and a local college.

Youth engagement programmes will be expanded with key local partners including the Camden youth service, early help, and schools (please refer to Cost Benefit calculations). These multi-sport opportunities will include evening, weekend, and holiday programmes. The remodelling of TCSC changes will enable additional 200 engagement opportunities with young people with complex needs p/a. It is anticipated that 5 incidents avoided per person at risk (250 incidents total), and 20 incidents requiring further action avoided annually.

We estimate creating an additional 125 volunteering roles. This is based on the above expansion of the programme of activities and demand on a borough level according to Volunteer Action Camden (VAC). This creates opportunities for local people and contributes to an active and empowered community.

It is recognised that physical activity is a determinant factor in addressing health inequalities, improving well-being and mental health, reducing obesity levels, and improving community connectedness and safety (Sport England - Uniting the Movement). By expanding the appeal, reach and capacity through the proposed remodelling of TCSC, we are creating the context for an increase in participation in sport and physical activity, healthier living and physical and emotional and wellbeing.

Moreover, a report by Sport England "Social & economic value of community sport and physical activity in England" estimates that for every £1 spent on community sport and physical activity in England £3.91 worth of social and economic impacts are generated.

There is a direct link between physical inactivity and areas of high deprivation amongst young people in Camden and the situation is getting worse. The latest Active Lives Children and Young People Survey data (2020/21) shows that nationally 31.3% of young people are doing less than 30 minutes of physical activity a day. In Camden's most deprived decile this figure rises to 40.9% and 39.6% in Camden's second most deprived decile. In both cases percentages have increased on the previous academic year.

Childhood obesity follows a similar pattern, looking at national data for children in year six there was a 13-percentage-point gap in obesity rates between the most and least deprived children in 2019, up by 5 percentage points since 2006 (NHS Digital 2020b).

Talacre Play Area

The play area adjacent to TCSC further contributes to creating a more connected and sustainable neighbourhood, an active and empowered community and improved health and wellbeing. Many areas of Camden have low access to private outdoor space, so the presence of good quality parks and open spaces and good access (i.e., clean safe routes) is really important, particularly as green space has clear benefits for physical and mental health. In the Haverstock area, 43% of residents do not have access to a private garden (compared to a national average of 12% and London average of 21%). Haverstock and Gospel Oak wards also have low levels of public open space, at 2 sqm and 6 sqm per person respectively, against a borough average of 27 sqm per person.

A report produced by Vivid Economics (2020) suggests that improving the play area could increase the number of visits to the park by up to 60% or 30,000. The projections for footfall on the site after investment would be more like 80-90,000, up from the current estimate of around 60,000. This was calculated to amount to an increase in annual health benefits of up to £0.5million (from a current estimate of £1.5million to £2million).

Safe and Healthy Transport

The range of safe and healthy transport schemes and the green mobility hubs (incl. 800m of cycle track provision on Prince of Wales Road (2m in width); 45m of Pedestrian and Cycle Zone on Queens Crescent; and motor vehicle restrictions creating a 1.2km stretch of traffic free road) improve the connectivity in the neighbourhood, help make it more sustainability, improve health and wellbeing and overall make the community more active and empowered.

The proposed Safe & Healthy schemes have undergone trial periods and the monitoring outcomes show significant improvements against the challenges. For instance, the Prince of Wales Road 'before-scheme' (March 2019) and 'after-scheme' (March 2021) show: cycling increased by 70%; motor vehicle were 40% lower; NO₂ levels lower at all monitoring sites (average reduction from October-November 2019 to October-November 2020 was 30%). The monitoring data on the Queens Crescent trial also show a positive effect: fewer motor vehicles, an increase in cycling, higher pedestrian flows, and improved air quality. Similar effects are expected from permanent implementation of these schemes, and across other schemes in the area too. Monitoring data show: cycling increased by 70%; motor vehicle levels were 40% lower; NO₂ levels lower at all monitoring sites (average reduction from October-November 2019 to October-November 2020 was 30%). The monitoring data on the Queens Crescent trial also show a positive effect: fewer motor vehicles, an increase in cycling, higher pedestrian flows, and improved air quality. Similar effects are expected from permanent implementation of these schemes, and across other schemes in the area too.

2 Prince of Wales Neighbourhood space

The proposed design and use of the 2 Prince of Wales Neighbourhood space will help create an active and empowered, as well as prospering, community. Increased creative, entrepreneurial and community space and 2,500 hours of volunteering will lead to increased opportunities for residents, as well as creating wider community benefits. Supporting the development of a more positive relationship between people and place can also have a positive impact on both mental and physical health.

Describe the robustness of the analysis and evidence supplied such as the forecasting assumptions, methodology and model outputs

The forecasting is based on a combination of evidence, including using recognised models, outcomes of trials, and experience delivering similar schemes, as summarised below.

- Creation of volunteering roles is based on expansion of the programme of activities and assumptions of current volunteering levels at comparable centres, and the opportunities that will be presented for volunteering as a result of the scheme.
- Demand for the activities at Talacre Community Sports Centre (TCSC) is

based on existing demand and the increased capacity created by the new or expanded spaces.

- Impact on crime and antisocial behaviour has been informed by confidential reports that TCSC holds over the last 3 to 5 years on course participants.
 - Play area visits have been estimated based on a report produced by Vivid Economics (2020)
 - For the safe and healthy transport interventions we have applied DfT's Active Mode Appraisal Toolkit (AMAT) to appraise the cycle and walking schemes. The 'do something' and 'do nothing' options are outlined in the appendix.
 - Visits to the 2 Prince of Wales Community Centre have been established based precedents from other Camden community centres.
-

Explain how the economic costs of the bid have been calculated, including the whole life costs



Cost risk and uncertainty have been considered and a risk allowance for each project is included within the costs as contingency. The level of contingency reflects the design stage of all three projects which are highly progressed to the point of contractor procurement. Cost risks will be managed within the contingency allowance and risk transfer mechanisms to the contractor, as works will be tendered on a lump-sum basis. A detailed review of financial risks is set out in the Deliverability section and as assessment of other project risks is provided in the Management section.

Economic costs are provided in real terms. Costs incurred in 2022/23 are provided in current 2022/23 prices. Costs incurred between 2023/24 to 2026/27 have been adjusted to real terms applying the appropriate OBR GDP deflator for that year, and discounting by 3.5%, to the base year of 2022/23.

Optimism Bias

In line with the Green Book guidance, costs have been adjusted to include optimism bias (OB). The recommended adjustment range for OB is determined by the nature of the project:

Safe and Healthy Transports OB - A 20% OB has been applied to the Transport projects, in line with WebTAG guidance for Road and active travel schemes at Stage 3 level of development.

TCSC and 2 Prince of Wales OB - The range for Standard Buildings (2-24%) is the most appropriate for the TCSC and 2 Prince of Wales projects. The starting point for assessing OB is at the upper bound for each project (24% for 'standard buildings'). Key contributing factors were identified (values taken from the Green Book OB guidance) and assigned a mitigation factor to each of them to reflect the extent to which they are mitigated to reduce this upper bound OB. A score of 1.0 has been assigned to contributory factors that are fully mitigated, as set out below.

- 'Inadequacy of the business case' can contribute to 34% of the OB. This element of the OB can be reduced with the justification that business cases developed in accordance with DLUHC and Green Book guidance. These have been prepared by LBC with input and critical review by AECOM. AECOM has

a proven track record of developing business cases for successful funding bids.

- 'Poor project intelligence' can contribute to 2% of the OB. This element of the OB can be reduced due to detailed research having been undertaken to ensure business case is based on a robust understanding of local context.

- 'Public relations' can contribute to 2% of the OB. This element of the OB can be reduced due to the project enjoying strong support from the local community.

Based on Green Book Guidance, we have been able to reduce the upper bound OB by 38%, resulting in OB value of 14.9% for the TCSC and 2 Prince of Wales projects.

Whole life costs have been considered for the projects, and resource will be put in place to support the whole life costs that will be incurred after the LUF funding period.

Based on Green Book Guidance, we have been able to reduce the upper bound OB by 38%, resulting in OB value of 14.9% for the TCSC and 2 Prince of Wales projects.

Whole life costs have been considered for the projects, and resource will be put in place to support the whole life costs that will be incurred after the LUF funding period.

Describe how the economic benefits have been estimated

The economic benefits which are considered in the Benefit Cost Ratio (BCR) and Net Present Value (NPV) calculations for the cost benefit analysis are all presented in 2022 prices and adjusted with Green Book guidance to account for discounting (3.5%), inflation and additionality factors in line with the HCA Additionality Guide.

Talacre Community Sports Centre (TCSC)

Economic value of reduction in crime and antisocial behaviour (ASB)

The scheme will result in reduced ASB due to participation in a targeted programme for troubled youth: 200 participants annually undertaking courses. Of these, 50 participants are expected to be at risk of ASB-involvement, based on estimates about users that could benefit from scheme participation based on confidential reports over the last 3-to-5 years on TCSC course participants. It is anticipated that 5 incidents avoided per person at risk (250 incidents total), and 20 incidents requiring further action avoided annually, in line with course participants on other council-run projects. Camden provides courses used by vulnerable young people who are at a high risk of offending when they start the courses. Many of these young people manage to turn-things-around during their time on council-run courses and the ASB becomes less of an issue once they are engaged and doing well, indicating these numbers are supported by qualitative evidence on previous courses.

- Public benefit of reduced ASB incident, requiring no further action: £153 (2002/03 prices), £229.40 in 2022/23 prices. Based on the estimated 250 incidents avoided, this would result in £57,350 annual benefit.

- Public benefit of reduced ASB incident, requiring further action: £618 (2002/03 prices), £926.60 in 2022/23 prices. Based on the estimated 20 incidents avoided, this would result in £18,532 annual benefit.

Additionality then is set at 20%. This is comprised of the leakage and displacement figures used in the Additionality Guide (2014) for the Neighbourhood Investment Plan, for community schemes (13% leakage and 7% displacement).

Individual wellbeing and fiscal value of increased levels of sport and exercise participation

TCSC's new sports facilities will be expected to support the following additional visits:

New Studio space (80–100 sqm) – estimated 47 sessions per week with capacity of 20 spaces, operating 50 weeks per year – equivalent to 47,000 visits per year. Estimated 2 visits per user per week – equivalent to 470 net-additional-users per week by Year 3 (estimated 60% capacity Y1; 80% Y2).

Extended gymnastics facility (100 – 130 sqm) - 920 weekly users (attending 1x weekly children's gym class), plus 530 weekly users (attending 1x adult and school holiday camps)

In addition, the neighbouring Talacre Open Space and Play Area improvements are expected to support an increase in visits with associated conversion into TCSC user numbers of 10% in Y1 (60 additional TCSC users) rising to 25% by Y3 (150 additional-users).

This means that by Year 3, and onwards, there will be an additional 2,070 additional unique users of the sports centre.

Further details on the user calculations are available in the Supplementary Note (Appendix 7.1).

Applying benchmarks established by research for DCMS by Fujiwara (2014), 'Quantifying and Valuing the Wellbeing Impacts of Culture and Sport' that estimates sports participation is associated with higher wellbeing and provides an estimated valuation of £1,127 per person per year for individuals participating in sports including health and fitness. Adjusted to 2022 prices this is the equivalent of £1,408 per unique user, per annum.

- Year 1 – 1,212 net additional users x £1,408 individual health and well-being benefit p/a = £1,706,496
- Year 2 - 1,626 net additional users x £1,408 individual health and well-being benefit p/a = £2,289,408
- Year 3 and onwards – 2,070 net additional users x £15.53 individual health and well-being benefit p/a = £2,914,560

Additionality then is set at 20%. This is comprised of the leakage and displacement figures used in the Additionality Guide (2014) for the Neighbourhood Investment Plan, for community schemes (13% leakage and 7% displacement).

Fiscal health benefits of increased levels of sport and exercise participation Fujiwara (2015) ('Health and Educational benefits of sport and culture') estimates that for every participant in sport, this saves the NHS £13.25 (2015 prices, £15.53 2022 price) per year in reduced GP visits. These benchmarks have been applied to the anticipated net additional unique users at the TCSC (calculated above, with additional detail in the Supplementary Note – Appendix 7.1) to generate the fiscal health benefit.

- Year 1 – 1,212 net additional users x £15.53 fiscal health benefit p/a = £18,822
- Year 2 - 1,626 net additional users x £15.53 fiscal health benefit p/a = £25,252
- Year 3 and onwards – 2,070 net additional users x £15.53 fiscal health benefit p/a = £32,147

Additionality is then set at 20%. This is comprised of the leakage and displacement figures used in the Additionality Guide (2014) for the Neighbourhood Investment Plan, for community schemes (13% leakage and 7% displacement).

Fiscal benefits of net uplift in skills

The scheme will result in increased employment due to vocational training: the centre provides annual training for NVQ2 and NVQ3 levels. An estimated 50 participants will take part in this training annually, with 35 completing NVQ2 training courses and 15 completing NVQ3 training courses.

The monetary benefit of participants taking part in the scheme has been informed by a paper produced by the Department of Business, Energy and Industrial Strategy (BEIS, then known as BIS) 2011 report 'returns to intermediate and low-level vocational qualifications'. (Research Paper 53, pg9-10). This includes information on the values the public benefit of NVQ2 as £443 per participant, and £921 per NVQ3 participant (2011 prices). In 2022/23 terms, results in £565 per NVQ2 participant, and £1,174 per NVQ3 participant of public benefit. This gives a benefit of £19,775 for NVQ2 and £17,610 for NVQ3 (total of £37,385), per annum.

Additionality is set at 20%. This is comprised of the leakage and displacement figures used in the Additionality Guide (2014) for the Neighbourhood Investment Plan, for community schemes (13% leakage and 7% displacement). This results in a value of £29,908 per annum.

Economic value of volunteering

There will be an additional 2,500 hours of volunteering opportunities (per annum) as a result of the scheme, estimated to benefit 125 volunteers. This is based on our assumptions of current volunteering levels at comparable centres, and the opportunities that will be presented for volunteering as a result of the scheme.

The Office of National Statistics article 'Billion pound loss in volunteering effort' (ONS, 2017) suggests the value of 1 hour of volunteering is £14.43 (in 2017 prices - link below, most recent ONS data). Upscaled to 2022 prices this would be £15.70. This gives an annual benefit of £39,250.

Additionality is then applied at 20%. This is comprised of the leakage and displacement figures used in the Additionality Guide (2014) for the Neighbourhood Investment Plan, for community schemes (13% leakage and 7% displacement).

Safe and Healthy Transport

Economic value of active travel benefits

DfT's Active Model Appraisal Toolkit (AMAT) has been used to assess the economic benefit of the new cycle and pedestrian routes along Prince of Wales Road and Queen's Crescent. The schemes would generate benefits for health, journey quality, traffic congestion, greenhouse gas emissions, air quality, noise, accidents, infrastructure maintenance, and changes to indirect tax revenues, over the 20-year appraisal period.

Additional detail is included in the Technical Report produced by AECOM's Transport team, included as an Appendix to the LUF submission (Appendix 7.2).

Wider Land Value Uplift

This captures the effect of the Healthy and Safe Streets project on the increased desirability and productivity of residential and retail properties within a 100m catchment area of the project. The other projects in the package are also expected to deliver wider land value uplift, but due to the difficulty of disaggregating the effects, it has only been calculated for the transport element as this project is assumed to have the most pronounced effect.

100m has been selected as the impact area of the development based on case study analysis undertaken by CBRE (2017 report: Placemaking: Value and the Public Realm).

The benefits have been calculated by:

- Estimating the total number of homes within 100m using Census 2011 LSOA housing data and multiplying these by the proportion of the LSOA that falls within 100m of the street interventions.
- Estimating the land value for residential properties is assumed equal to the average property price in the surrounding MSOAs according ONS data.
- The value of retail properties was calculated by dividing the average market rent by the average rental yield and then multiplying by the number of properties in the impact area. This information was sourced using CoStar.
- A conservative uplift of 1.5% has been applied for residential properties and 1.8% for retail properties. These uplift values are lower than other comparable schemes.
- Additionality assumptions for displacement based on Ready Reckoners from the Additionality Guide have been applied. 'Low' displacement rates of 19% for residential properties and of 25% for retail properties have been applied.
- A 'Low' leakage rate of 10% has also been applied for all properties based on Additionality Guide guidance.

Further details of how the wider LVU calculations have been calculated are presented in the Supplementary Note, included as Appendix 7.1 to the LUF submission.

Net increase in community participation

The scheme will transform a disused building into a community centre. Based on precedents from other Camden community centres, there are estimated to be 1,000 unique visitors to the centre for community events and activities. Centre consists of community space (170 sqm) and coworking spaces (410 sqm).

The Greater Manchester Cost Benefit analysis model

(<https://www.greatermanchester-ca.gov.uk/what-we-do/research/research-cost-benefit-analysis/>) proposes benchmarks for the social benefit of outcomes including improved community well-being. The benchmarks are informed by bespoke analysis carried out by New Economy Manchester, based on apportioning the willingness to pay value for the QALY impact of depression across the domains of wellbeing as set out in the National Accounts of Wellbeing.

This provides the following benchmarks for the social benefit for the community:

- Sense of belonging and trust - £8,500 annual social benefit per participant (2009/10 prices) - £10,590 in 2022/23 prices
- Positive functioning (autonomy, control, and aspirations) - £3,500 annual social benefit per participant (2009/10 prices) - £4,361 in 2022/23 prices
- Improved relationships - £8,500 annual social benefit per participant (2009/10 prices) - £10,590 in 2022/23 prices

It is anticipated that users would benefit from one of these three benefits proposed by the Greater Manchester CBA model, and as such an average of the three benefits have been used. This gives an estimated benefit of £8,513.66 (2021/22 prices).

When applied to the 1,000 unique members of the community centre, this will result in an estimated benefit of £8,513,660 per annum. An Optimism Bias for the benefits is proposed at 40% to reflect the confidence that the benefits will be delivered as anticipated. This results in a benefit of £5,108,196 per annum. Displacement is then applied as medium (50%) to reflect the possible displacement from other community centres or services that could take place as a result of the new service. Leakage is set as medium, so a rate of 25% is used as per the guidance for a medium leakage project in the Additionality Guide 2014. Total additionality is therefore estimated at 75%.

Provide a summary of the overall Value for Money of the proposal

The Package BCR has been estimated in line with HM Treasury Green Book and DLUHC's appraisal guidance and summarised in line with recommended LUF guidance.

The total present value of initial monetised benefits for the project are estimated to amount to £32,681,788 in real discounted terms, in 2022 prices. The total present value of adjusted monetised benefits for the project are estimated to amount to £68,741,766 in real discounted terms, in 2022 prices.

The total present costs of the project, including OB, are estimated to amount to £12,308,467 in real discounted terms, in 2022 prices.

The initial BCR is calculated as 2.78. The total adjusted BCR is 5.94, which demonstrates that the project delivers very high value for money. A full breakdown of the benefits, costs, and BCRs is available in the appendices.

It should be noted that the 'initial' BCR for 2 Prince of Wales neighbourhood space is negative due to the workbook formula subtracting private funding from the 'initial' benefit, before dividing by the costs. As there are no 'initial' benefits (all assessed as 'adjusted') for Prince of Wales Road, this results in a negative 'initial' BCR.

For the schemes in the package, Talacre Community Sport Centre's Adjusted BCR is 5.28, the Transport scheme's Adjusted BCR is 6.70; and 2 Prince of

Wales's BCR is 5.55.

Key assumptions underpinning the cost benefit estimates are as follows:

- Displacement and leakage assumptions have been applied to each effect/project as outlined in is accounted for as part of the additionality assumptions set out in the Costing and Planning Workbook.
- Costs and benefits are presented in 2022 prices.
- A discount rate of 3.5% is applied to future years to estimate present value of most benefits, and a lower discount rate of 1.5% is applied for health benefits (as per LUF guidance)
- Benefits are appraised over 10 years for the community and sport elements, 20 years for the transport elements, in line with Green Book guidance.
- Optimism bias has been included in the cost calculations for each project.

Upload explanatory note (optional)

7.1 Supplementary note on benefits.docx

Have you estimated a Benefit Cost Ratio (BCR)?

Yes

Estimated Benefit Cost Ratios

Initial BCR 2.78

Adjusted BCR 5.94

Describe the non-monetised impacts the bid will have and provide a summary of how these have been assessed

Talacre Community Sports Centre (TCSC)

Targeted outreach for vulnerable children and young people will provide activities which are safe, inclusive, and social. The scheme will help to build positive relationships between these groups and professionals such as the police. This programme will help to increase self-confidence and resilience for vulnerable children and young people as well as help them to sustain education, training, or employment opportunities. It will also promote and encourage good citizenship, social cohesion, and personal growth.

The improved public realm elements of the scheme will create a more seamless link with the existing Talacre play area and improve access between the two. This will support greater cross-over and ease of transfer of citizens between the two amenities, with opportunity for accessible multi-activity offering helping to encourage greater usage of both the park and TCSC by local people as well as visitors.

Three LSOAs in and around Kentish Town are ranked within the top 15% most deprived LSOAs in England. The Local Government Association have recognised the role that public leisure centres plays in 'levelling-up' deprived areas (<https://www.local.gov.uk/about/news/lga-ps875m-investment-needed-public-sports-and-leisure-facilities-tackle-health>). In particular, the research identifies that residents from deprived areas prefer exercising at public leisure centres which emphasises how this scheme will have a positive effect on the health and well-being of local residents.

The upgrades to TCSC aim to encourage greater usage of the centre by making local people more confident in using the services. The 'open door' policy, better facilities, improved security and sensitive activity pricing in recognition of the potential challenge of the cost-of-living crisis will all contribute to encouraging greater usage of the centre, including social groups

who may not have previously visited the facility. The broader range of visitors can also contribute to a sense of belonging and combatting loneliness by bringing diverse communities closer together.

Upgrading TCSC to provide new activities and learning experiences will require new staff to run and coordinate these activities, providing employment opportunities for local people. The upgrades to TCSC are estimated to result in a net increase of 10.5 FTE employees. The project will also create 125 new volunteering opportunities. These opportunities will help to promote and encourage good citizenship, as well as providing wellbeing benefits by helping to provide a feeling of purpose for those who are socially isolated.

Safe and Healthy Transport

Queens Crescent functions as a local neighbourhood centre/high street. This intervention through pedestrian and cycle infrastructure improvements, a reduction in through flow traffic and public realm investments will enhance the neighbourhood centre function of Queens Crescent through improved footfall which will benefit local businesses through greater spending and hence have a positive impact on the local economy.

Slight economic benefits have been assessed for business users associated with improved journey times, reliability of transport and reduced cost due to increased provision of sustainable transport in the form of cycle parking, Santander bikes, EV parking and Car Clubs. The improved congestion in conjunction with a reduced need to rely on private cars and the promotion of active travel will result in regeneration of the wider Kentish Town town centre area through increased footfall. This will benefit local businesses through greater spending, provide employment opportunities and hence have a positive impact on the local economy.

Moderate environmental benefits include reduced noise, improved air quality and a reduction in greenhouse gas emissions due to lower traffic volumes and increased active travel and EV use created by the provision of cycle parking, Santander bikes, EV parking and Car Clubs. A slight benefit to the townscape has also been assessed on account of the fewer cars on the road.

Moderate social benefits are assessed for improved levels of physical activity, through more people, particularly school children, being encouraged to use active modes. Further slight benefits include improved reliability and journey times for commuters, improved journey quality associated with increased active travel, fewer accidents due to the reduction in traffic, improved security due to improved pedestrian infrastructure, and improved affordability associated with the lower cost of more sustainable modes.

2 Prince of Wales Neighbourhood space

The community centre will provide co-working space to support local businesses with their development. This will also allow local residents to utilise affordable workspace to help them start-up and grow their businesses which has the potential to grow the number of microbusinesses and start-ups.

The range of new community uses offered at 2 Prince of Wales will help to bring people together and promote social engagement between diverse groups in the community. This will help to build community cohesion and strengthen the community identity in the area.

The community space will enable more people to engage in community activities. This will help to bring people together, combat loneliness and help provide a feeling of purpose for those who are socially isolated.

Provide an assessment of the risks and uncertainties that could affect the overall Value for Money of the bid

The Benefit Cost Ratio has been calculated at 5.94 delivering high value for money. The main risks and uncertainties which could affect the overall Value for Money of the bid are:

- Residents do not come to the new facilities as forecasted

- Residents do not use improved cycle and pedestrian routes and Green Transport Hubs as forecasted
- Failure to attract young people to sign up for the courses at Talacre Community Sports Centre

Forecasts of potential users of the new facilities and the pedestrian and cycle routes are considered to be robust given they are based on the council's forecasts and existing traffic counts in the Borough. The transport modelling by Camden provides a realistic and robust estimate of usage for the Transport elements of the LUF bid. The estimates of young people using the Talacre Community Sports Centre, and accessing courses, is based on our experience of young people using the current centre. There has been consistently high demand from young people using the centre and engaging in its courses, which gives confidence in the future forecasts.

Great care has been taken to arrive at a cost-effective design that can deliver the greatest benefits for the London Borough of Camden and support wider strategic objectives. The improvements will make the best of some of the borough's underutilised public assets providing a long-term legacy of high-quality community facilities. The opportunity to support communities and deliver against wider health and social objectives is significant, and these projects have been designed thoughtfully and strategically to leverage this opportunity.

Sensitivity analysis has been considered through various scenarios to understand what the general impact on the scheme would be. These include the following:

- Higher costs – If scheme costs are higher than anticipated, this would reduce the size of the overall BCR. Based on the current BCR estimates, costs would need to increase by close to threefold to reduce the overall BCR to a level below 2, which would then only be regarded as 'medium' value for money, rather than high or very high.
- Lower benefits - If scheme benefits are lower than anticipated, this would reduce the size of the overall BCR. Based on the current BCR estimates, benefits would need to decrease by close to three times the current level to reduce the overall BCR to a level below 2, which would then only be regarded as 'medium' value for money, rather than high or very high.
- Higher OB – As outlined previously, OB values have been reduced based on the confidence of the scheme's costings. However, if there are elements of the projects which could require higher levels later on, indicating the costs are optimistic and could be higher than anticipated, this would have the effect of reducing the overall BCR. OB would need to increase significantly from its current level to have a notable impact on the value for money of the projects.
- Lower OB - As outlined previously, OB values have been reduced based on the confidence of the scheme's costings. However, it may be deemed necessary to further reduce the OB as more confidence is gained in the costings of the projects as they progress (such as reaching procurement milestones). This would have the effect of increasing the overall BCR.

Upload an Appraisal Summary Table to enable a full range of impacts to be considered

Appraisal Summary Table 1

Upload appraisal summary table

7. Appraisal Summary Table - Kentish Town.pdf

Additional evidence for economic case

Additional evidence 1

Upload additional evidence	7.2 Transport Technical Appraisal Note .docx
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Additional evidence 2

Upload additional evidence	7.3a - 2_Prince_of_Wales_Road_AMAT_2022 (1).xlsx
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Additional evidence 3

Upload additional evidence	7.3b - Queens_Crescent_AMAT_2022 (1).xlsx
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Additional evidence 4

Upload additional evidence	7.4 Economic case - additional tables.pdf
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Confirm the total value of your bid

Total value of bid	£10884517
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Confirm the value of the capital grant you are requesting from LUF

Value of capital grant	£7744517
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Confirm the value of match funding secured

Evidence of match funding (optional)	8.1 Evidence of match funding.zip
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Where match funding is still to be secured please set out details below

Land contribution

If you are intending to make a land contribution (via the use of existing owned land), provide further details below	Not applicable
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Upload letter from an independent valuer

Confirm if your budget includes unrecoverable VAT costs and describe what these are, providing further details below

All VAT is recoverable

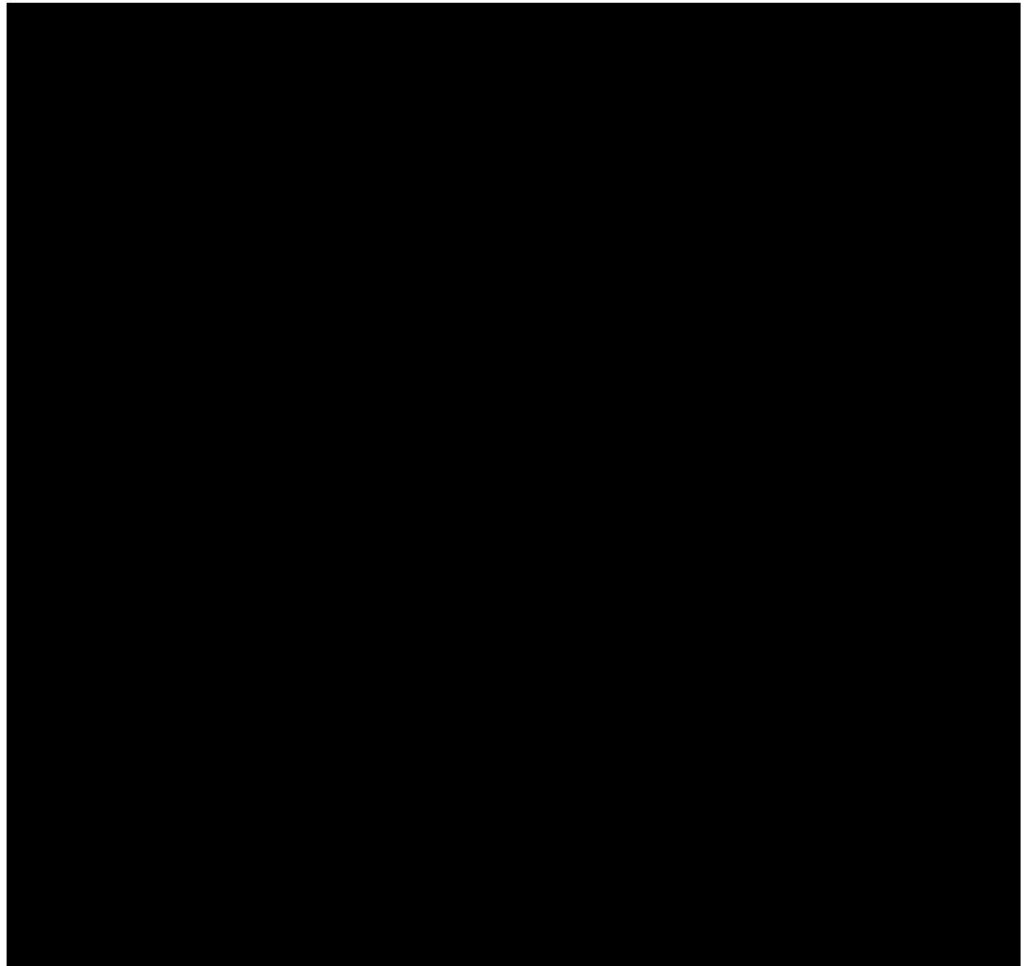
Describe what benchmarking or research activity you have undertaken to help you determine the costs you have proposed in your budget

The costings related to the Talacre Community Sports Centre (TCSC) improvements are based on a project database held by Gleeds, our cost consultant, which holds £140 billion of structured construction cost data and is constantly added to. It interfaces with their benchmarking analysis program enabling them to produce accurate, robust data to support design development, cost planning and whole life value analysis. For the public realm element to this project – the open space improvements in the adjacent park – we have based our costings on a pro rata cost for a recent scheme comprising similar work (College Garden in Camden), with an uplift for inflation. [REDACTED]

The costs for the Safe & Healthy Transport Projects have been estimated based on the delivery of recently completed comparable projects using a schedule of agreed rates with our term contractor.

For the 2 Prince of Wales element, which is currently now in RIBA stages 3/4, costs that have been presented are based on benchmark information from in-house cost data from our cost consultant (Alban LLP) on recently completed projects, or projects which we have recently received cost details. All these projects are of a comparable size, nature, and location. Considering the design stage, a number of earlier assumptions are being designed out and de-risked, with regular cost plan review against earlier iterations. We are also obtaining specialist quotes where possible along with quotes from Statutory Undertakers. This will ensure the project stays in scope and drive regular budget monitoring.

Provide information on margins and contingencies that have been allowed for and the rationale behind them



Describe the main financial risks and how they will be mitigated

The below sets out the key financial risks, and associated mitigations, per project. Please also see appended Risk Register (Appendix 8.2) which highlights other important risks and mitigations attributable to each project.

There are some risks that are applicable to the wider bid, which includes impact from inflation/covid/Brexit that could impact project costs. Specific mitigation measures for each project are outlined below; overall, we will aim for early purchase of materials and regularly review and revise.

Talacre Community Sports Centre and Play Area

- The volatile fluctuations in inflation/covid/Brexit costs which are starting to come through in tender returns and impacting on project costs. One of the key mitigations measures the council will adopt is the completion of RIBA stage 3 design and subsequently the early appointment of its preferred construction partner to work through the RIBA stage 4 designs to arrive at a cost for the project with the vast majority of risks transferred. At this point consideration will be given to early purchase of materials i.e., steel, and other such items which would be subject to discussions with the appointed contractor.
- Not all the funding is secured from LUF. This is seen as the top risk to the viability of the scheme, as without it, the project may not go ahead. Possible mitigations include increasing the Local Authority Contribution, securing Third Party Contributions and possibly value engineering the scheme to a lower estimated project budget.
- Specific changes in requirements (i.e., in scope of works or project brief during design). Careful consideration must be taken at all design stages and any change in requirements must be discussed with all parties and market tested from both a cost and programme perspective to ensure a fully considered change is included and it does not exceed the project budget.
- Client driven changes during the construction stage. This will be managed and mitigated through regular financial and programme reporting to ensure the Client clearly understands the final estimated outturn cost at any given point in time.

Safe & Healthy Transport

- The volatile fluctuations in inflation/covid risk which are starting to come through in tender returns and impacting on project costs. At this point consideration will be given to early purchase of materials which would be subject to discussions with the appointed contractor.
- Not all the funding is secured from LUF. This is seen as the top risk to the viability of certain schemes within the transport projects element of the bid, as without it, the schemes may not go ahead. Possible mitigations include securing Third-Party Contributions and possibly value engineering the scheme (e.g., removing non-essential elements) to lower the estimated project budget.
- Specific changes in requirements (i.e., in scope of works or project brief during design). Careful consideration must be taken at all design stages and any change in requirements must be discussed with all parties and market tested from both a cost and programme perspective to ensure a fully considered change is included and it does not exceed the project budget.

2 Prince of Wales Neighbourhood space

- Inflation cost pressures are the most pressing financial risk. The project's Quantity Surveyors have been benchmarking against live project costs for similar projects and materials across the UK and will regularly review and advise.
- Long lead in times for some materials and plant due to supply shortages in the market have the potential to cause delay costs. To mitigate this, our design team are being meticulous with the planning and research into design of plant, and we have made storage space available for the construction so that we can order plant early to counteract any potential delays.
- As with all projects, delays caused by inadequate communication between project stakeholders is also a concern. We've set up a governance structure involving monthly design and end user stakeholder meetings with clear lines of accountability and escalation and will incorporate the building contractor into this service once they are on site also.
- We have mitigated against unforeseen costs during the build through significant surveying pre-construction to understand what work will be required. We have also carried out a considerable amount of opening up works, testing

and asbestos removal which have significantly de-risked the chance of so-called discovery items emerging and the costs associated with delays and extra work they would create.

- Regarding Statutory Undertakers works and services we are obtaining quotations in advance so that cost plan estimates can be tested and reconciled, and to help mitigate delays later in the project.

All projects have contingency costs allocated within their project costs, allowing to respond to any unexpected risks we have not mitigated against.

Upload risk register


8.2 Risk Register.xlsx

If you are intending to award a share of your LUF grant to a partner via a contract or sub-grant, please advise below

N/A

What legal / governance structure do you intend to put in place with any bid partners who have a financial interest in the project?

The main bid partner with a financial interest in the project would be central government through the award of the LUF. All necessary funding agreements, assurances and/or memorandum of understandings will be put in place between the funding body and Camden Council. Quarterly monitoring meetings, or other such arrangements as per the requirements of the funding body, are proposed to be put in place providing oversight of progress against project and financial milestones and risk management.



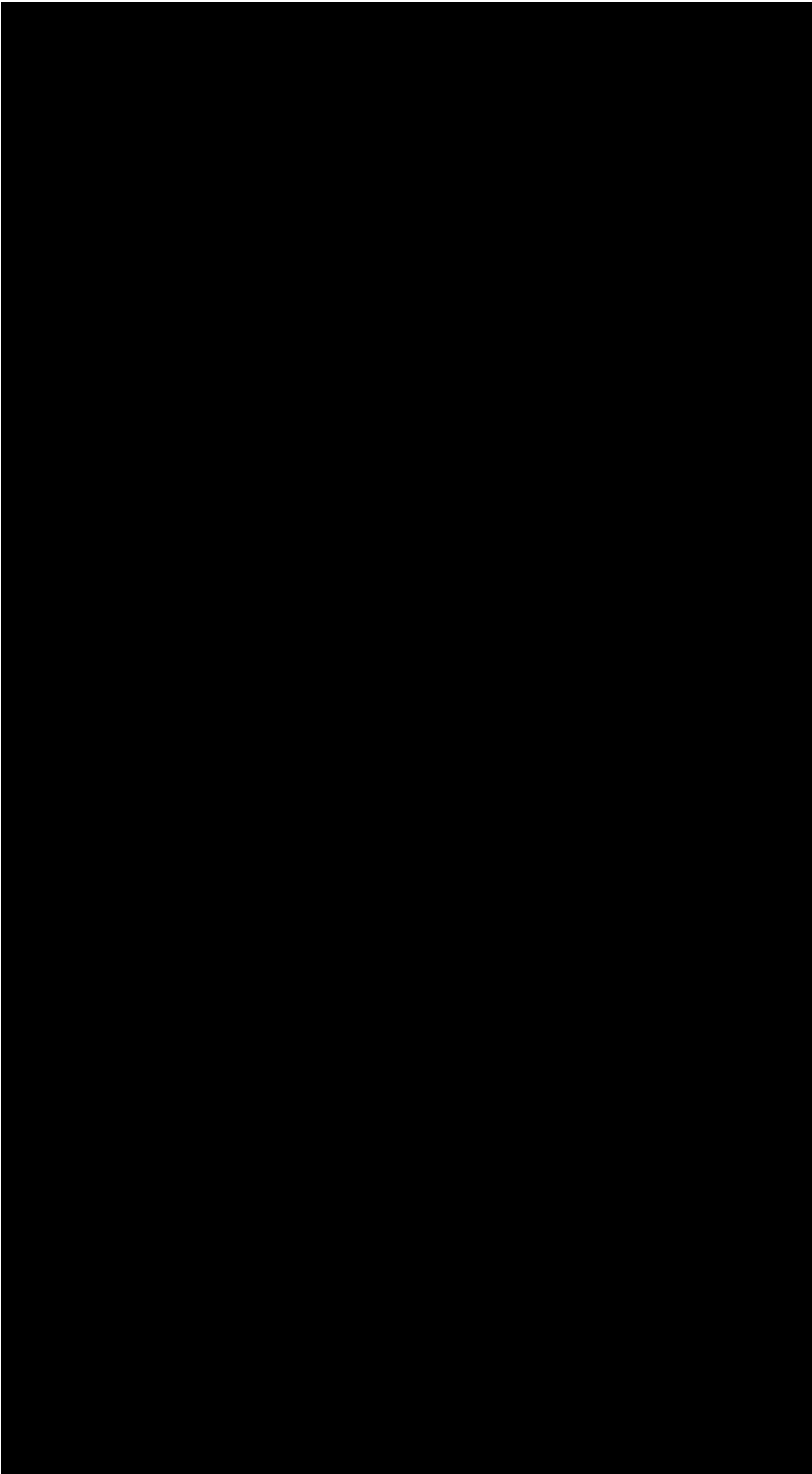
At Talacre Community Sports Centre, Greenwich Leisure Ltd (GLL) are providing match funding for the de-carbonisation scheme. Agreement is in place for this specific contribution. This is alongside the contractual arrangement Camden has with GLL for the Management of the council's 6 Leisure centres according to a fixed term contract (10 years) and leases to occupy the centres. The council undertook extensive due diligence on GLL before entering contract. The contract includes enforceable sanctions relating to under-performance according to the agreed KPI's and targets, and rewards for over-performance as well annual outcomes Monitoring.

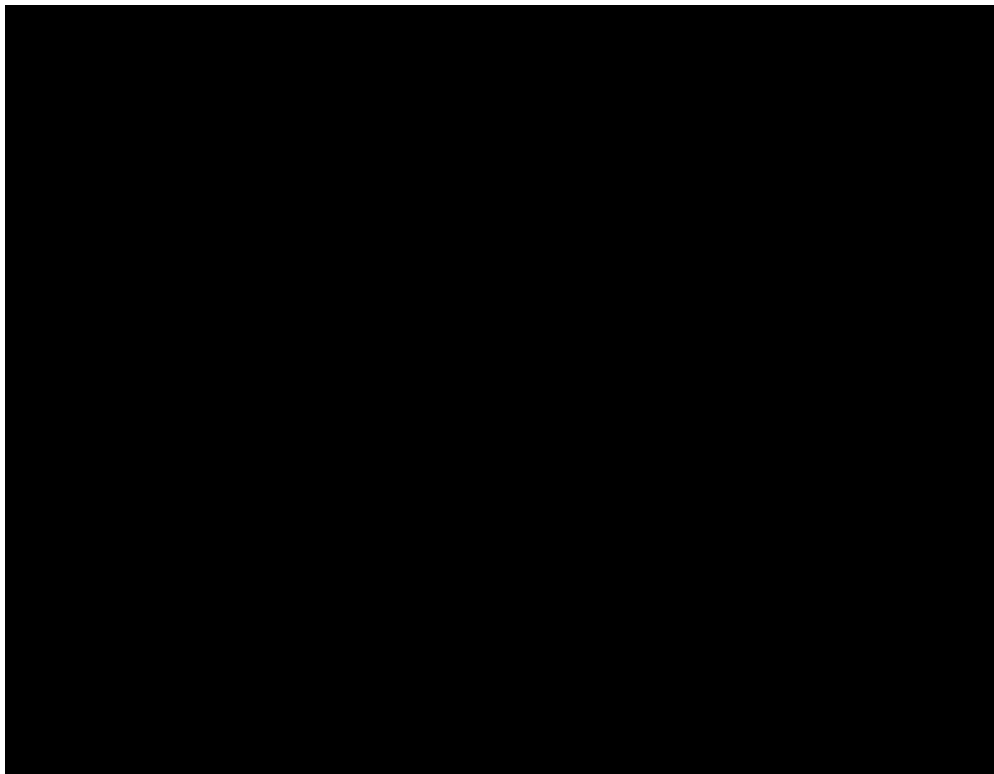
Summarise your commercial structure, risk allocation and procurement strategy which sets out the rationale for the strategy selected and other options considered and discounted

Camden Council follows public sector procurement regulations, we have contract standing orders as part of the council's constitution which delegates authority for different levels of procurement and contracts decision making to appropriate levels of the organisation. We have a reporting structure including 'tollgate' reports which are scrutinised by a panel of officers at the procurement board which is made up of legal, finance, procurement, and commissioning colleagues. The council values Social Value and includes a minimum of 10% social value weighting in each procurement exercise, measures offered by tenderers are then monitored and reported through the life of the contract. Equality, Diversity and Inclusion is considered in every procurement exercise,

with questions to assess the tenderers suitability at both selection and award stage, in addition to Equality Impact Assessments being carried out for each tender. Environmental implications of every contract are examined at procurement strategy and contract award, with measures put in place to mitigate negative impacts.

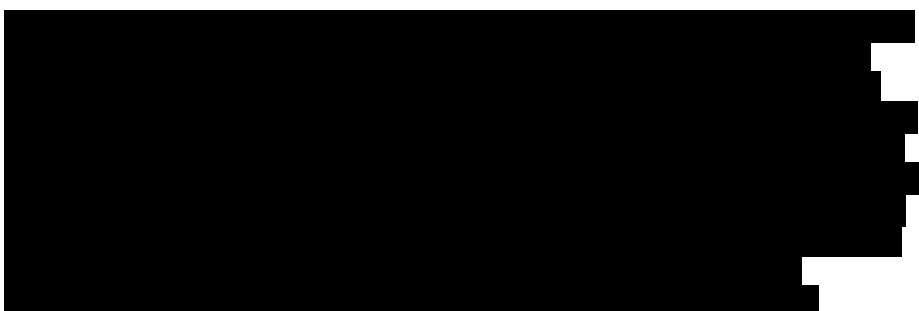
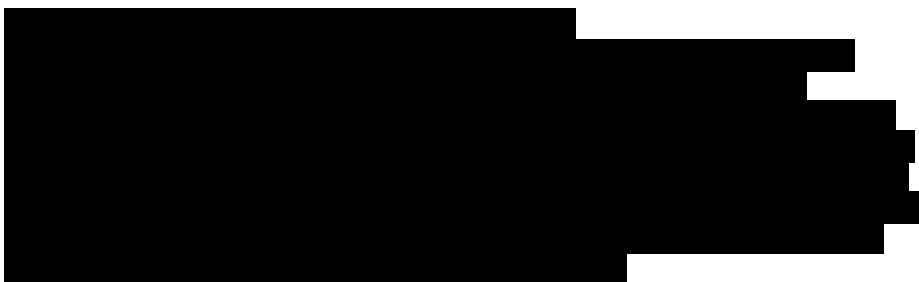
Where risks are shared between the borough and a third party, they will be managed via contract monitoring processes.





Who will lead on the procurement and contractor management on this bid and explain what expertise and skills do they have in managing procurements and contracts of this nature?

The Council has a specialist procurement team who will provide advice, guidance and leadership on the procurement processes as required. The relevant council contract standing orders and public procurement regulations will be followed, along with experience and expertise from within the procurement team, to determine the appropriate route to market and to optimise the outcome of the procurement process through the most economically advantageous tender. Advice will be sought from legal services as required.



[REDACTED]

[REDACTED]

[REDACTED]

Are you intending to outsource or sub-contract any other work on this bid to third parties?

For work that falls outside the capability of the Core Project Team (CPT) or its capacity, this will be put out for tender via a Request for Quotation (RfQ) document that is frequently used for projects of this nature within Camden. This document will clearly set out the desired outputs from the work, and when these are to be delivered. Awarding of work will be based on how applicants provide details of how they look to deliver these outputs by the timescales outlined in the RfQ. In more complex circumstances the RfQ will also illustrate how the contractor will be managed by the council during the extent of the work, and how communication throughout its lifespan will continue, if also a long-term task.

Talacre Community Sports Centre and Play Area

The council will be appointing a multi-disciplinary design team and a cost consultant along with an Employers Agent who will be independent of the design team where both parties will separately report to the LFPM. To ensure the TCSC remodelling project commences in line with the project plan, the appointments will be undertaken by a nationally recognised consultancy framework i.e., Perfect Circle. A fee allowance has been made for these appointments in the project cost plan.

For the play area, outsourcing will be managed as per general approach outlined above. We anticipate this to include:

- Design services (landscape architect)
- Topographic surveys
- Community engagement support
- Pre/post completion perception surveys

Safe and Healthy Transport

As mentioned previously, Camden has an appointed and previously procured highways term contractor who would carry out the highway works. The operation of the green mobility hubs (i.e., the dockless bike hire and e-scooters bays) will be provided by contractors whom the council has pre-existing procurement arrangements with. These have been selected according to our internal procurement processes.

2 Prince of Wales Neighbourhood space

A multi-disciplinary design team has been appointed by the council. The Design Team comprises; Architect, Structural Engineer, CDM, MEP consultants, Cost Consultant and Project Manager/ Contract Administrator. The fees for the Design Team have been captured and shown in the project cost plan. The works contractor will be procured via a traditional contract route

and tender process. The traditional contract route will involve the full design and specification of the construction works before the tender process commences. It will allow the council to retain control over design and quality. The design team will retain flexibility to deal with change, which will be important in an existing building where discovering unknown issues can be common. Extensive surveys to the existing site have been procured, to gather as detailed an understanding as possible, with aim of minimising risks associated with unknown quantities

Design team meetings and workshops are held regularly both online and in person, with site inspections. These meetings manage the progress against the project programme, and importantly confirm briefing and design decisions. The outputs from design team are regularly reviewed and challenged to drive coordination, avoid scope creep, and mitigate over/under design.

How will you engage with key suppliers to effectively manage their contracts so that they deliver your desired outcomes

The council manages contracts through regular supplier meetings and reporting on key contract outcomes/performance indicators. At procurement stage, quality and price are assessed, including the financial standing of potential supplier organisations to ensure they are suitable to hold the contract, as well as a firm 'tender price' setting out the total price to deliver the contract. Quality is assessed through a set of weighted questions including (but not limited to) implementation, methodology, management and leadership, equality and diversity, and social value. Commitments on service delivery and quality made at tender stage will be included in the contract and then delivery monitored throughout the term of the contact.

[Redacted content]

[Redacted content]

[Redacted content]

[Redacted content]



Set out how you plan to deliver the bid

The London Borough of Camden has a robust plan in place to deliver the programme of investment and activity within the bid.

A detailed programme and financial spend profile for each of the three components is set out in the Costings & Planning Workbook. The projects are at an advanced stage in their development and match funding has been identified and confirmed. Talacre Community Sports Centre (TCSC) is designed to RIBA stage 2, the Safe and Healthy Streets Schemes have all been trialled and consulted upon and planning permission is in place for 2 Prince of Wales Road (3-year permission from November 2021). LUF investment would therefore commence in each component of the programme this financial year, with the full programme due to complete in spring/ summer 2024. An overview of the programme is provided below.

Each workstream will be led and resourced by an expert, highly experienced and technically proficient project team within the relevant service area at the London Borough of Camden Council. TCSC will be led by the Sports & Physical Activity Service, the Play Area by the Green Spaces Service, the Safe and Healthy Streets and Green Mobility Hubs by the Transport Service and 2 Prince of Wales Road by Asset Strategy.

Each team has extensive experience of delivering projects of comparable scope and nature. The programme stages, milestones and timeframes are therefore considered to be tested and reasonable, with a competent team to progress the programme through delivery.

A project manager has been identified for each component and will be responsible to the day-to-day project management, reporting, procurement, contractor management, public engagement, stakeholder management and project delivery, with the support of the wider project team.

In the case of Talacre Community Sports Centre, the Camden Leisure Facility Project Manager will lead the appointment of a design team and contractor for the works and will work closely with the service provider Greenwich Leisure Ltd (GLL) and the in-house sports development team. For the transport projects, Camden's appointed contractor will carry out the work. For 2 Prince of Wales Road Camden's Corporate Accommodation Project Manager will procure a contractor to carry out construction works. All procurement procedures and regulations will be followed.

Programme delivery will be overseen by a Director / Chief officer board, with ultimate responsibility for each of the programme components and decision-making powers, in consultation with the relevant Cabinet Member leads. The board will include service-based directors and the Director of Finance for oversight of the financial management of the fund.

The relevant service-based strategic and delivery leads will report quarterly into the board. Programme management oversight and communications support will be provided by the Regeneration & Place Service and financial obligation and monitoring by the Finance Service

Regular reporting and engagement will take place with DLUHC as required as

well as other partners including the GLA and GLL.

Further consents required includes the need to obtain planning permission for the Talacre Community Sports Centre. This has been included within the programme plan.

Risks and mitigation for the programme have been identified and are covered further in the question on risk management.

The programme Delivery Plan gives further information and has been provided in Appendix 8.3 – Bid Summary and Delivery Plan.

Demonstrate that some bid activity can be delivered in 2022-23

All three components of the package bid commence delivery in 2022-23.

For Talacre Community Sports Centre, upon the successful outcome of the LUF, a professional services team will be appointed to carry out RIBA stage 3. This work will commence in 2022-23, leading to a planning application in spring 2023. Match funded decarbonisation measures for the building will also be implemented in the first financial year.

In the Safe and Healthy Transport package, construction of the Prince of Wales Road eastbound cycle lane will start in 2022-23. The team is currently finalising the detailed design of the permanent scheme and delivery of the scheme is pending LUF funding. The team is currently completing the final stages of the decision-making process for making the Queens Crescent scheme permanent. A decision is due to be made/published in July 2022. The team is currently finalising the detailed design of the permanent scheme, with the intention for construction to start in 2022-23. A decision on making the Marsden Street Healthy School Street permanent has been made, construction will start in 2022/2023 subject to funding. A copy of each of the decision reports can be found in the additional attachments (9d. Scheme details: Transport Decision Reports).

Planning permission for the 2 Prince of Wales Neighbourhood space was secured in March 2022 (A copy is provided in additional attachment under 9d. Scheme Details: 2 Prince of Wales Full Planning Permission Letter). Design work advances to obtain Building Regulations approvals and preparations are underway to commence the invitation to tender process to appoint a contractor. Pending the outcome of the funding bid it is anticipated that a contractor can be appointed in Autumn 2022 to commence the construction phase.

Risk Management: Set out your detailed risk assessment

A detailed Risk Register for each component is provided in Appendix 8.2. Key programme risks common amongst the projects include those created by market uncertainty due to the Covid-19 pandemic and war in Ukraine.

Financial risks, such as costs exceeding the budget and potential inflationary costs are highlighted. These risks are mitigated as far as possible through measures including up to date costing plans for each project, allowances made in the cost planning and the implementation of effective budget analysis review tools.

Lack of labour in the construction industry and supply disruption and delays to materials is also a common concern. Allowances have been made within project programming and inviting contractors with reliable labour force and supply chains is worked into the process.

Unexpected site conditions, that cause delays and increased costs is a risk, particularly for 2 Prince of Wales Road. This has been mitigated through carrying out a range of site surveys, opening up works and the removal of a significant amount of asbestos.

For the Safe and Healthy Transport interventions the main risks are the displacement of motor vehicles on to nearby roads, causing congestion and air pollution. As each project (apart from the Green Mobility Hubs) has had a trial period, data has been collected to determine the impacts and inform mitigation. Local residents living on the roads nearby may raise concerns or be negatively impacted by restricted access. Residents will still have access to their homes for all schemes. Consultation on the trial schemes has been undertaken and dialogue with residents is ongoing.

At Queens Crescent, risks to monitor including potential impact on servicing or customer footfall to the businesses and market. Evidence shows that 90% of customers visit on foot and reducing traffic dominance should enhance the experience of shoppers, delivery timings will be in place and will be monitored. The officer responsible for risk management for each project is identified in the risk register. Risk monitoring will be reviewed regularly and where possible issues resolved promptly by the project team. Where risks are of a complex and potentially serious nature processes are in place for resolution through line management reporting and ultimately with the Directors Board.

Provide details of your core project team and provide evidence of their track record and experience of delivering schemes of this nature

There will be a highly experienced project team for each of the three components of the bid and programme, with extensive individual, organisational and technical experience of delivering projects for a comparable scale and complexity to the levelling up bid projects:

The Talacre Community Sports Centre and Play Area Core Project Team (CPT) will consist of:

Project lead:

Camden Leisure Facility Project Manager (LFPM)

Project team:

- Camden Head of Sport & Physical Activity (project lead manager)
- Camden Sport Development Service manager
- Camden Partnership and Strategy Manager Senior business adviser (accountant)
- Senior contracts lawyer
- Senior Camden property services expert (surveyor)
- GLL contract manager for Camden
- Senior manager Camden Public Health
- Camden Green Space Development Manager (responsible for the Play Area)

Contractor: TBC

Recent projects that demonstrate the team's track record include the redevelopment of the Swiss Cottage Leisure Centre (SCLC). Completed 2007, the £20m scheme was for a complex building, part of a mixed development that included a sports centre swimming pool, teaching pool, 250-station fitness gym, 3 studios for group exercise, climbing wall, 2 squash courts, café for 50 covers, spa and treatment rooms and outdoor pitches, residential accommodation of 140 units of which 25 to 28 are social housing, public library, and 12,564 sqm of public and private open space. A further example is the wholesale refurbishment of Kentish Town Sports Centre a £25m scheme completed in 2010. The Victorian 'swimming baths' was completely dilapidated and in need of a major English Heritage compliant replacement – the scheme comprised swimming pools, a 150-station gym and exercise studio. The Green Spaces team is experienced delivering a wide range of green space improvements and new developments – managing nearly 70 parks and open spaces.

The Safe and Healthy Transport CPT:

Project lead:

- Camden Implementation Project Manager (CIPM- Transport)

Project team:

- Camden Strategic Transport Lead (Head of service)
- Camden Transport Design Manager (Programme Manager, Delivery)
- Camden Principal Transport Planner
- Consultant Project Manager Transport (Aecom)
- Camden Senior Transport Planner

Contractor:

- Highways contractor

The council is continually delivering schemes of this nature across the borough and hence has extensive experience and expertise in this area. Recent key transport outputs (2020 & 2021) highlighting the council's strong record of delivery of these types of initiatives – are summarised below:

16 km of segregated cycle lanes; 96 cycle hangars; 24 healthy school streets; 175 EV chargers; 28 through-traffic restrictions; 17 continuous footways; 46 new street trees as part of schemes; 190 dockless bike hire/e-scooter parking bays.

The 2 Prince of Wales Neighbourhood space Core Project Team will consist of:

Project lead:

- Camden Corporate Accommodation Project Manager (CCAPM)- Project lead design and construction

Project team:

- Camden Head of Property
- Camden Senior Policy and Project Officer
- Camden Procurement Project Manager
- Camden Project Manager- Use & operations
- Multidisciplinary Design Team:
 - o Architect
 - o Contracts and Project Manager
 - o Cost Consultant
 - o Mechanical and Electrical specialist
 - o Structural Engineer

Contractor: TBC

A recent project includes the remodelling and refurbishment of Holmes Road Depot, Kentish Town, which was successfully delivered and matches the scale, complexity, and cost of that envisaged for 2 Prince of Wales. This was an £8m scheme that commenced in 2019 and was completed in June 2019. The works included refurbishment of a key council depot and delivery hub, including office accommodation and multi-use workshop space which supports the council's residential repairs and maintenance department; bringing the council's CCTV control centre up to modern standards and reworking the depot yard to provide more efficient vehicle access and electric vehicle charging points.

Set out what governance procedures will be put in place to manage the grant and project

Camden Council operates robust governance procedures. A board comprising all responsible directors and chief officers will oversee programme delivery and decision making for all three components of the package. This will include the Director of Finance with overall financial responsibility for the bid. The Director Board will ensure the relevant cabinet members are informed and feed into the process. All decisions will be taken in accordance with the council's constitution and legal obligations.

Responsibility for each component will sit with the relevant service area (Transport, Asset Strategy, Sports & Physical Activity). Each project will have an assigned project manager (as shown in the question outlining the core project team). The project manager will have the day-to-day responsibility for the delivery of the project, including procurement, contractor management, programme monitoring, financial management and reporting into the director's

board.

Contractors will be appointed to carry out the works, reporting to the internal Camden project manager.

Programme level oversight, communications, obligations, and monitoring will be provided by the Regeneration & Place and Finance services, with support for the council's procurement service as required.

Progress will be reported to and overseen by the Directors Board that will meet on minimum of quarterly basis, ensuring due progress against the programme, robust risk and financial management and decision making.

Regular programme monitoring reports will be provided to DLUHC as required.

Regular project communication structures with key partners such as GLL, GLA and TfL, if not already in place, will be scheduled.

A governance chart is provided in the Bid Summary and Delivery Plan (Appendix 8.3).

Camden has strong governance structure and effective controls and procedures in place to ensure the proper management of the project and the grant. The financial management and control will be in line with Camden's Constitution, Financial Standing Orders, Finance Regulations and Scheme of Delegation – all of which follow good practice in finance management as well as proper accounting practices. Our financial systems have robust controls in place to ensure security of data and propriety of transactions, clear audit trail and separation of duties.

Prior to inclusion in the capital programme projects bids are evaluated, prioritised, and challenged by a number of forums including Departmental Management Team and Investment and Resource Board. Projects' business cases are examined for viability, sustainability, and affordability. There is a Gateway process in place to deal with projects' milestones, risk management, change control and financial implications and cost variance. The projects will be subject to monthly monitoring and reporting procedure with variance analysis being explained and corrective measures taken if necessary. A quarterly monitoring is in place to ensure senior management and elected members are fully appraised of progress and any issues.

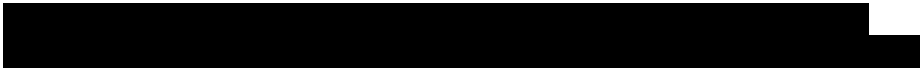
If applicable, explain how you will cover the operational costs for the day-to-day management of the new asset / facility once it is complete to ensure project benefits are realised

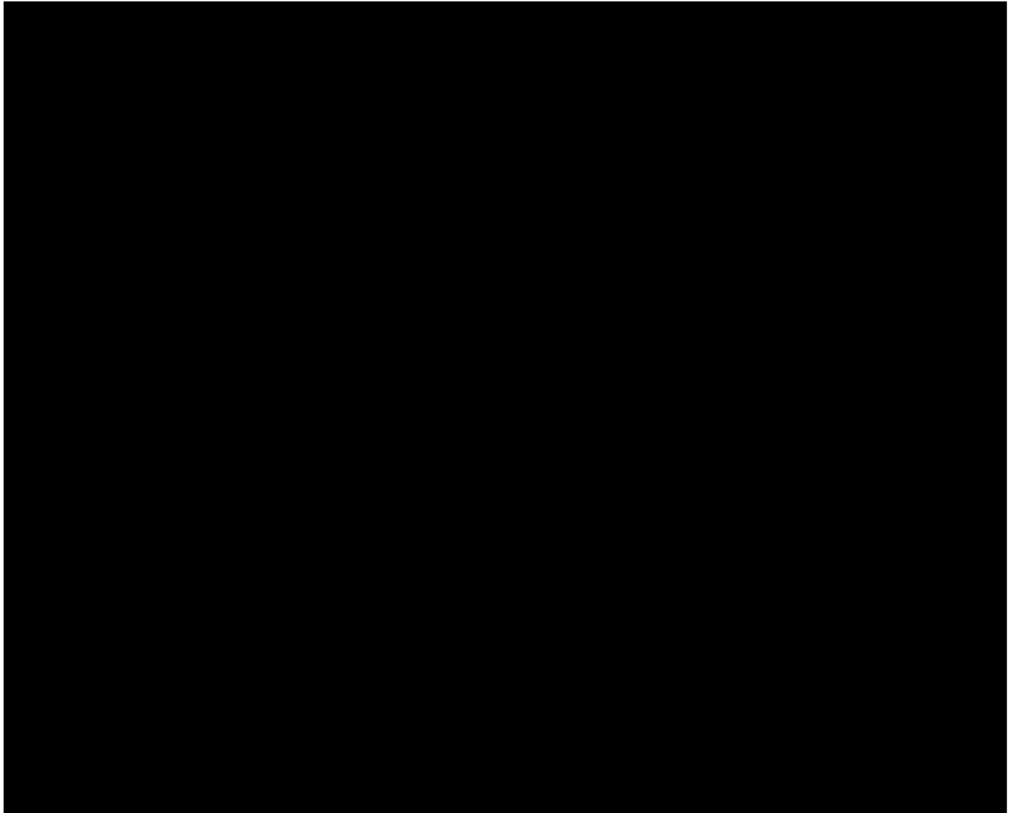
Talacre Community Sports Centre and Play Area

All operational costs for the day-to-day management of the remodelled Talacre Community Sports Centre (TCSC) will sit with Greenwich Leisure Ltd (GLL), including utilities, systems, maintenance, repairs and renewals, staff & labour and administrative expenses, in accordance with the terms of the contract with GLL. The Council's Sports Development Team covers the expenditure for their programme of supervised physical activity, sports education programme and community outreach and development.

GLL has key management and service development roles for the remodelled centre, including the facility management function. GLL run a sustainable and self-financing business in Camden and their remit also includes the nearby Kentish Town Sports Centre. The council's Sport Development team is based at TCSC and works alongside GLL and is the main service provider.

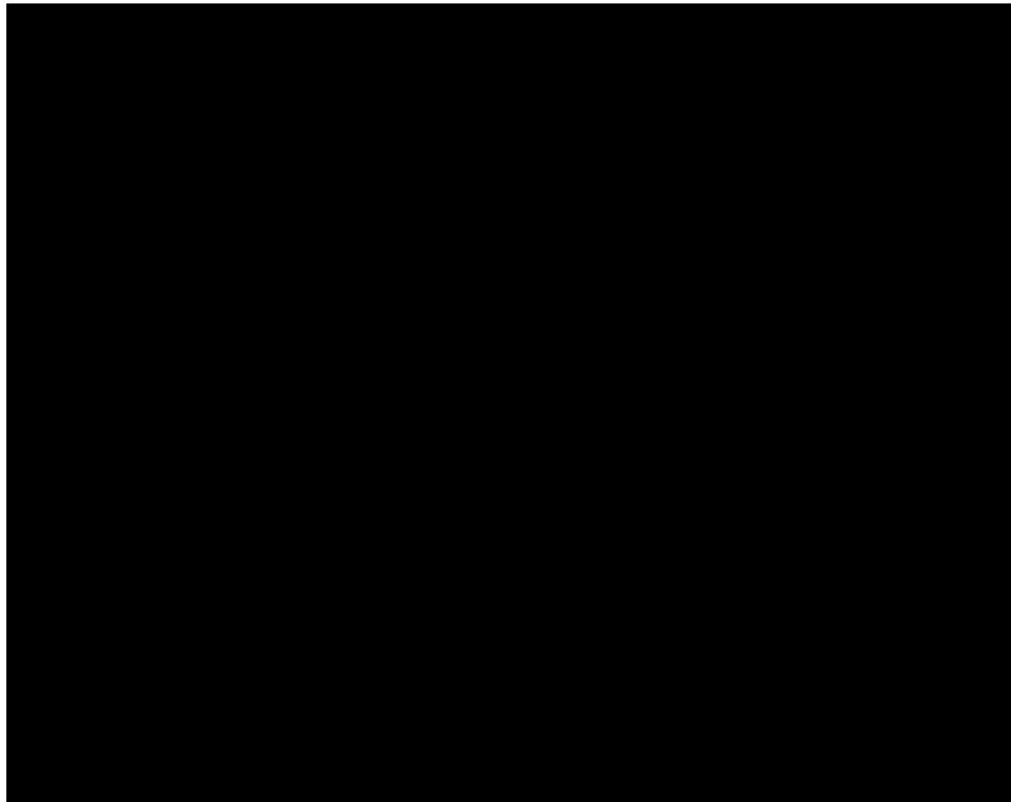
The remodelling of TCSC will enable GLL to expand and diversify the programme of activities and attract new customers. They will do this through established multi-channel marketing and communications capacity.





2 Prince of Wales Neighbourhood space

One of the key objectives within the development of 2 Prince of Wales is that it will be financially self- sustaining once operational.



**Upload further information
(optional)**

8.3 Bid Summary and Delivery Plan.pdf

Set out proportionate plans for monitoring and evaluation

We will put in a place a robust monitoring and evaluation plan that will tell us if we are meeting our ambition: Making Gospel Oak, Haverstock, and Kentish Town South a healthy and connected neighbourhood that people enjoy and where residents have the opportunity to prosper. We will be looking across four

key areas of impact, as set out in the Theory of Change: Improved health and wellbeing, a prospering community, a connected and sustainable neighbourhood, and an active and empowered community.

We are intending to undertake both process and impact evaluation of the project recognising that as a trailblazer for future further projects of this kind there is a need to both learn from the experience and understand whether it achieves its intended outcomes.

We have identified key measures that will help us monitor what we are doing and ensure we are collecting relevant data and information. We will pay particular attention to measuring effectiveness of our work from a resident point of view as well as ensuring we measure equality and diversity data.

Key learning questions we will be answering:

- Are health and wellbeing indicators improved?
- Are people making use of the new sports facilities? What are the demographics of (new) users? Do people feel welcomed? Is it considered a safe space?
- How many people are visiting the green space? Who is using the new play park?
- Are the volunteering opportunities being taken up?
- Are people more active? Have their travel behaviours changed?
- Does the programme influence safe travel? Is there a noticeable effect on air quality?
- Is there a change in anti-social behaviour?
- Do people engage in community activities? How many people attend events? What are the demographics of participants? What is their feedback?
- Are workspaces being taken up? What type of organisations are we reaching? How many VCS organisations use the space? What is the community space being used for? What is the impact on local business revenue growth?
- Has the perception of place changed? Do people feel connected to the local area? What is the awareness of new initiatives? Do people feel included?

As per the governance structure previously described, progress will be reported to and overseen by the Directors Board that will meet on minimum of quarterly basis, ensuring due progress against the programme, robust risk and financial management and decision making. Each project will have its own monitoring structure and deliver interim reports to report on progress (see sections below). At the end of the project delivery, we will do a full evaluation report outlining our learnings that will be disseminated more widely. For the Prince of Wales Neighbourhood space, we especially recognise that as a trailblazer for future further projects of this kind there is a need to both learn from the experience and understand whether it achieves its intended outcomes.

Each project has its own approach to monitoring. We will work closely with colleagues in data analytics to ensure the data we collect is accurate and relevant. Jointly this information will be used to report on bid level progress, used to report to the Directors Board.

The data we will use for monitoring includes:

- Number of customers and visits to TCSC
- Usage data for sustainable transport hubs
- Number of VCS organisations active in the neighbourhood
- Air quality monitoring
- Start-ups, creatives, and SMEs at 2 Prince of Wales
- Health and wellbeing data
- Access to community services
- Employment data
- Crime and ASB data

Talacre Community Sports Centre and Play Area

During the construction phase of the TCSC the core project team (CPT) will be responsible for over-seeing the monitoring of the construction phase of the project and the work of the Design Team.

The CPT's monitoring approach (during construction) includes:

- Monitoring the construction project to ensure the DT is progressing the

project on time and budget and compliance with the specification of works, taking corrective action where necessary

- Monitoring and evaluating the project risks created by the DT and re-ranking risks to ensure any severity and likelihood factors are fully and rigorously considered and adjusted in line with any change in circumstances. Any risks that are assessed as highly impactful and likely, will be referred to the council's corporate risk management experts for guidance and advice, if necessary
- Monitoring the planning application process to ensure the application accurately sets out the proposed technical design aspects of the proposed remodelling of the TCSC, compliance with pre-application advice and feedback from Camden's Planning Team, and evaluating any objections to the application
- Monitoring the delivery of the health and safety construction plan and responding to any health and safety breaches and taking any corrective action
- Monitoring the programme of any further voluntary stakeholder engagement and the public consultation aligned to the planning process, and evaluating feedback and implications for the proposed remodelling of the TCSC

The KPI's (post-construction) are relevant to the performance of GLL and Camden Council's Sport Development team either individually or collectively (e.g., total user visits). The performance management of Greenwich Leisure Ltd. (GLL) will be undertaken by the council's Strategy and Partnership. Independent evaluation will be provided through the QUEST (including customer satisfaction) and the Sport England Benchmarking Service. The Head of Sport and Physical Activity has the performance of the Camden Sport Development Team as a formal line management accountability and overall accountability for GLL. The Head of Service will review the performance of the Sport Development Team on a monthly basis in accordance with the annual service plan, including relevant PI's, financial forecasts and health and safety.

Safe and Healthy Transport

Monitoring reports produced in support of the Safe and Healthy Streets schemes typically measure several variables including but not limited to motor vehicle traffic flows, pedestrian flows, cycle flows, bus speeds, cycle hire rates, air quality, emergency service vehicle response times and collisions.

Monitoring reports are produced at several intervals (before, during and immediately following delivery of a scheme) for example, during the Experimental Traffic Order (trial) period, an interim monitoring report is produced to compare data gathered before and after implementation, to help assess the impact of the scheme and develop any remedial measures if appropriate.

Please refer to the latest monitoring reports for each project in the additional attachments (9d. Scheme details: Transport Monitoring Report).

2 Prince of Wales Neighbourhood space

We intend to undertake regularly small evaluation activities both pre and post opening and formal evaluation after years one, three and five. This evaluation will be led by the project team with support from colleagues in data analytics. For the formal evaluations we also intend to take advantage of our strong partnerships with our local research partners (i.e., University College London, Central Saint Martins) to gain impartial, third-party views on the outcomes of the projects.

Council officers in data analytics are currently undertaking a 'State of the Borough' exercise to provide information on a range of societal metrics for Camden. This data is being collated from a range of national (i.e., The Census) and local (i.e., regional economic data) sources to provide a single comprehensive picture of wellbeing across the Borough. We will use the data from this report related to the local neighbourhoods surrounding 2 Prince of Wales as benchmarks to evaluate the impact of the project against.

Senior Responsible Owner Declaration

Upload pro forma 7 - Senior Responsible Owner Declaration

Pro Forma 7 - Senior Responsible Owner Declaration.pdf

Chief Finance Officer Declaration

Upload pro forma 8 - Chief Finance Officer Declaration

Pro Forma 8 - Chief Finance Officer Declaration.pdf

Publishing

URL of website where this bid will be published

<https://democracy.camden.gov.uk/mgListOfficerDecisions.aspx?bcr=1&BAM=0>

Additional attachments

Additional file attachment 1

Upload attachment

9a. Letters of support.zip

Additional file attachment 2

Upload attachment

9b. Stakeholder engagement.zip

Additional file attachment 3

Upload attachment

9c. Strategies and policies.zip

Additional file attachment 4

Upload attachment

9d. Scheme details (2).zip

Project 1 Name

Talacre Community Sports Centre and Play Area

Provide a short description of this project

We propose to remodel the Talacre Community Sports Centre (TCSC), a popular and unique community and family facility. This will create 80-100 sqm new flexible spaces and increase the gymnastic facility by 100-130sqm. The offer will be expanded with a programme of other cultural activities that are inclusive and accessible and meet local needs. This transformation will create further opportunities for physical, creative, and educational activity, and increase access and participation, especially for inactive and barriered citizens, leading to increased health and wellbeing outcomes. Formal education programmes will be offered aimed at young people - creating further benefits for the community. A new Talacre Play Area will be developed on the large open space adjacent to TCSC, Talacre Town Green, improving the public realm and increasing access to the open space and TCSC.

Provide a more detailed overview of the project

The package bid aims to connect people through both the physical and civic infrastructure, supporting the community to live healthy, fulfilled lives. We seek to support:

- Improved health and wellbeing
- A prospering community
- A connected and sustainable neighbourhood
- An active and empowered community

The investment in the Talacre Community Sports Centre (TCSC) and Play Area crosses all impact areas, focusing on improved health and wellbeing and an active and empowered community where people can engage in opportunities and cultural activities. This links to the improved cultural and community offer at 2 Prince of Wales, which will further link people to opportunities, and transport improvements providing connectivity and access by safe, healthy modes of travel.

TCSC improvements will deliver:

- 80-100 sqm flexible spaces for a broader range of activity.
- 100-130sqm extended gymnastics facility to meet excess demand.
- Inclusive, diverse programme of cultural activities
- Targeted interventions to engage excluded Black, Asian and other ethnic groups
- Targeted education programmes aimed at young people
- Improved customer experience and enhanced security and community facilities
- Long-term sustainability and financial viability

Improvements to the immediate adjacent Talacre Town Green include the introduction of a Talacre Play Area, providing better facilities for local communities and increase engagement with TCSC. Its design will incorporate facilities for both younger and older children.

Overall, we will create facilities that are attractive and accessible to more people, that encourage physical fitness, but also offer a safe, diverse space for the community.

Provide a short description of the area where the investment will take place for this project

The overall investment takes place in the London Borough of Camden across the wards of Haverstock, Gospel Oak and Kentish Town South. Despite proximity to affluent areas and economic activity, the local communities face some of the starkest inequalities and barriers to opportunity, including high levels of deprivation, health inequality, a low-quality urban environment including poor connectivity, and issues with crime.

The Talacre Community Sports Centre (TCSC) and Play Area are located in the Haverstock ward.

The Talacre Community Sports Centre (TCSC) is strategically located next to the Kentish Town West overground station. It provides a combination of holistic and multi-factorial physical activity, learning and vibrant blend of services for local people and visitors to the area and consequential stimulus for the local economy. It is adjacent to the Talacre Town Green open space, where the new Play Area will be a focal point for the community.

The proposed package of interventions has been developed with a place-based approach in mind, with the benefits reaching across the neighbourhood and a strong emphasis on connectivity between different areas. TCSC sits just east of the 2 Prince of Wales Neighbourhood space. The Safe and Healthy Transport projects are strategically placed at multiple neighbourhood and corridor locations throughout the area. This will improve access to facilities including the TCSC, green spaces and 2 Prince of Wales.

Transport project location details for this project

Transport project location details are provided in Annex B.

Further location details for this project

Project location 1

Postcode	NW5 3LN
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Grid reference

Upload GIS/map file (optional)	3.2 Kentish Town POIs.zip
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% of project investment in this location	100%
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Select the constituencies covered by this project

Project constituency 1

Select constituency	Holborn and St Pancras
---------------------	------------------------

Estimate the percentage of this package project invested in this constituency	100%
---	------

Select the local authorities / NI councils covered by this project

Project local authority 1

Select local authority	Camden
------------------------	--------

Estimate the percentage of this package project invested in this Local Authority	100%
--	------

What is the total grant requested from LUF for this project?



What is the proportion of funding requested for each of the Fund's three investment themes?

Regeneration and Town Centre	15%
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Cultural	85%
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Transport	0%
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Confirm the value of match funding secured for the component project



Provide details of all the sources of match funding within your bid for this component project



Value for money

1. Increased level in wellbeing and sport and exercise participation

- The new sports facilities and café will be expected to support the following additional visits:

o New Studio space (80 – 100 sqm) – estimated 47 sessions per week with capacity of 20 spaces, operating 50 weeks per year – equivalent to 47,000 visits per year. Estimated 2 visits per user per week – equivalent to 470 net additional users per week by Year 3 (estimated 60% capacity Y1; 80% Y2).

o Extended gymnastics facility (100 – 130 sqm) - 920 weekly users (attending 1x weekly children's gym class), plus 530 weekly users (attending 1x adult and school holiday camps)

o The neighbouring Talacre Town Green and Play Area improvements are expected to support an increase in visits with associated conversion into TCSC user numbers of 10% in Y1 (60 additional TCSC users) rising to 25% by Y3 (150 additional TCSC users).

- This means that by Year 3, and onwards, there will be an additional 2,070 additional unique users of the sports centre.

- Applying benchmarks established by research for DCMS by Fujiwara (2014), 'Quantifying and Valuing the Wellbeing Impacts of Culture and Sport' that estimates sports participation is associated with higher wellbeing and provides an estimated valuation of £1,127 per person per year for individuals participating in all sports, including health and fitness. Adjusted to 2022 prices this is the equivalent of £1,408 per unique user, per annum.

o Year 1 – 1,212 net additional users x £1,408 individual health and well-being benefit p/a = £1,706,496

o Year 2 - 1,626 net additional users x £1,408 individual health and well-being benefit p/a = £2,289,408

o Year 3 and onwards – 2,070 net additional users x £15.53 individual health and well-being benefit p/a = £2,914,560

- Fujiwara (2015) ('Health and Educational benefits of sport and culture') estimates that for every participant in sport, this saves the NHS £13.25 (2015 prices, £15.53 2022 price) per year in reduced GP visits. These benchmarks have been applied to the anticipated net additional unique users at the TCSC (calculated above, with additional detail in the Supplementary Note attached in Appendix 7.1) to generate the fiscal health benefit.

o Year 1 – 1,212 net additional users x £15.53 fiscal health benefit p/a = £18,822

o Year 2 - 1,626 net additional users x £15.53 fiscal health benefit p/a = £25,252

o Year 3 and onwards – 2,070 net additional users x £15.53 fiscal health benefit p/a = £32,147

2. Net uplift in skills

- The scheme will result in increased employment due to vocational training: the centre provides annual training for NVQ2 and NVQ3 levels. An estimated 50 participant will take part in this training annually, with 35 completing NVQ2 training courses and 15 completing NVQ3 training courses.

- The monetary benefit of participants taking part in the scheme has been

informed by a paper produced by the Department of Business, Energy and Industrial Strategy (BEIS, then know as BIS) 2011 report 'returns to intermediate and low level vocational qualifications'. (Research Paper 53, pg9-10). This includes information on the values the public benefit of NVQ2 as £443 per participant, and £921 per NVQ3 participant (2011 prices). In 2022/23 terms, results in £565 per NVQ2 participant, and £1,174 per NVQ3 participant of public benefit. This gives a benefit of £19,775 for NVQ2 and £17,610 for NVQ3 (total of £37,385), per annum.

3. Economic value of volunteering

- There will be an additional 2,500 hours of volunteering opportunities (per annum) as a result of the scheme, estimated to benefit 125 volunteers. This is based on the council's assumptions of current volunteering levels at comparable centres, and the opportunities that will be presented for volunteering as a result of the scheme.

- The Office of National Statistics article 'Billion pound loss in volunteering effort' (ONS, 2017) suggests the value of 1 hour of volunteering is £14.43 (in 2017 prices - link below, most recent ONS data). Upscaled to 2022 prices this would be £15.70. This gives an annual benefit of £39,250.

4. Reduction in crime and antisocial behaviour

- The project will result in reduced Anti-Social Behaviour (ASB) due to participation in a targeted programme for troubled youth: 200 participants annually. Of these, some 50 participants are expected to be at risk for being involved in ASB, based on estimates from Camden about users that could benefit from participating in these schemes. These estimates have been confirmed by Camden as from confidential reports that TCSC holds over the last 3 to 5 years on course participants. The trend has been the number of students committing ASB incidents to be increasing.

- It is anticipated that 5 incidents avoided per person at risk (250 incidents total), and 20 incidents requiring further action avoided annually. These are in line with course participants on other Camden-run projects.

- Public benefit of reduced ASB incident, requiring no further action: £153 (2002/03 prices), £229.40 in 2022/23 prices. Based on the estimated 250 incidents avoided, this would result in a benefit of £57,350.

- Public benefit of reduced ASB incident, requiring further action: £618 (2002/03 prices), £926.60 in 2022/23 prices. Based on the estimated 20 incidents avoided, this would result in a benefit of £18,532.

BCR and value assessment

If it is not possible to provide an overall BCR for your package bid, explain why below

The overall BCR for the package bid is 5.94

Benefit Cost Ratios

Initial BCR 0.09

Adjusted BCR 5.28

Non-monetised benefits for this project

Targeted outreach for vulnerable children and young people will provide activities which are safe, inclusive, and social. The Talacre Community Sports Centre (TCSC) scheme will help to build positive relationships between these groups and professionals such as the police. This programme will help to increase self-confidence and resilience for vulnerable children and young people as well as help them to sustain education, training, or employment opportunities. It will also promote and encourage good citizenship, social cohesion, and personal growth.

The improved public realm elements of the scheme will create a more seamless link with the existing Talacre play area and improve access between the two. This will support greater cross-over and ease of transfer of citizens between the two amenities, with opportunity for accessible multi-activity offering helping to encourage greater usage of both the park and TCSC by local people as well as visitors.

Three LSOAs in and around Kentish Town are ranked within the top 15% most deprived LSOAs in England. The Local Government Association have recognised the role that public leisure centres plays in 'levelling-up' deprived areas (<https://www.local.gov.uk/about/news/lga-ps875m-investment-needed-public-sports-and-leisure-facilities-tackle-health>). In particular, the research identifies residents from deprived areas prefer exercising at public leisure centres which emphasises how this scheme will have a positive effect on the health and well-being of local residents.

The upgrades to TCSC aim to encourage greater usage of the centre by making local people more confident in using the services. The 'open door' policy, better facilities, improved security and sensitive activity pricing in recognition of the potential challenge of the cost-of-living crisis will all contribute to encouraging greater usage of the centre, including social groups who may not have previously visited the facility. The broader range of visitors can also contribute to a sense of belonging and combatting loneliness by bringing diverse communities closer together.

Upgrading TCSC to provide new activities and learning experiences will require new staff to run and coordinate these activities, providing employment opportunities for local people. The upgrades to TCSC are estimated to result in a net increase of 10.5 FTE employees. The project will also create 125 new volunteering opportunities. These opportunities will help to promote and encourage good citizenship, as well as providing wellbeing benefits by helping to provide a feeling of purpose for those who are socially isolated.

Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

Could this project be delivered as a standalone project?

Yes - the project could be delivered as a standalone project

Demonstrate that activity for this project can be delivered in 2022-23

For Talacre Community Sports Centre, upon the successful outcome of the LUF, a professional services team will be appointed to carry out RIBA stage 3. This work will commence in 2022-23, leading to a planning application in spring 2023. is currently designed to RIBA Stage 2. Match funded decarbonisation measures for the building will also be implemented in the first financial year.

Statutory Powers and Consents

List separately below each power/consents etc. obtained for this project

N/A

Upload content documents

(optional)

Outstanding statutory powers/consents

Planning permission needs to be obtained for the sports centre. Upon successful allocation of the grant work will commence to procure the professional team to submit the planning application. This has been included in the programme, with planning permission expected to be in place by summer 2023.

Project 2 Name

Safe and Healthy Transport

Provide a short description of this project

Delivering healthy streets and active travel improvements throughout the area - creating and promoting sustainable modes of travel and promoting connectivity in the community. We will design and deliver 6 "green mobility hubs" that will offer, in each location, a mix of shared, sustainable transport options. We will also deliver 4 transformational "safe and healthy streets" schemes at multiple neighbourhood and corridor locations in this area that promote active travel. These schemes will come with additional features such as greenery and lighting to further enhance the local area.

Provide a more detailed overview of the project

The safe and healthy transport schemes are strategically placed at multiple neighbourhood and corridor locations throughout the area.

The schemes promote active travel and provide connectivity and access by safe and healthy modes of travel to the Talacre Community Sports Centre, play area, and Prince of Wales Neighbourhood Space, which is a key part of our wider bid proposal, as well as other public amenities such as Kentish Town West railway station and local schools. In addition, they promote connectivity for residents and visitors to, from and within the area without placing additional burdens on congested road and public transport networks.

We will deliver 6 "Green Mobility Hubs" across the area, providing access to sustainable transport modes for local communities. We will also deliver 4 transformational "safe and healthy streets" schemes at multiple neighbourhood and corridor locations in this area that promote active travel and improve cycling and walking infrastructure:

1. Prince of Wales Road Safe & Healthy Streets Corridor
 2. Queens Crescent Safe & Healthy Streets scheme
 3. Marsden Street Healthy School Street
 4. Holmes Road area Safe & Healthy Streets scheme
-

Provide a short description of the area where the investment will take place for this project

All investment is taking place in the London Borough of Camden, in the Holborn and St Pancras constituency. Specifically, investment takes place in the wider NW5 area, focusing on the following wards: Haverstock, Kentish

Town South, and Gospel Oak. The varied neighbourhood comprises a mix of streets, estates and spaces flanked to the east by Kentish Town Centre and High Street, with Queens Crescent Market and Neighbourhood Centre to the northeast and Prince of Wales Road connecting east west to the south.

The proposed package of interventions has been developed with a place-based approach in mind, with the benefits reaching across the neighbourhood and a strong emphasis on connectivity between different areas.

The locations of the Safe and Healthy Transport schemes have been determined by various factors, including alignment with our Camden Transport Strategy, based on a range of criteria such as collisions, air quality and potential for walking and cycling, and previous extensive engagement with local communities.

Transport project location details for this project

Prince of Wales Road Safe & Healthy Streets Corridor (eastbound). This is a strategic west / east cycle link between Haverstock Hill (west) and Kentish Town Road (east). This road is in the top 5-10% of roads in the London Road network with the highest cycle flows (The London Strategic Cycling Analysis 2017). Prince of Wales Road was identified by Transport for London as a 'top priority' for improvements upon reviewing the importance of specific roads for cycle journeys during and following the COVID -19 pandemic. It also facilitates important bus services and connects the area with key amenities such as Kentish Town West Overground Station.

Queens Crescent Safe & Healthy Streets scheme. This area is a popular and busy shopping and market area, that has historically been used as a through route by many motor vehicles. This area will benefit from the provision of a permanent pedestrian and cycle zone on Queens Crescent and motor vehicle restrictions on Grafton Road and Weedington Road, to reduce through traffic in the local area, alongside comprehensive public realm and road safety improvements. There are many large residential areas, public transport hubs and schools in the area, therefore providing connectivity to these is essential.

In May 2021 we consulted upon and delivered an area-wide transport scheme covering Queen's Crescent and several streets in the local area. The scheme spans a largely deprived area, which has low levels of car ownership and historically had high volumes of through traffic. Queen's Crescent is the local neighbourhood centre/high street, and the scheme was delivered as a trial in response to calls by the local community for improved pedestrian facilities and the need to reduce the way traffic dominates the area.

Marsden Street Healthy School Street. Rhyl School on Marsden Street suffered with parking issues, congestion, road danger and poor air quality outside the school. We will deliver a permanent Healthy School Street on Marsden Street to restrict motor vehicle traffic between the hours of 8.30am-9.30am and 3pm-4pm, Monday to Friday during school term time only. There will be road safety improvements to the junction of Marsden Street and Talacre Road to reduce the crossing distance for people walking.

Holmes Road area Safe & Healthy Streets scheme. We recently delivered a trial of a timed Healthy School Street motor vehicle restriction on Holmes Road and an 'at all times' traffic filter on Raglan Street. We will deliver final scheme proposals in this area including new traffic filters, public realm improvements and additional road safety features for pedestrians.

Further location details for this project

Project location 1

Postcode

NW5 4HR

Grid reference

Upload GIS/map file (optional) 3.2 Kentish Town POIs.zip

% of project investment in this location 15%

Project location 2

Postcode NW5 3NE

Grid reference

Upload GIS/map file (optional)

% of project investment in this location 25%

Project location 3

Postcode NW5 4ED

Grid reference

Upload GIS/map file (optional)

% of project investment in this location 53%

Project location 4

Postcode NW5 3HB

Grid reference

Upload GIS/map file (optional)

% of project investment in this location 1%

Project location 5

Postcode NW5 3AH

Grid reference

Upload GIS/map file (optional)

% of project investment in this location 6%

Select the constituencies covered by this project

Project constituency 1

Select constituency Holborn and St Pancras

Estimate the percentage of this package project invested in this constituency 100%

Select the local authorities / NI councils covered by this project

Project local authority 1

Select local authority Camden

Estimate the percentage of this package project invested in this Local Authority 100%

What is the total grant requested from LUF for this project?

[Redacted]

What is the proportion of funding requested for each of the Fund's three investment themes?

Regeneration and Town Centre 20%

Cultural 0%

Transport 80%

Confirm the value of match funding secured for the component project

[Redacted]

Provide details of all the sources of match funding within your bid for this component project

[Redacted]

Value for money

Economic value of active travel benefits

DfT's Active Model Appraisal Toolkit (AMAT) has been used to assess the economic benefit of the new cycle and pedestrian routes along Prince of Wales Road and Queen's Crescent. The schemes would generate benefits for health, journey quality, traffic congestion, greenhouse gas emissions, air quality, noise, accidents, infrastructure maintenance, and changes to indirect tax revenues, over the 20-year appraisal period.

Additional detail is included in the Technical Report produced by AECOM's Transport team, included as an Appendix to the LUF submission (Appendix 7.2).

Wider Land Value Uplift

This captures the effect of the Healthy and Safe Streets project on the increased desirability and productivity of residential and retail properties within a 100m catchment area of the project. The other projects in the package are also expected to deliver wider land value uplift, but due to the difficulty of

disaggregating the effects, it has only been calculated for the transport element as this project is assumed to have the most pronounced effect.

100m has been selected as the impact area of the development based on case study analysis undertaken by CBRE (2017 report: Placemaking: Value and the Public Realm).

The benefits have been calculated by:

- Estimating the total number of homes within 100m using Census 2011 LSOA housing data and multiplying these by the proportion of the LSOA that falls within 100m of the street interventions.
- Estimating the land value for residential properties is assumed equal to the average property price in the surrounding MSOAs according ONS data.
- The value of retail properties was calculated by dividing the average market rent by the average rental yield and then multiplying by the number of properties in the impact area. This information was sourced using CoStar.
- A conservative uplift of 1.5% has been applied for residential properties and 1.8% for retail properties. These uplift values are lower than other comparable schemes.
- Additionality assumptions for displacement based on Ready Reckoners from the Additionality Guide have been applied. 'Low' displacement rates of 19% for residential properties and of 25% for retail properties have been applied.
- A 'Low' leakage rate of 10% has also been applied for all properties based on Additionality Guide guidance.

Further details of how the wider LVU calculations have been calculated are presented in the Supplementary Note, included as Appendix 7.1 to the LUF submission.

BCR and value assessment

If it is not possible to provide an overall BCR for your package bid, explain why below

The overall BCR for the package bid is 5.94

Benefit Cost Ratios

Initial BCR	6.70
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Adjusted BCR	6.70
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Non-monetised benefits for this project

Queens Crescent functions as a local neighbourhood centre/high street. This intervention through pedestrian and cycle infrastructure improvements, a reduction in through flow traffic and public realm investments will enhance the neighbourhood centre function of Queens Crescent through improved footfall which will benefit local businesses through greater spending and hence have a positive impact on the local economy.

Slight economic benefits have been assessed for business users associated with improved journey times, reliability of transport and reduced cost due to increased provision of sustainable transport in the form of cycle parking, Santander bikes, EV parking and Car Clubs. The improved congestion in conjunction with a reduced need to rely on private cars and the promotion of active travel will result in regeneration of the wider Kentish Town town centre area through increased footfall. This will benefit local businesses through greater spending, provide employment opportunities and hence have a positive impact on the local economy.

Moderate environmental benefits include reduced noise, improved air quality and a reduction in greenhouse gas emissions due to lower traffic volumes and

increased active travel and EV use created by the provision of cycle parking, Santander bikes, EV parking and Car Clubs. A slight benefit to the townscape has also been assessed on account of the fewer cars on the road.

Moderate social benefits are assessed for improved levels of physical activity, through more people, particularly school children, being encouraged to use active modes. Further slight benefits include improved reliability and journey times for commuters, improved journey quality associated with increased active travel, fewer accidents due to the reduction in traffic, improved security due to improved pedestrian infrastructure, and improved affordability associated with the lower cost of more sustainable modes.

Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

Could this project be delivered as a standalone project?

Yes - the project could be delivered as a standalone project

Demonstrate that activity for this project can be delivered in 2022-23

In the Safe and Healthy Transport package, construction of the Prince of Wales Road eastbound cycle lane will start in 2022-23. The team is currently finalising the detailed design of the permanent scheme and delivery of the scheme is pending LUF funding. The team is currently completing the final stages of the decision-making process for making the Queens Crescent scheme permanent. A decision is due to be made/published in July 2022. The team is currently finalising the detailed design of the permanent scheme, with the intention for construction to start in 2022-23. A decision on making the Marsden Street Healthy School Street permanent has been made, construction will start in 22/23 subject to funding.

Statutory Powers and Consents

List separately below each power/consents etc. obtained for this project

The London Borough of Camden has statutory responsibility for the delivery of all aspects of the project. All schemes have been trialled and gone through consultation. Decision reports can be found in the additional attachments (see 9d. Scheme details).

Upload content documents (optional)

9d. Scheme details.zip

Outstanding statutory powers/consents

All schemes have been trialled and gone through consultation. Decision reports can be found in the additional attachments (see 9d. Scheme details).

Project 3 Name

2 Prince of Wales Neighbourhood space

Provide a short description of this project

We will redevelop 2 Prince of Wales neighbourhood space, a locally significant building at the heart of the local community and within the town centre to bring together key stakeholders to create the neighbourhood they want to see. It will create 410 sqm of affordable coworking space for local start-ups and SME's; a pioneering voluntary and community sector co-working space which doubles as a street facing event space; and a space for the community designed by the community (170 sqm), which includes a community laundrette, commercial kitchen, and various flexible use rooms. This is part of Camden's Neighbourhood Spaces Programme, based on core principles of collaboration, participation, shared power, and innovation.

Provide a more detailed overview of the project

Camden Council is taking a cross-cutting approach, with a package of projects to connect people through both the physical infrastructure and civic infrastructure, supporting everyone in the community to live healthy, fulfilled lives. The physical infrastructure is delivered through the transport projects, improving accessibility to key community facilities like TCSC and 2 Prince of Wales.

Proposed investment in the 2 Prince of Wales Neighbourhood space will create a new model of civic building that we are calling neighbourhood spaces: places that bring local residents, organisations and businesses together to create the neighbourhoods they want to see. We will deliver 410 sqm of affordable workspace, providing opportunities for entrepreneurship, social business and local SME's. Doing so will support local growth and employment opportunities in the neighbourhood. We also propose to invest in VCS co-working space specifically because we know this is currently not provided in the borough. By doing so we will provide more flexible, affordable workspace opportunities for VCS partners, increasing their financial sustainability and subsequently ability to continue supporting the borough. We also deliver 170 sqm of community space – where people can come together to collaborate, innovate and participate. A community incubator model will allow us to test future models for community action and have a space where everyone can participate in conversations, creating benefits in terms of community cohesion and identity.

Provide a short description of the area where the investment will take place for this project

All investment is taking place in the London Borough of Camden, in the Holborn and St Pancras constituency. Specifically, investment takes place in the wider NW5 area, focusing on the following wards: Haverstock, Kentish Town South, and Gospel Oak.

Despite proximity to affluent areas and economic activity, the local communities face some of the starkest inequalities and barriers to opportunity, including high level of deprivation, health inequality, a low quality urban environment including poor connectivity, and issues with crime

The proposed package of interventions has been developed with a place-based approach in mind, with the benefits reaching across the neighbourhood and a strong emphasis on connectivity between different areas.

2 Prince of Wales Neighbourhood space sits just west of Talacre Community Sports Centre (TCSC) on the edge of the Kentish Town Road high street at the cultural heart of the area, making it the perfect place to create a collaborative hub, encouraging and benefiting from footfall through the town centre and providing the community infrastructure to encourage and strengthen

community cohesion and participation. It will also benefit from the proposed transport interventions, particularly those on Prince of Wales Road, which will improve connectivity and safe, active travel to the neighbourhood space.

Transport project location details for this project

Details on the transport element of this bid are provided in Annex B.

Further location details for this project

Project location 1

Postcode	NW5 3LQ
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Grid reference

Upload GIS/map file (optional)	3.2 Kentish Town POIs.zip
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% of project investment in this location	100%
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Select the constituencies covered by this project

Project constituency 1

Select constituency	Holborn and St Pancras
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Estimate the percentage of this package project invested in this constituency	100%
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Select the local authorities / NI councils covered by this project

Project local authority 1

Select local authority	Camden
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Estimate the percentage of this package project invested in this Local Authority	100%
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What is the total grant requested from LUF for this project?

██████████

What is the proportion of funding requested for each of the Fund's three investment themes?

Regeneration and Town	50%
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Centre

Cultural 50%

Transport 0%

Confirm the value of match funding secured for the component project

Provide details of all the sources of match funding within your bid for this component project

Value for money**Net increase in community participation**

The scheme will transform a disused building into a community centre. Based on precedents from other Camden community centres, there are estimated to be 1,000 unique visitors to the centre for community events and activities. Centre consists of community space (170 sqm) and coworking spaces (410 sqm).

The Greater Manchester Cost Benefit analysis model

(<https://www.greatermanchester-ca.gov.uk/what-we-do/research/research-cost-benefit-analysis/>) proposes benchmarks for the social benefit of outcomes including improved community well-being. The benchmarks are informed by bespoke analysis carried out by New Economy Manchester, based on apportioning the willingness to pay value for the QALY impact of depression across the domains of wellbeing as set out in the National Accounts of Wellbeing. This provides the following benchmarks for the social benefit for the community:

- Sense of belonging and trust - £8,500 annual social benefit per participant (2009/10 prices) - £10,590 in 2021/22 prices
- Positive functioning (autonomy, control, and aspirations) - £3,500 annual social benefit per participant (2009/10 prices) - £4,361 in 2021/22 prices
- Improved relationships - £8,500 annual social benefit per participant (2009/10 prices) - £10,590 in 2021/22 prices

It is anticipated that users would benefit from one of these three benefits proposed by the Greater Manchester CBA model, and as such an average of the three benefits have been used. This gives an estimated benefit of £8,513.66 (2021/22 prices).

When applied to the 1,000 unique members of the community centre, this will result in an estimated benefit of £8,513,660 per annum. An Optimism Bias for the benefits is proposed at 40% to reflect the confidence that the benefits will be delivered as anticipated. This results in a benefit of £5,108,196 per annum. Displacement is then applied as medium (50%) to reflect the possible displacement from other community centres or services that could take place as a result of the new service. Leakage is set as medium, so a rate of 25% is used as per the guidance for a medium leakage project in the Additionality Guide 2014. Total additionality is therefore estimated at 75%.

BCR and value assessment

If it is not possible to provide an overall BCR for your

The overall BCR for the package bid is 5.94

package bid, explain why below

It should be noted that the 'initial' BCR for Prince of Wales Road is negative due to the workbook formula subtracting private funding from the 'initial' benefit, before dividing by the costs. As there are no 'initial' benefits (all assessed as 'adjusted') for Prince of Wales Road, this results in a negative 'initial' BCR.

Benefit Cost Ratios

Initial BCR -0.28

Adjusted BCR 5.55

Non-monetised benefits for this project

The community centre will provide co-working space to support local businesses with their development. This will also allow local residents to utilise affordable workspace to help them start-up and grow their businesses which has the potential to grow the number of microbusinesses and start-ups.

The range of new community uses offered at 2 Prince of Wales will help to bring people together and promote social engagement between diverse groups in the community. This will help to build community cohesion and strengthen the community identity in the area.

The community space will enable more people to engage in community activities. This will help to bring people together, combat loneliness and help provide a feeling of purpose for those who are socially isolated.

Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

Could this project be delivered as a standalone project?

Yes - the project could be delivered as a standalone project

Demonstrate that activity for this project can be delivered in 2022-23

Design work advances to obtain Building Regulations approvals and preparations are underway to commence the invitation to tender process to appoint a contractor. Pending the outcome of the funding bid it is anticipated that a contractor can be appointed in Autumn 2022 to commence the construction phase.

Statutory Powers and Consents

List separately below each power/consents etc. obtained for this project

The council is the freehold owner of 2 Prince of Wales Road and has all required consents. Planning permission for the 2 Prince of Wales Neighbourhood space was secured in March 2022.

Upload content documents (optional)

2 Prince of Wales - Full Planning Permission Letter.pdf

Outstanding statutory powers/consents

N/A
