

WEST NORTHAMPTONSHIRE COUNCIL

CABINET

10 OCTOBER 2023

CABINET MEMBER FOR ECONOMIC DEVELOPMENT, TOWN CENTRE REGENERATION AND GROWTH: COUNCILLOR DANIEL LISTER

Report Title **Four Waterside and Marefair – Appointment of Preferred
Development Partner**

Report Author Kevin Langley
Head of Major Projects and Regeneration
Kevin.langley@westnorthants.gov.uk

Deven Efde
Regeneration Manager
Deven.efde@westnorthants.gov.uk

Katie Young
Principal Regeneration Programmes Officer
Katie.young@westnorthants.gov.uk

List of Approvers

Monitoring Officer	Sarah Hall	02/10/2023
Chief Finance Officer (S.151)	Martin Henry	20/09/2023
Other Director	Lisa Hyde, Interim Director of Communities & Opportunities Stuart Timmiss, Executive Director Place, Economy & Environment	20/09/2023
Communications Lead/Head of Communications	Becky Hutson	20/09/2023

List of Appendice - Appendix A – Not for publication by virtue of paragraph 3 of Schedule 12A to the Local Government Act 1972

1. Purpose of Report

- 1.1 To report the outcome and the overarching financial considerations of the procurement for the selection of the Council's development partner for the Four Waterside and Marefair development and to seek approval to appoint the bidder identified as having submitted the best final tender in accordance with the evaluation criteria.

2. Executive Summary

- 2.1 Cabinet on the 13 September 2022 approved the Delivery and Procurement Strategy for the Four Waterside and Marefair scheme to seek a development partner via the Pagabo Framework. This report outlines the process that was undertaken to identify a preferred bidder to bring forward the scheme.
- 2.2 The Council is seeking a development partner with the relevant experience, capability, and resources to undertake transformational change at the Four Waterside and Marefair sites through the delivery of offices, commercial uses including a new hotel, and a varied residential offer to deliver a balance of uses to attract people into the town centre to live, work and visit. The procurement process commenced with the launch of the Expression of Interest (EOI) stage, on 6 January 2023.
- 2.3 The EOI Stage ran from 6 to the 27 of January 2023. Three developers initially expressed an interest however prior to the commencement of the Dialogue Stage, one developer dropped out leaving two developers in the process. Whilst not ideal the remaining bidders were not aware of how many were involved in the process and were scored against commercial considerations ensuring that they needed to submit their best offers.
- 2.4 The next stage was the Dialogue Stage which began on 6 February 2023 and consisted of eight separate dialogue sessions which assisted bidders in the preparation of their respective final proposals.
- 2.5 Following the Dialogue Stage, the process entered the Further Competition Stage where the developers worked up their final bids outlining how it met the objectives of the project which were outlined in the procurement documentation. These are: Office Accommodation, Residential Neighbourhood, Commercial Uses, Public Realm, Heritage, Design and Form, Transport, Linkages and Connectivity, Partnering Approach, Delivery and Resources, Stakeholder Engagement, Long Term Structure, Viability and Funding, Financial Structure, and Social Value.
- 2.6 The evaluation team consisted of four representatives from West Northamptonshire Council, commercial advisors Cushman & Wakefield and design advisors FaulkerBrowns Architects. Evaluation of the final bidders took place from the 14 August to the 15 September 2023. The moderation meeting then took place on the 18 September 2023 where each tender was reviewed in turn and scores were agreed unanimously to identify the preferred bidder. This report details the process undertaken as well as the details of the final tenders.
- 2.7 The results of the moderation meeting are summarised below in the table:

Main Topics	Available Score	Bidder 1	Bidder 2
Concept (Uses and Design)	35%	29.05%	19.95%
Delivery	22.5%	18%	16.2%
Operation	10%	6.8%	6.8%
Commerciality	27.5%	19.25%	13.75%
Social Value	5%	4%	4%
Legal	Pass/Fail	Pass	Pass
Total	100%	77.1%	60.7%

2.8 Following appointment of the preferred bidder, the next stage will be to enter into detailed legal negotiations to conclude the terms of the Development Agreement, it is envisaged this will be completed by Summer 2024. This will include provision over how the grant funding is accessed from the Towns Fund and the Enterprise Zone as well as setting key outputs and milestones.

3. Recommendations

3.1 It is recommended that the Cabinet:

- a) Subject to robust financial and other due diligence having been carried out in respect of Bidder 1 approve the selection of Bidder 1 as the preferred development partner for Four Waterside and Marefair having considered the detail set out within this report and exempt Appendix A.
- b) Note the use of £1.5m of Towns Fund and £7m of Enterprise Zone grant funding that will be used for the delivery of this scheme.
- c) Delegate authority to the Director of Communities and Opportunities in consultation with the Executive Director for Finance, Director of Legal and Democratic and Cabinet Member for Economic Development, Town Centre Regeneration and Growth and Cabinet Member for Finance to negotiate and conclude the terms of and enter into, the Development Agreement and associated documents with the preferred bidder, in accordance with the Final Tender. This includes engaging with the preferred bidder to confirm financial commitments and other commercial terms through the finalisation of the Development Agreement and associated documents in accordance with the Final Tender and detailed Heads of Terms contained within it.
- d) Approve the recommendations set out in the Exempt Appendix A.

4. Reason for Recommendations

- 4.1 The recommendations are being made so the regeneration of Four Waterside and Marefair can progress. The delivery of Four Waterside and Marefair will have significant placemaking benefits and act as a catalyst project through establishing new values. The development will provide a new high-quality mixed-use neighbourhood on a key strategic site within Northampton town centre. The site is currently a vacant brownfield site which is an eyesore within the town centre, and given its key strategic location, the development has the potential to have a transformational impact upon Northampton town centre and beyond.
- 4.2 Four Waterside and Marefair aligns strongly with the objectives of the West Northamptonshire Joint Core Strategy, Northampton Local Plan Part 2, and the Council's Corporate Priorities to secure the delivery of a range of housing in sustainable locations to ensure all residents have access to a home that they can afford and that meets their needs.
- 4.3 The recommendations are being made following a compliant procurement process via the Pagabo Framework and the subsequent evaluation of final tenders by both bidders. The submissions were evaluated and approved by the evaluation panel which was made up of the Head of Major Projects and Regeneration (moderator), Regeneration Manager (evaluator), Principal Regeneration Programmes Officer (evaluator), Partner at Cushman and Wakefield (evaluator) and Partner at Faulkner Brown Architects (evaluator) with support from West Northamptonshire's Procurement Team and appointed Legal Advisors Trowers and Hamlins.

5. Report Background

- 5.1 Four Waterside comprises 2Ha (5 acres) of cleared land opposite Northampton train station, through the development of the 2020 masterplan for the site it has been identified for a mixed-use redevelopment scheme to include development of grade A offices, as well as a new hotel and residential development. Northampton's town centre office market has historically been constrained by the strength of its out-of-town business parks, and the aspiration is that Four Waterside will create a new office destination in the town centre, acting as a catalyst for the growth of a successful town centre office market that delivers economic growth and high-quality employment opportunities. In turn this will grow demand for town centre living, supporting an increasingly vibrant and prosperous town centre.
- 5.2 The Marefair site comprises two pockets of land: the Doddridge Street surface car park and the vacant plot of the former Castle House office building. The site is located along Marefair which is the main pedestrian route into the town centre from the Station. This project will ensure that the site is developed to create a good first impression for visitors to the town centre through the delivery of a high-quality residential development.
- 5.3 The Four Waterside and Marefair projects form part of the Northampton Town Centre Masterplan and the Northampton Town Investment Plan, and the development is a key priority for residents and stakeholders in the town. Four Waterside and Marefair directly responds to the need to support the repurposing and rejuvenation of the town centre particularly in response to the impact of the COVID-19 pandemic on the town. The projects, which are located on a major gateway into the town, also aim to increase footfall into the town centre.

- 5.4 The selection of a development partner is essential to deliver the regeneration of Four Waterside and Marefair and will act as a catalyst to encourage wider development across the town.

Procurement Process

- 5.5 At Cabinet on 13 September 2022, approval was gained to move forward with the suggested procurement route using the Pagabo Framework as outlined in the Procurement and Delivery Strategy for Four Waterside and Marefair.
- 5.6 The procurement process commenced with the launch of the Expression of Interest (EOI) stage, on the 6 January 2023. The Council is conducting the procurement exercise using the Pagabo Developer Led Framework. This route was used to allow developers to enter into the Project Dialogue stage, enabling dialogue with the Council to discuss and negotiate specific aspects of their proposals before selection of a Preferred Bidder.
- 5.7 The procurement process has been conducted in 4 Stages:
- Stage 1 – Expression of Interest Stage
 - Stage 2 – Project Dialogue Stage
 - Stage 3 – Further Competition Stage
 - Stage 4 – Preferred Bidder Stage
- 5.8 The EOI stage ran from the 6 January to the 27 January. The EOI was sent to six developers on the Pagabo Framework. Initially, three developers expressed an interest in the opportunity of the scheme. Prior to the commencement of the Dialogue Sessions, one of these bidders dropped out leaving the process with two bidders in total moving forward.
- 5.9 The Dialogue sessions began on 6 February 2023 and consisted of eight separate dialogue sessions which included:
- Dialogue Launch and Concept Meeting
 - Views on Concept
 - Concept, Operation and Commerciality
 - Legal Workshops to determine Heads of Terms
 - Financial Workshops
 - Final Non – Legal Topics
- 5.10 The Dialogue Stage was to assist bidders in the evolution of their respective proposals for the opportunity, in dialogue with the Council and its advisors, to ensure that those proposals meet the Council's requirements. The prime intention of these dialogue sessions was to provide the Council and Bidders with the opportunity to:
- Provide constructive feedback

- Test assumptions and rationale
- Identify and discuss any issues that require further clarification or resolution and
- Resolve any issues that require dialogue/negotiation prior to close of Project Dialogue Stage.

5.11 Stage 3 was the Further Competition Stage. An Invitation to Participate in Further Competition Stage (IPFCS) was circulated to the two bidders on the 24 July 2023 with a deadline of the 18 August 2023. The IPFCS outlines the project objectives for the bidders to respond to and these have been scored against with weighted scores. The Council is seeking a solution that best delivers the Project Objectives, the objectives were as follows:

5.12 **Office Accommodation** - development of 'gateway' Grade A office accommodation at Four Waterside, that meets modern occupier requirements and is delivered as part of a comprehensive development that complements surrounding uses.

5.13 **Residential Neighbourhood** - redevelopment of the sites to provide a new high-quality residential offer, with a varied tenure mix to attract new demographics to Northampton town centre. It will also form a new neighbourhood and community that helps to connect with and supports the vitality of the wider town centre.

5.14 **Commercial Uses** - the delivery of appropriate and viable commercial uses, which fits with the wider objectives of the sites, links with and improves the offer of the wider sites, complements surrounding uses, and supports the vitality of the wider town centre. This includes the delivery of a new hotel at Four Waterside.

5.15 **Public Realm, Heritage, Design and Form** - the development at Four Waterside and Marefair will need to be sensitively designed with high quality buildings to protect the setting of historic features in close proximity to the sites, whilst creating an attractive and sustainable destination, with a sense of place where people choose to live, work and visit. Public realm within the scheme should create an appealing destination that adds to the attractiveness and usability of the sites, whilst protecting the setting of historic features located along Marefair including the proposed Heritage Park, Northampton Castle and Mound, Grade 1 listed St Peters Church, Old Black Lion pub, Grade II listed Caste Hill United Reformed Church and any other relevant listed buildings. Design should be innovative and avoid generic homogenous offerings. This could include provision for an element of non-standard apartment typologies or for a requirement for blocks to be varied in design.

5.16 **Transport, Linkages & Connectivity** - all development should connect with the wider town centre, improving permeability and accessibility for all and the creation of one cohesive, integrated centre that provides a network of connected commercial and residential spaces.

- 5.17 **Partnering Approach** - to create a partnering structure with the Council that: aligns the parties' goals; plays to their strengths; appropriately apportions risks and provides sufficient control for each party to determine those aspects of the development that are core to their respective organisations. It is currently envisaged that this will be through a contractual joint venture partnership approach.
- 5.18 **Delivery and Resources** – the timely delivery of the scheme with appropriate and sufficient resources available from day one.
- 5.19 **Stakeholder Engagement** – the production of a stakeholder engagement strategy that clearly identifies who will be consulted in the development of proposals for the sites, that identifies any potential obstacles and how they are going to be managed, focusing on the development of constructive and productive relationships over the period of the project that maximise the Project Objectives.
- 5.20 **Long Term Structure** – the provision of a long-term management and maintenance structure for the redeveloped sites in order to maintain the environment as an attractive place to live, work and visit, where people feel safe and secure, at minimal cost and risk to the public sector.
- 5.21 **Viability & Funding** – to deliver a viable and fundable scheme and secure sufficient private sector funding on reasonable and appropriate terms to deliver the scheme and unlock public sector funding where gap funding is required.
- 5.22 **Financial Structure** – to provide a transparent financial structure that appropriately remunerates and rewards the parties in consideration of responsibilities, risks, and contributions to the development of the scheme and fulfils the Council's obligation to achieve best consideration. To also allow the Council to invest in the future potential of the development opportunity.
- 5.23 **Social Value** – to create and enable sustainable and genuine local employment and training opportunities through the development and construction process and through the lifetime of the development. This should include providing opportunities to local businesses and supply chains. The development should promote healthier, safer, and more resilient communities.
- 5.24 The objectives are set out into weighted groupings to outline the importance of each section. These are outlined below:

Main Topics	Weighting
<p>Concept (Uses and Design) Includes Overview, Office Accommodation, Residential Neighbourhood, Commercial Uses, Public Realm, Heritage Design and Form and Transport, Linkages & Connectivity.</p>	35%

Delivery Includes Partnering Approach and Delivery and Resources	22.5%
Operation Includes Stakeholder Engagement and Long Terms Structure	10%
Commerciality Includes Viability & Funding and Financial Structure	27.5%
Social Value	5%

5.25 The evaluation was weighted under the five main topic areas as set out above which the evaluators used to score each bid.

5.26 A team of four marked each tender evaluation question which consisted of two officers from the Council (Regeneration Manager and Principal Regeneration Programmes Officer) as well as partners from Cushman & Wakefield and FaulknerBrowns Architects. The Council's Procurement Team have also been involved during the process for guidance. The evaluation took place from 14 August to the 15 September 2023. Following the evaluation of the final tenders, the moderation meeting was held on 18 September, moderated by the Head of Major Projects and Regeneration, to ensure fair and consistent marking across the final tender Submissions.

5.27 Evaluators met as a group, chaired by the moderator, in order to identify a single moderated score for each of the tenders. Each tender was reviewed in turn, whereby the moderator sought to identify a consensus score from the evaluators.

5.28 The final scores for each of the 2 bidders is set out below:

Main Topics	Available Score	Bidder 1	Bidder 2
Concept (Uses and Design)	35%	29.05%	19.95%
Delivery	22.5%	18%	16.2%
Operation	10%	6.8%	6.8%
Commerciality	27.5%	19.25%	13.75%
Social Value	5%	4%	4%
Legal	Pass/Fail	Pass	Pass
Total	100%	77.1%	60.7%

5.29 The scoring by the evaluation panel applying the evaluation criteria identifies the final tender from Bidder 1 as providing the best price and quality. This represents a proposal that by reference to the evaluation criteria most closely aligns with the Council's objectives and requirements and is made by a team with the appropriate experience, capacity, and resources to deliver it. Therefore, the recommendation is for Bidder 1 to be the Councils development partner for Four Waterside and Marefair.

5.30 Elements of the proposal from Bidder 1 can be found in exempt Appendix A.

Next Steps

5.31 If Cabinet approve the selection of the preferred bidder as development partner for Four Waterside and Marefair, the Council will inform the preferred bidder and enter the 10-day standstill period. This period will begin from the date of the publication of the decision, which is expected to be 11 October 2023, and will end at midnight on 24 October 2023.

5.32 From the point that the award notification letters are issued the Council will engage with the preferred bidder to confirm financial commitments and the other terms contained in the Final Tender by finalising the terms of the Development Agreement.

5.33 Following recommendation of the Preferred Bidder, it is envisaged that this stage will involve clarification, specification, and optimisation of the Preferred Bidder's proposals in line with the principles set out in their Final Tender Submission and settling the Development Agreement in accordance with the agreed Heads of Terms.

5.34 Key outputs of this stage will include the Business Plan, further working up the submitted masterplan and a completed suite of contract documents ready for formalising the contract between the Council and the Preferred Bidder.

5.35 No further negotiation on any substantive points is permitted following the submission of Final Tender Submissions and the Council would reserve its right to exclude the Preferred Bidder from the procurement if it attempted to deviate from the principles set out in the Final Tender Submission. Following approval of the proposed contract, including the Business Plan and masterplan by the Council, the parties would enter the contractual arrangements.

5.36 The remaining stages of the procurement process will be undertaken based on the anticipated timescales below, which are subject to review by the Council.

Procurement Phase	Anticipated Timetable
Stage 4 – Preferred Bidder Stage	
Preferred Bidder Period Start	Winter 2023
Contract Award	Summer 2024

5.37 All of the study site is within the Council's ownership apart from a section of the Doddridge Street Car Park. The Council is in negotiations with the landowner regarding the acquisition of the section of the car park. Discussions are progressing positively with the landowner with draft heads of terms issued. There is a risk that discussions stall and the Council is not able to progress with acquiring the site. In this case, the Council will explore the other tools and options available including compulsory purchase. In order to keep the momentum going, the Council progressed with the procurement with acquisition negotiations running parallel, the Council have agreed to pay the developer's reasonable professional costs related to the Marefair plot if in the scenario

that the land could not be acquired. If this situation is to happen, this would be funded through the Enterprise Zone, however conversations are positive with the landowner.

6. Issues and Choices

- 6.1.1 Procurement in compliance with public procurement legislation is necessary where a public body is seeking to procure works above a specified threshold and this process needs to be undertaken in a fair and open manner. As the awarding authority, the Council is required to ensure the selected partner delivers the best price/quality score of those involved in the process.
- 6.1.2 The preferred development partner has been selected by using a competitive dialogue route, which was advised by Cushman Wakefield, the Council's commercial advisors, as the most appropriate for the procurement of Four Waterside and Marefair.
- 6.1.3 Cabinet could decide not to approve the recommendation, but this would lead to the Council having to cease the current procurement process and either commence a new procurement process or opt not to proceed with this form of regeneration scheme. These routes are not recommended as they would undermine the Council's ability to deliver the objectives of the regeneration of Northampton town centre.

7. Implications (including financial implications)

7.1 Resources and Financial

- 7.2 The Council has secured £1.5m from the Towns Fund and £7m from the Northampton Waterside Enterprise Zone for the delivery of Four Waterside and Marefair.
- 7.3 Bidder 1 will work with the Council to develop the Outline Business Case that has been used to secure the funding from the Enterprise Zone into a Full Business Case once they have been appointed as the preferred developer. The Council will not enter into the final contracts until the Full Business Case has been approved (or the final contracts will contain a condition that the Council is not bound until this has occurred).
- 7.4 It is set out in the final tender that the new public realm being created will be managed by a newly created management company which will not give any new revenue pressures to the Council moving forward. The company will be funded via a service charge mechanism with each owner/occupier of an asset paying an annual service charge.
- 7.5 The Pagabo framework has undertaken financial standing checks and due diligence on the developer who has passed all these checks.

7.6 Legal

- 7.7 The Council appointed external commercial advisors Cushman and Wakefield to provide specialist commercial advice to assist and advise the Council on the development a procurement strategy to deliver the Four Waterside and Marefair scheme. In addition, the Council appointed external legal advisors Trowers & Hamlins LLP to provide specialist legal advice and support to

the Council on the legal documentation required to support the delivery of the Council's procurement strategy required at this stage.

7.8 The competition to appoint a development partner has been run in conjunction with the Pagabo procurement framework rather than a full competitive dialogue. As such, the commercial transaction has been shaped with a combination of support from Cushman & Wakefield and Trowers & Hamblins.

7.9 The initial form of preferred commercial agreement was intended to be based on the precedent development agreement and structure proposed under the Pagabo framework. Trowers & Hamblins however reviewed the precedent documents and advised us that they would not be suitable for the proposed transaction because they were not sufficiently bespoke to take into account all of the complicating factors for the transaction. This includes the fact that it is multi-phase and has particular funding requirements.

7.10 Trowers & Hamblins therefore created the form of draft Heads of Terms to reflect the Council's preferred commercial deal structure and invited comments from the proposed bidders. Throughout the negotiation period, Trowers & Hamblins have supported the redrafting and amendments to the Heads of Terms through the dialogue process and provided appropriate legal advice throughout. The advice has extended to development, procurement, land assembly, planning and funding-based advice.

7.11 The next phase of the transaction would be to take the agreed Heads of Terms and draft all of the appropriate legal documentation including the development agreement, to reflect those agreed heads. This would take place over the coming months.

7.12 Pagabo framework has undertaken financial standing checks and due diligence on the preferred bidder who has passed all these checks.

7.13 Risk

7.14 Regeneration schemes will always carry an inherent level of risk due to the unforeseen changes in circumstances; it is not possible to carry out development without some level of risk. However, the Council has taken appropriate steps to ensure that risks are mitigated and minimised as appropriate.

7.15 All of the study site is within the Council's ownership apart from a section of the Doddridge Street Car Park. The Council is in negotiations with the landowner regarding the acquisition of the section of the car park. Discussions are progressing positively with the landowner with draft heads of terms issued. There is a risk that discussions stall and the Council is not able to progress with acquiring the site. In this case, the Council will explore the other tools and options available into it.

Risk	Mitigation
There is a risk that the procurement of the developer partner could be the subject of challenge.	The Council has retained specialist real estate and procurement advice from Cushman & Wakefield, and retained specialist legal input from Trowers and

	Hamblins, to ensure that all actions taken by the Council accord with the provisions of relevant laws.
Failure to agree a Development Agreement on commercially acceptable terms would halt the procurement process.	To mitigate the risk, bidders were asked to submit Heads of Terms with their tenders. This will form the basis of the Development Agreement with the development partner.
Market conditions. Over time, changes to housing and other values could impact on the viability of future phases, and potential land values.	There has been extensive soft market testing and analysis of housing trends and prices within the town, demand shows that there is a need for high quality housing with Northampton and there have also been discussions with end users for the office and hotel.
Construction costs. Construction costs may rise, making it unviable for the scheme to be delivered as planned. In the worst case this may cause, or contribute to, financial failure of the developer (see relevant risk below for this). If the gap cannot be filled, the Council may need to fund completion in order to secure viable assets for use or disposal.	<p>The business plan, including estimated full construction costs, will be carefully evaluated prior to the Council entering into contractual comments.</p> <p>Ensuring the developer is tied to the full development either by the group company with substantial real assets it could not easily divest being the contracting counterparty, or if a site-specific subsidiary is used, a parent company guarantee being provided.</p>
Failure to obtain planning permission. The Four Waterside and Marefair development will require planning permission, and failure or delay in gaining permission would slow or halt development.	Bidders have ensured that tenders have been prepared in accordance with relevant planning policies, and the scheme will be submitted through the pre-application advice process.
Unforeseen adverse ground conditions (including diverting existing utility services)	Initial environmental surveys were commissioned by the Council prior to procurement and carried out by appropriately qualified people.
Development partner failure to perform or goes into administration	The Council have undertaken a competitive procurement process to secure a preferred partner with an appropriate track record and financial strength. The terms of the agreement will provide further protection (see confidential appendix).
Delays or unexpected costs with utility services. These could increase costs (with similar issues arising as for construction costs) or create	As for construction costs, and in particular sufficiently detailed and robust utility cost estimating, including obtaining where practical advanced fixed price quotations for connections.

lengthy delays in completion and ability to realise returns.

7.16 Consultation and Communications

7.17 As part of the Northampton Town Investment Plan process, there was extensive consultation with the community and stakeholders. This included online and in person forms of engagement, where approximately 434 individuals replied to the questionnaire, creating a total of 1,495 pieces of project level feedback. The responses were evenly split between males and females. 18 per cent of respondents were aged under 35 and 15 per cent were over 65.

7.18 Online consultation was also followed by a series of workshops with key stakeholders. A series of consultation workshops were held focusing on urban regeneration, deprivation and inequality, and business, enterprise, and skills. Approximately 150 stakeholders were approached to take part in the workshops. Workshops were attended by key stakeholders in Northampton including local businesses, social enterprises (Northampton Social Enterprise Town), community safety teams, Digital Northampton, NN Contemporary Arts, University of Northampton, and Northamptonshire Police. There has also been regular engagement with the Northampton Forward Board who act as the Town Deal Board for Northampton.

7.19 Overall, the majority of responses were positive about how beneficial the projects would be to improve the town centre. The main challenges highlighted were a lack of quality goods offered in the town centre, poor appearance of the town centre and competition with other areas. The main opportunities were bringing disused buildings/public space back into use and improving the public realm. The initial survey was followed by more detailed questioning of a web community across three days.

7.20 Four Waterside and Marefair were ranked highly in the consultation and seen as a priority in the regeneration of Northampton town centre with 64% ranking Four Waterside as the top priority.

7.21 The communications team will support with publicising the cabinet report and resolution with a proactive press release which will be shared with the media and across the Council's designated channels in order to communicate this with our communities. Following this, the communications team will support with a detailed communications plan to communicate key milestones with the public throughout the project.

7.22 Consideration by Overview and Scrutiny

☐ N/A

7.23 Climate Impact

7.24 The Four Waterside and Marefair project is regenerating a brownfield site back into an active use. Part of the requirement of the Four Waterside and Marefair development is investment in public realm, this will include open space around the new residential development and also exploring opportunities for improvements to active travel routes.

7.25 **Community Impact**

7.26 This scheme will have a positive impact on the community through the regeneration of a brownfield site delivering much needed high-quality housing and other supporting uses.

8. Background Papers

8.1 Cabinet report - Towns Fund: Four Waterside and Marefair Business Case and Delivery Strategy – September 2022