



Reigate & Banstead
BOROUGH COUNCIL
Banstead | Horley | Redhill | Reigate

SIGNED OFF BY	Director
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TO	Overview & Scrutiny Executive
DATE	Thursday, 7 December 2023 Thursday 14 December 2023
EXECUTIVE MEMBER	Portfolio Holder for Place, Planning & Regulatory Services

KEY DECISION REQUIRED	Y
WARDS AFFECTED	Redhill East, Redhill West & Wray Common

SUBJECT	Marketfield Way Update - December 2023
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RECOMMENDATIONS
<p>That Executive:</p> <ul style="list-style-type: none">(i) Note the progress that has been made to deliver Stage 4 of the project, in relation to scheme implementation, construction, residential sale and commercial lettings;(ii) Note the initial economic, social and environmental benefits that have been derived;(iii) Note the details set out in the Part 2 report;(iv) Authorise the Head of Place Delivery, in consultation with the Leader, Deputy Leader and Executive Member for Finance & Governance, Executive Member for Place, Planning & Regulatory Services and Chief Finance Officer to settle the final account with the Council's contractor VINCI Construction UK in line with the recommendations set out in Part 2 of this report.

- (v) **Approve the inclusion of £4,297,682 million Capital Programme growth for completion of the development, funded from prudential borrowing, in the final budget report to Executive on 1 February 2024.**

REASONS FOR RECOMMENDATIONS

Significant progress has been made to bring forward Marketfield Way in relation to Stage 4 of the project including scheme implementation, construction, residential sale and commercial lettings.

While the build is complete and The Rise has opened, the Council now needs to settle its final account with our contractor; undertake additional landlord works; and complete the letting of the remaining three commercial units.

To do this an increase in the Capital Programme budget is required.

EXECUTIVE SUMMARY

This report provides an update on the progress this Council has made to bring about Stage 4 of the Marketfield Way project since the last report to Executive in December 2019.

The Marketfield Way project has been a long-term ambition for the Council. Acting as developer, the Council has sought to bring about the comprehensive redevelopment of a large and underutilised brownfield site at the heart of Redhill and to transform it into a landmark mixed-use development that has place shaping at its heart.

Since 2019 the Council has:

- ✓ Successfully assembled the site
- ✓ Completed construction
- ✓ Sold the residential part to our private sector partner Kooky Redhill Limited
- ✓ Let over three quarters of the commercial floorspace
- ✓ Opened our scheme, The Rise, to the general public
- ✓ Worked with our anchor tenant - The Light – to open their cinema and leisure venue
- ✓ Secured major new tenants to the scheme including Loungers and Creams and
- ✓ Obtained over £2m of grant funding towards the costs of the scheme.

The project is a clear example of how the Council is delivering on the corporate policy commitment it made in the 'Reigate & Banstead 2025' corporate plan, to take an active role in working with our partners to invest in our town centres.

Specifically, the project delivers on the Council's commitment within the Plan that we would "use our own assets to provide new retail, leisure, business space and new homes in our town centres, including through the delivery of the Marketfield Way development in Redhill."

This flagship mixed use scheme is also helping to deliver on the Council's Local Plan vision that by 2027, Redhill will be an attractive sub-regional centre and a vibrant place to live, work and spend time. To that end, it is intended that Marketfield Way is a gamechanger for Redhill.

The report highlights some of the significant economic, social and environmental benefits that have been derived to date, now the development is complete and The Rise, has opened.

People are very satisfied with The Rise as a place

- ✓ 84% of people say the leisure facilities at The Rise are either brilliant (45%) or very good (39%) reflecting a high level of satisfaction.
- ✓ 82% of people say they would be extremely likely (54%) or very likely (26%) to recommend The Rise to friends and family.
- ✓ Visitor numbers to the Light are exceeding initial forecasts and are set to top 400,000 visits this year.

People think The Rise has had a really positive impact on Redhill town centre

- ✓ 60% of people think Redhill is either significantly better (27%) or better (33%) since The Rise opened, with only 7% saying that they had seen no improvement and 2% worse.
- ✓ The overwhelming majority of people (92%) think The Rise has been either very important or important in improving leisure activities in Redhill.
- ✓ Since The Rise opened 54% of people are using the town centre more often at the weekends and in the evenings (16% saying a lot more and 48% more frequently now)
- ✓ Since The Rise opened 40% of people are using the town centre shops and businesses more than they did before with 10% saying much more and 30% a bit more.

There is evidence of a real positive impact on Redhill town centre

- ✓ Footfall through the Belfry shopping centre has seen a 20% increase since the opening of The Light in June.
- ✓ Since July footfall through the Belfry is now ahead of 2019 (pre-pandemic) levels.
- ✓ The Belfry's busiest weeks this year have all corresponded with school holidays with footfall bucking national trends.
- ✓ In the first and last weeks of the Summer holidays footfall in the Belfry was up 40% and 23% respectively on last year, compared to a national average of just 2.8% in August. Autumn half term week saw a 28% increase in footfall on last year in contrast to a 2% decline nationally.
- ✓ In September 2022 visitors to Redhill town centre originated from 117 postcodes, however in September 2023 this had increased to 141 postcodes.
- ✓ People are spending more time in Redhill with just under one third of people (31.5%) now spending over 60 minutes or more in Redhill town centre.
- ✓ 183 new jobs have been created so far in the venues.

This report seeks authority to authorise the settling of the final account with the Council's contractor VINCI Construction UK Ltd and to provide additional capital funding to conclude landlord works and to enable the letting of the remaining three commercial units.

Executive has authority to approve the above recommendations

STATUTORY POWERS

1. The Council has wide ranging powers to promote the economic, environmental and social well-being of the borough. These powers are derived from the Local Government Act 2000 and also include the powers of general competence under section 1 of the Localism Act 2011 to do anything that individuals with full capacity generally may do, subject to the provisions of the Act.

BACKGROUND

Changing Redhill

2. Working with our private and public sector partners the Council has been instrumental in helping to bring about major change for many years within Redhill which is our Primary town centre.
3. This investment has included the transformation of Memorial Park into a high-quality open space; the redevelopment of the Warwick Quadrant with a new supermarket and hotel; and significant changes to the transport network to facilitate new development, enhance sustainable transport, and create a high-quality public realm.
4. Simultaneously private sector investment has brought about major housing growth, providing a mixture of units, tenures and housing products, to meet local need.
5. Through this combination of public and private investment we are now beginning to see major transformation of the town centre and a renewed confidence in Redhill as a place.
6. The Council has however held a long-term ambition to do more, so that we can fully realise the potential of Redhill as a prosperous urban centre within our region, a major transport hub, and a dynamic retail, leisure and business destination, where local people choose to visit and to live and where businesses want to invest and grow.
7. In delivering this ambition, the Council has long recognised the importance of:
 - Ensuring Redhill is well placed to adapt to the structural change that is happening on our High Streets and to strengthen the role that it has within the hierarchy of centres in our Borough and in the wider region. A role that does not seek to compete but is complementary to other centres.
 - Positioning Redhill so it becomes the town centre of choice for more people to visit and to spend time, particularly those who live locally but also from a wider catchment. So rather than visiting other locations like Brighton or London, that people will instead chose to visit Redhill.
 - Diversifying the offer so that Redhill is less reliant on shopping and has a range of other uses that provide reasons for people to visit and to stay longer: places to eat and drink, spend leisure time, use community services and attend activities and events in local venues and outside spaces; as well as providing homes.

Our Scheme

8. The Council's Marketfield Way scheme has provided a significant opportunity for the Council, acting as developer, to take a proactive and ambitious role in place making within Redhill, by utilising our assets to bring about change to help realise our ambition for the town.
9. The scheme has sought to bring about the comprehensive redevelopment of a large (0.59ha) and prominent underutilised brownfield site, that was in multiple land ownership, at the heart of the town centre.
10. From its inception, the ambition was to create a landmark place shaping mixed use scheme, with a leisure anchor, at the heart of the town centre.
11. Central to the scheme was the provision of a multi-screen cinema, along with accompanying ground and first floor commercial space; high quality public realm; and 150 new studio, one- and two-bedroom apartments.
12. While the primary objective of the scheme has always been to bring about regeneration and growth, as a major place shaping project, the Council has also sought to generate a revenue income stream from commercial leases, that will help the local authority to become more financially resilient and therefore aid service delivery.

Previous reports to Executive

13. The project has been subject to a number of previous reports to Executive from 2015 onwards, with the most recent in December 2019 and it was also considered by the Commercial Ventures Executive Sub Committee in July 2020.
14. The project has been brought forward in a managed and phased way, with key stage sign off by Executive and its sub committees, when milestones have been achieved.
15. In summary these stages have been:
 - Stage 1 related to establishing scheme viability.
 - Stage 2 related to proof of viability, scheme design to planning, commence land assembly activity, Stage 1 tenders.
 - Stage 3 comprising confirmation of land assembly, detailed design and letting of construction tenders and continuing with pre let activities.
 - Stage 4 comprising scheme implementation and construction.
16. Since the last report to Executive in December 2019 Stages 3 and 4 are now complete.

KEY INFORMATION

PROGRESS

17. Since December 2019 the Council has made significant progress to realise the scheme.

Land Assembly

18. To bring about the redevelopment of the site, the Council has undertaken a complex process of land assembly to acquire all land and property interests.
19. To do this the Council has acquired a range of interests by mutual agreement, over a number of years.
20. All the remaining land and property interests that could not be acquired had to be secured by way of a Compulsory Purchase Order (CPO) and Extinguishment Order.
21. All land and property rights specified in the CPO were vested to the Council on 23rd December 2019 and the local authority took vacant possession immediately after.
22. When the CPO was confirmed the Extinguishment Order was advertised and made which removed the public highway rights across the site.
23. Once the land was vested, all land and property rights were extinguished and converted into rights of compensation.
24. The Council has made significant progress in settling claims for compensation; in offering replacement rights of access for those whose rights were removed by the CPO; and in helping those affected by the redevelopment to relocate, such as the Citizens Advice Bureau.
25. Part 2 of this report provides further information on the land assembly.

Construction

26. The Council undertook an OJEU tendering process to select a contractor for the design and build.
27. Following the receipt of Stage 1 tenders, VINCI Construction UK Ltd (VCUK) was selected as the Council's preferred contractor.
28. The Council entered into a Pre-Construction Services Agreement (PCSA) with VCUK to develop the detailed design (up to RIBA Stage 3) and to obtain sub-contract tender prices to establish the Stage 2 contract sum.
29. Tenders were returned in September 2019 and there then followed a period of agreeing the final contract sum and the terms of a building contract.
30. Prior to entering into a building contract, VCUK were instructed under a Letter of Intent to undertake further design and to deliver the enabling work.
31. Once vacant possession of the site was achieved VCUK undertook work to demolish buildings and to begin works to divert services around the site.
32. In July 2020 the Commercial Ventures Executive Sub Committee authorised the Council to enter into a building contract with VCUK. The form of this building contract was a JCT Design and Build Contract (2016 edition) as amended by a schedule of amendments.
33. The construction phase of the project has been complex and extremely challenging.

34. Major services had to be diverted; a power station relocated; and a Thames Water sewer protected and realigned.
35. The build also took place against a background of the Pandemic, Brexit, the Ukraine conflict and consequential rising labour and material costs.
36. These factors have helped to bring about delay in the completion of the project and increased costs.
37. Sectional completion of the Cinema was however achieved in January 2023 and of the residential and retail parts in July 2023.
38. While the build phase has been extremely challenging the Council has made considerate effort to work with VCUK to provide positive outcomes for local people and businesses, through employment, training, promotion of the local supply chain (through a Meet the Buyer Event) and by assisting local organisations to benefit from grant funding from the VINCI UK Foundation (further details are outlined below).
39. Every effort was made to minimise disruption within the town and to communicate clearly. This resulted in the VCUK being awarded a Considerate Contractor award obtaining a maximum score of 45/45.
40. The scheme has been awarded Secure by Design for its commercial and residential part; a BREEAM 'Very Good' for the commercial element; and an EWS1 status for the fire safety of the external parts.
41. Part 2 of the Report provides further information on the proposed final account settlement with VCUK.

Residential

42. The Council completed its sale of the residential part of the scheme – 1 Marketfield Road - to the private rented sector operator Kooky in August 2023.
43. Kooky have bought all 150 apartments on a long lease.
44. Since the sale was completed on 2nd August, Kooky have completed their fit out and have begun letting the flats.
45. 100 apartments are now let and it is anticipated that all 150 apartments will be let and fully occupied in the early new year.

Commercial space

46. The Council has worked with its professional team and commercial agents to reconfigure the ground and first floor commercial space to respond to the changes that have occurred in the market since the scheme's original inception; to feedback from occupiers; and to build in greater flexibility to accommodate future requirements.
47. While the scheme was always leisure led, the previous plans were to attract 'big box' retailers. The commercial strategy that has been implemented has been to refocus the scheme to become almost completely leisure.

48. The changes that the Council has made to the commercial parts has resulted in over 72% of the space now been fully let.
49. The Light is the Council's anchor commercial tenant and has taken over 52% of the available floorspace. Opening in June 2023 The Light offers a six-screen multiplex cinema and a diverse range of leisure activities including bowling, a climbing wall, mini golf, as well as a restaurant and bar.
50. Other key tenants include Loungers, who are the first food and beverage operator; Creams desert parlour; and Tesco who have opened their popular small format store Tesco Express.
51. Feedback from The Light and Loungers are that they are trading well ahead of their forecasts.
52. The Light were originally forecasting 320,000 visitors in the first year, however currently they are on course to exceed this with 400,000 visitors. While the cinema element still needs to grow, the other elements continue to exceed their expectations.
53. Customer reviews for both The Light and Posadero Lounge are extremely positive achieving a 4.5 out of 5 stars and 4 out of 5 google star ratings respectively.
54. The Council has also strong interest in its remaining three units and is currently negotiating terms with potential occupiers.
55. Full details of the commercial lettings are outlined in Part 2 of this report.
56. The Council has also proactively worked with our commercial tenants to help them to successfully recruit local staff in a variety of roles.
57. This has been achieved through introductions to partner organisations directly and via the multi-organisational Reigate & Banstead Employment & Skills Group. Employers have been featured in blogs and jobs have been directly promoted on the Council's employment website rb-works.co.uk and opportunities have been promoted through the Council's social media channels.

Property Management

58. The Council reviewed a number of options for the day-to-day management of The Rise.
59. After careful consideration the Council has decided that its in-house Property team will take on the management of the asset.
60. All tenants will pay a service charge for the maintenance and management of the centre.
61. As the project drew to completion a number of additional landlord requirements have been confirmed that did not form part of the original scheme and building contract, which are outlined in Part 2 of this report.

Grant Funding

62. The Council was successful in being awarded grant funding towards the project costs. This included £0.820 million from Coast to Capital's Local Grant Fund and £1.200 million from the Government's Getting Building Fund.

THE BENEFITS OF THE RISE

63. As a major place making project Marketfield Way was always intended to bring about major economic, social and environmental change to Redhill town centre.
64. The following highlights some of the significant benefits that have been derived from the project over time and since it was completed.

Employment and training for local people

65. During the construction phase the Council worked proactively with VCUK and other key stakeholders, to bring about employment and training opportunities for local people.
66. As a consequence of this partnership work the following benefits were derived:
- **25% of all on site labour was local.** A total of 1,030 jobs were provided on site, 262 of which were filled by people living within a 10-mile radius of the site.
 - **79% of operatives employed by VCUK were local.** VCUK employed 53 operatives through agencies, 42 of whom lived within a 10-mile radius of the site.
 - **7 people completed NVQs** and a further 7 people began their studies for an NVQ.
 - **13 apprenticeships were both started and completed** which ranged from management based qualifications across to initial Level 1 trade NVQ's where operatives were starting out in their careers.
 - **41 additional health and safety training courses were undertaken.** This included sub-contractors specialist training, such as first aid, harness awareness, IPAF (mobile elevated working platform) and crane related safety courses.
 - **Three work placements were provided for people who experience barriers to employment and for local students.** One work placement for an ex-military employee; one for an unemployed refugee from Ukraine; and another for a student from St Bedes.
 - **Outreach work and site visits were undertaken with local schools and colleges for young people to gain experience of the industry** including East Surrey College and Carrington School.
67. The Council has also proactively sought to work with our commercial tenants to help them to successfully recruit staff in a variety of roles.

68. **183 jobs have been created to date within the commercial units.** The jobs include a mixture of full time, part time and zero hour contracts and range from managers, supervisors/team leaders and front and back of house staff.
69. The Light employs 99 staff, Loungers 50; Tesco 19 and Creams is recruiting 15 people.

Local business and organisational support

70. The Council worked with VCUK to deliver real benefits to local businesses from contract awards and to local community and voluntary organisations. This resulted in:
71. **A total of £3.15m being spent in the local supply chain** of which three local contractors on the project were awarded larger contracts with a total value of £1.19m.
72. **Three local groups were supported with grants from the VCUK Foundation** including Stripey Stalk, Reigate & Banstead Women's Aid (now East Surrey Domestic Abuse Services) and Renewed Hope.

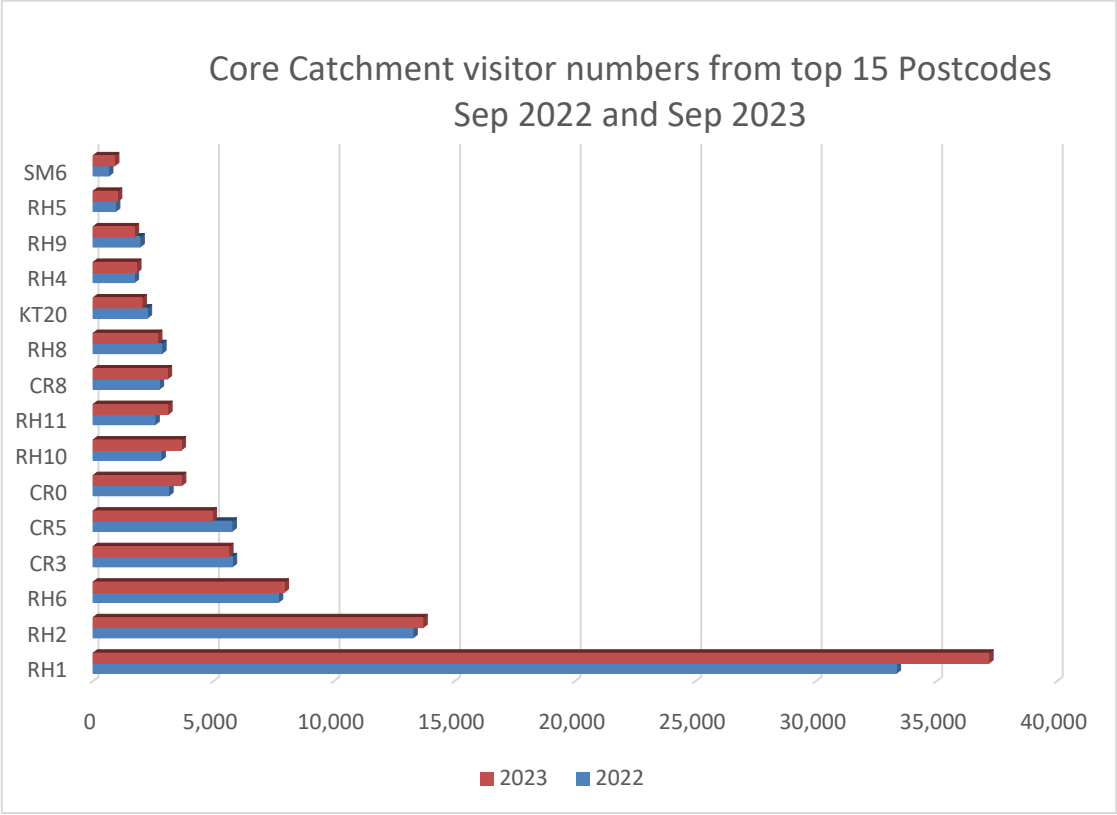
Footfall

73. The Belfry shopping centre has experienced an increase in footfall, as monitored and recorded by MRI Springboard (with National analytics).
74. For the year to date (January to November), the Belfry has had 3.3m visitors, which represents a 14% increase on the previous year like for like and which is some 10% ahead of the National average, which saw a 4% increase.
75. Footfall in the Belfry increased by 9% for the 23wks period to June, before the opening of The Light. However footfall for the subsequent 20 weeks has averaged at a 20% increase since the opening of The Light.
76. Importantly the Belfry is ahead of 2019 (pre-pandemic) visitor numbers since July.
77. The success and attraction of The Rise is most evidenced during the school holidays, which previously has been weaker for the Centre, with office workers away.
78. The three busiest weeks for the Centre year to date (all averaging 92,000 visitors each week) being the first week of the Summer holidays (+40% on last year), the last week of the Summer holidays (+23% on last year) & the Autumn October half term week (a 28% increase on last year. Please note comparative National footfall data saw just a 2.9% increase in August and October was down 2%).
79. The Belfry also report retail performance measures are also positive and mostly ahead of retailer's comparatives for region &/or national.

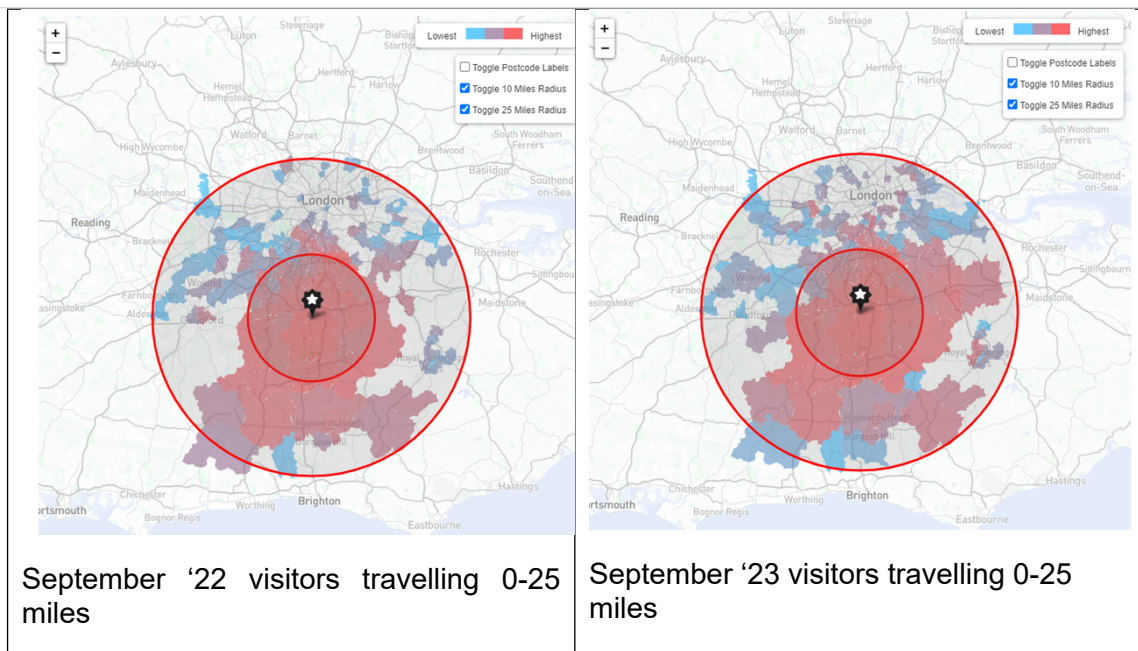
Catchment

80. Data from Place Informatics has shown the growth in visitors to Redhill from a range of postcodes both inside and outside the Borough since The Rise opened.
81. This increase includes a growth in the number of postcodes from within Redhill's core catchment of 0-10 miles and from 10-25 miles.

- 82. In September 2022 visitors originated from 117 postcodes, however in September 2023 this had increased to 141 postcodes.
- 83. There has been an increase in visitors from postcodes both from within and outside the Borough.
- 84. **There has been a 12% increase in visitors from RH1** and there has been a 3% increase in visitors from RH2 and RH6 which are located within our Borough.
- 85. **To the north there has been a large increase from Carlshalton, Sutton, Epsom and Ewell postcodes, including a 121% increase from SM5; 103% increase from SM1; 51% from both SM2 and SM3 and 39% an increase from both KT17 and KT19.**
- 86. **To the south there has also been a large increase in visitors from Crawley postcodes, including 30% rise from RH10 and 21% in RH11.**

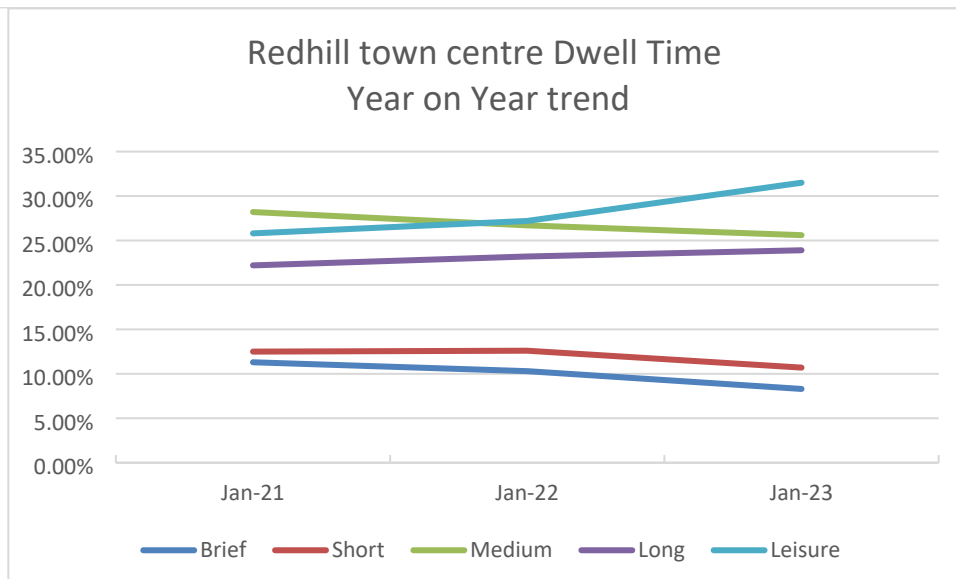


- 87. There has also been a large increase in visitors travelling to Redhill from postcodes within a 10-25 mile radius.
- 88. **There has been a 126% increase in visitors from places to the east of the Borough including Edenbridge, Sevenoaks and Westerham.** The number of visitors from within these postcodes has increased from 1,417 in September 2022 to 3,204 in September 2023.
- 89. **There has also been a 283% increase in visitors from Royal Tunbridge Wells.**



Dwell Time

90. Since the Rise opened **average dwell time has increased with more people spending longer when visiting Redhill** than they did before.
91. **Just under one third of people (31.5%) now spend over 60 minutes or more in Redhill town centre.**
92. As the table below shows there has been a year-on-year increase in the length of time people are spending in the centre and visitors are making less shorter trips.
93. **The largest year on year increase has been in people visiting for 60 minutes or more, referred to as Leisure, which occurred in 2023**, corresponding to when The Rise opened.
94. **People are also spending more time in 40-60 minute trips**, referred to as Long Visits.
95. This contrasts with a reduction in Brief (6-12 minutes); Short (12-20 minutes) and Medium (20-40 minutes) stays.



OPTIONS

96. Executive have the following options.

Option 1: (Recommended)

97. To approve the recommendations in this report and to increase the capital funding of the project.
98. This option will enable the Council to settle the final account; allocate funding for additional landlord works; and to able to let the remaining commercial space.
99. This option will enable the Council to reach agreement with VCUK on the final account, providing certainty in terms of the cost of construction; will enable the Council to attract major businesses with strong covenants to take the additional units; and to undertake landlord works that will enable long term revenue cost savings that may not be otherwise recouped from the service charge.

Option 2: (Not recommended)

100. To not approve the recommendation in this report and not to increase the capital funding of the project.
101. This option would require the Council to enter into a dispute with our contractor; would not allocate any additional funding for landlord works; and would not make any allowance for any further capital incentives to commercial tenants.
102. This option is not recommended for entering into a dispute with our contractor runs a risk of delay and possible additional costs; would likely result in additional management costs that may not be recouped from the service charge and which would be a long term revenue cost for the Council; and would mean that the Council would need to let the commercial units to tenants with less strong covenants.

LEGAL IMPLICATIONS

103. The Council has wide ranging powers to undertake development activity for the well-being of the Borough as outlined above. The recommendations in this report do not conflict with the statutory powers available to the Council.

104. The Executive can be assured that the risks associated with this matter have been fully assessed and mitigated.

FINANCIAL IMPLICATIONS

Capital Programme

105. The budget for the development was approved by Council for inclusion in the Capital Programme in February 2020 following a report to Executive in December 2019.

106. Development costs have been funded in part through a £45.183 million capital receipt from sale of the housing elements. In addition the Council has secured two grants for the scheme:

- £0.820 million from the Coast to Capital Local Enterprise Partnership (LEP); and
- £1.200 million from the Government's Getting Building Fund.

The balance will be funded through prudential borrowing, the cost of which is a charge to the Council's revenue budget.

107. The forecast outturn position and final Capital Programme growth requirement to complete the development is summarised below:

	£m	£m
Capital Programme Budget for the Development – approved in December 2019		68.820
Capital Growth Required to Complete the Development ¹	6.961	
<u>Less:</u> Additional Capital Receipts and Grants Received ¹	(2.664)	
Net Capital Growth Required to Complete the Development		4.297
Final Capital Programme Budget for the Development		73.117
Funded by:		
Capital Receipts		(45.183)
Capital Grants		(2.020)
Tenant Variations		(0.096)
Prudential Borrowing		(25.818))
Funding for the Development		(73.117)

Note 1: details in Part 2

108. Further details about development costs, the funding requirement and forecast income streams are set out in the exempt report at Part 2 of the agenda.

Revenue budget implications

Income generation

109. Over the medium-term the development represents a net revenue-generating opportunity after taking into consideration the Council's operating costs and tenant incentives such as rent free periods.

110. The draft Revenue Budget proposals for 2024/25 onwards, as reported to Executive in November 2023, are based on net income forecast of £0.700 million from 2024/25 onwards. This represents a substantial contribution towards funding the Council's £23.194 million annual net budget requirement.

Borrowing costs

111. The updated borrowing cost of funding the development will be taken into account when updating treasury management forecasts in the final budget proposals to Council in February 2024.

Operating costs

112. Day to day management of The Rise asset is now the responsibility of the Council's Property Services Team. The majority of operating costs are recoverable from tenants but it will be necessary to make provision in the Revenue budget for some costs that remain the Council's responsibility as landlord. Further details are provided in the exempt report at Part 2 of the agenda.

Budget implications

113. Executive is asked to approve the inclusion of £4,297,682 Capital Programme growth for completion of the development, funded from prudential borrowing, in the final budget proposals in February 2024.

EQUALITIES IMPLICATIONS

114. An Equalities Impact Assessment screening was undertaken at the beginning of the project.

115. As outlined above, the scheme is having positive impacts on the lives of our residents. Importantly The Rise provides a place for people to come together to meet friends and family and provides a space for social interaction.

116. The Rise has also been constructed to provide ease of access for people whose mobility may be impaired and for people who may be carers. For example lifts are provided to access upper floors and there are level thresholds.

117. The Rise has received a Secured By Design (SBD) award. SBD is the official police security initiative that works to improve the security of buildings and their immediate surroundings to provide safe places to live, work, shop and visit. Safe places are particularly important for women and girls and the for older people who may have a fear of crime.

118. The Light particularly is an accessible venue. This includes:

- A Changing Places Facility which is a larger accessible toilet for people with multiple and complex disabilities, with equipment such as hoists, curtains, adult-sized changing benches and space for carers.
- Autism friendly screenings for people with sensory sensitivities.
- Baby friendly screenings for adults with babies under one year.
- Open captioned (subtitled) screenings, which provide a transcription of the audio from a film, for the deaf and hard of hearing.
- Portable hearing loop facilities and/or infrared systems for those with a hearing impairment.
- Dementia-friendly screening with no adverts or trailers and the lighting remains slightly raised throughout the film.
- Audio description for the blind or partially sighted which provides a commentary that aims to describe body language, expressions and movements.
- Participation in the national CEA car scheme, which allows free entry for a carer or companion accompanying a disabled person to the cinema.

119. There are no equality implications directly arising from the recommendations within this report.

ENVIRONMENTAL SUSTAINABILITY IMPLICATIONS

120. During the construction phase, VCUK's working practices sought to minimise their environmental impact and to promote sustainability.

121. An environmental notice board on site was updated weekly by VCUK's designated environmental champion, and monthly environmental audits were carried out on the project.

122. Some of the measures that were put in place on site included:

- Segregating waste on site which resulted in over 95% of waste being recycled.
- The monitoring of carbon emissions and putting in place measures to reduce them such as tool box talks with subcontractors; actively encouraging car sharing for staff, asking workers to use public transport and cycle and for sub-contractors to use mini buses to bring operatives to site; and the use of suppliers who are helping to reduce their carbon such as London Concrete who part of the world Eco Pact.
- All lighting on site was LED, because it is more energy efficient and has a longer life span, including hoarding and site lighting.

- All heating was thermostatic and electricity usage was actively monitored, together with water and noise.
- All timber used on site was sustainably sourced and the contractor was part of the wood recycling scheme.
- Bird boxes on site.

123. The residential units were all awarded an Energy Performance Certificate (EPC) rating of B, which represents a very high level of energy efficiency and a low environmental impact.

124. A combined heat and power unit for part of the heating and electricity use in the residential areas has been installed

125. The commercial parts of the development achieved BREEAM Very Good. BREEAM is the Building Research Establishment's sustainability assessment method and is an internationally recognised scheme that provides independent certification of the assessment of the sustainability performance of buildings.

126. Attenuation has been put in place for storm water on site; this delays heavy rainfall running off site and reduces the risk of flooding to the wider area

127. The new buildings also have a variety of green and biodiverse roofs, which will host a range of plants that flower from April to September, including wildflowers, sedum, herbs and perennials. The roofs are also excellent habitats for pollinators such as bees, butterflies, birds and invertebrates.

COMMUNICATION IMPLICATIONS

128. During the construction stage VCUK were responsible for putting in place effective communications with the general public, including engagement and stakeholder management with regard to any issues on site. This included face to face meetings with businesses, attendance at the Redhill Business Guild, letters to neighbouring properties at key stages of construction and a dedicated Twitter account. In addition, the Council proactively kept people informed through, an electronic newsletter, information on our web site and posts on a range of social media channels.

129. The Council's communications about the scheme have been successful. The team have prepared press releases at key stages of the scheme as well as media events, such as topping out . Local media coverage has included Surrey Mirror (press); Surrey Live (online); BBC Surrey (radio), Susy Radio and ReigateUK.

130. Trade press releases were prepared by our commercial agents PR team and received coverage in Property Week, CoStar UK Daily Bulletin; Retail Destination; Insider Media; and RLA, Retail & Leisure International.

131. New branding for the development and a dedicated web site [The Rise - Redhill \(therisedhill.co.uk\)](http://therisedhill.co.uk) was launched for Business to Business communications and tenant marketing.

132. All day to day communications regarding any business within The Rise are addressed by the tenant themselves.

RISK MANAGEMENT CONSIDERATIONS

133. The Council must continue to recognise the inherent risks associated with commercial property development.

134. Global issues such as the Pandemic and the Ukraine conflict have resulted in rising costs within the building industry. These cost pressures which have been experienced across the sector have also affects the Council, when it acts as developer and can impact the viability of schemes, as identified in the Council's Strategic Risk Register.

135. Part 2 sets out the risk mitigation used on the project.

136. Project development has inherent risks, such as cost overruns, contract delays and contracting issues, letting issues and vacancy, however in recent years the Council has earned itself a strong reputation in this area.

137. Risks have been managed through careful preparation of the building contract, the use of appropriate consultants and project management of the contractor and quality control through the use of consultants and Clerk of Works.

138. Costs have been managed via key stage sign off.

CONSULTATION

139. The Council has undertaken widespread stakeholder engagement throughout the design and development of the scheme as previously reported in Executive reports.

140. In November 2023 the Council undertook a short survey of local people about The Rise to get a better understanding of their opinions and use, which was promoted through on our social media channels.

141. 1,090 responses to the survey were provided and the main findings were:

- The overwhelming number of respondents (96% of respondents) had visited the Rise with only 4% saying they had not.
- Of those people who had not visited The Rise before the main reasons were that it didn't appeal to them (41%); they didn't know about it (37%); they felt it was too expensive (16%); or they couldn't travel.
- When visiting The Rise about one half of people arrived by car (51%) and one half by sustainable forms of transport, the highest being by foot (42%).

- Of the people who had travelled by car to The Rise the vast majority of people parked in the Belfry, (69%) with the second most popular place being the Sainsburys/Warwick Quadrant (19%).
- The introduction of evening parking at the Belfry for visitors to The Rise was very popular with 71% of people saying it was with either very important or important to them (52% and 19% respectively).
- The introduction of free evening parking at the Belfry for visitors to the Light was also very popular with 71% saying it was either very important or important to them (52% and 19% respectively).
- There is a very high level of satisfaction with the activities that have so far opened at The Rise with 84% saying they were brilliant (45%) or very good (39%).
- People's satisfaction with The Rise is borne out by the fact that 82% of people saying that they would be extremely likely (54%) or very likely (26%) to recommend The Rise to friends and family.
- In terms of what people think would improve their experience at The Rise, the main things were more places to eat (70%), more low cost activities (43%) and more leisure activities (25%) and more things on at different times of the day (19%).
- People also think The Rise has had a real positive impact on Redhill town centre.
- 60% of people thought that Redhill was either significantly better (27%) or Better (33%) than before, with only 7% saying that they had seen no improvement and 2% worse.
- The overwhelming majority of people (92%) think that The Rise has been either very important (60%) or important (32%) in improving Redhill as a place to visit for leisure activities.
- Encouragingly The Rise also seems to be encouraging people to visit more and to use other town centre shops and businesses.
- Since The Rise opened 54% of people are using the town centre more often at the weekends and in the evenings, with 16% saying they visit a lot more and 48% more frequently now.
- Since The Rise opened 40% of people are using the town centre shop and businesses more than they did before with 10% saying they are using them much more and 30% a bit more with 57% saying they are using the same as before.

POLICY FRAMEWORK

142. The regeneration of Redhill Town Centre is a key corporate priority for the Council and fully aligns with the strategic priorities and programmes of our partners at a regional, county and local level.

Reigate and Banstead 2025: The Corporate Five Year Plan

143. Reigate & Banstead 2025 provides a commitment that the Council will work with our partners to invest in our town and village centres, so they continue to be places where people choose to live, work, do business and visit.
144. Specifically the plan commits us to “use our own assets to provide new retail, leisure, business space and new homes in our town centres, including through the delivery of the Marketfield Way development in Redhill.”
145. It also recognises the financial challenges that the Council faces, and includes an objective to generate additional income and build our financial resilience, in order to sustain services, through responsible and sustainable commercial activities, and recognises that capital investment in new property assets or developments opportunities can provide a reliable revenue income stream to contribute to our ongoing financial sustainability.

Reigate and Banstead Borough Council Core Strategy (2014)

146. The development of Marketfield Way will assist in the delivery of the Council’s Core Strategy objective SO20 to enhance the role of Redhill town centre as a centre of strategic importance and a safe and attractive retail, cultural and leisure destination with a high quality environment.
147. Given its strong locational advantages and as our principal town centre, the Core Strategy identifies Redhill as the main centre for consolidation and growth.
148. Specifically the Core Strategy designates Redhill as the prime focus for large-scale retail, leisure, office and cultural uses and developments that are appropriate to the role and function that it serves as the borough’s primary town centre.

Reigate and Banstead Development Management Plan (2019)

149. The DMP seeks to protect the vitality and viability of our town centre shopping areas and to ensure that both town and local centres are resilient and able to respond to future changes.

Surrey County Council Community Vision for Surrey in 2030

150. Marketfield Way will help to contribute to the County’s vision for Surrey. By 2030 the County Council wants its economy to be strong, vibrant and successful and Surrey to be a great place to live, work and learn.
151. In so doing key “Place” ambitions for the County include: everyone has a place they can call home, with appropriate housing for all and that businesses thrive.

Surrey County Council Reigate & Banstead Local Transport Strategy

152. Local Transport Strategy forms part of the Surrey Transport Plan and seeks to encourage economic growth for example by improving accessibility to economic regeneration areas and local town centres, such as Redhill.

ANNEXES

1. The Rise - Completed Lettings Schedule at December 2023

BACKGROUND PAPERS

Report to Executive, *Marketfield Way Update*, 5 December 2019