

Economic Development, Education and Place Shaping Policy and Scrutiny Committee

Date:	Monday 3 rd February 2020
Classification:	General Release
Title:	Oxford Street District Programme Update
Report of:	Deirdra Armsby, Director of Place Shaping and Town Planning
Cabinet Member Portfolio	Councillor Richard Beddoe, Cabinet Member for Place Shaping and Planning
Wards Involved:	West End, Marylebone High Street, Bryanston and Dorset Square, Hyde Park
Policy Context:	
Report Author and Contact Details:	David Hills dhills@westminster.gov.uk

1. Executive Summary

- 1.1 An update on the Oxford Street District (OSD) programme was last presented to the Committee in September 2019. This highlighted the progress that had been made with phase one maintenance works and on the advancement of the procurement of a Design and Build Contractor to help deliver the programme's range of ambitious work packages.
- 1.2 The purpose of this report is to provide information on how the programme continues to implement the Oxford Street District Place Strategy and Delivery Plan.
- 1.3 Recent developments within the programme have included the: progression of Phase 1 maintenance works, continuous development of design and strategic workstreams, introduction of additional programme management resource, on-boarding of a new Design and Build contractor and prioritisation of delivering the programme's first work package - Ramillies Street, commencing later this year.

- 1.4 Key appointments have been made in recent months to support the delivery of the programme, including Turner and Townsend, Murphy Carey Joint Venture (MCJV) and the interim appointment of Publica. These appointments will support the council to effectively drive forward the delivery of programme.
- 1.5 There have been significant and positive discussions with stakeholders.

2. Key Matters for the Committee's Consideration

For members of the Committee to be informed of the progress of the programme to date, and to note the appointments of;

- Turner and Townsend to support the programme's management and delivery of the OSD;
- Quantity Surveyors – appointment imminent
- MCJV, as the Design and Build Contractor, will drive forward the team's concept design work and deliver the construction works for the programme;
- Publica as a strategy and design guardian for the programme. This is an interim appointment pending a wider procurement exercise.

3. Background

- 3.1 The OSD programme seeks to cement the district's international status by creating an inclusive, accessible and liveable district that is fit for the future. This will be achieved through a range of design and construction works, developing district-specific strategies on key issues, such as air quality, and fostering effective management practices. The aspirations for the district are detailed in the OSD Place Strategy and Delivery Plan, approved by full Cabinet in February 2019.
- 3.2 The council's Cabinet approved the business case for the OSD programme in April 2019, granting £150 million council investment to revitalise the area, with acknowledgement that further private funding is required.
- 3.3 To communicate programme progress, geographically split Zonal Working Groups - comprised of resident groups, businesses and landowners - were formed to receive updates on designs and important district-wide developments.

4. Oxford Street District Programme Activities

- 4.1 The Phase 1 maintenance works have continued to progress at pace, being on-track for completion in the first quarter of 2020. The works have included footway and carriageway safety improvements. A Public Liaison Officer has been assigned to this scheme and has received positive feedback on the level of engagement being provided.
- 4.2 Engagement with stakeholders has continued through a combination of project meetings and the Zonal Working Groups. The Zonal Working Groups last met in October 2019, meeting a total of three times since the business case was

approved less than a year ago. Further Zonal Working Group meetings are being planned for spring of this year to provide further updates on the works including an update on the traffic modelling.

- 4.3 There are ongoing discussions with potential funders from the private sector.
- 4.4 Design proposals for the priority work packages have continued to progress. The programme has pushed ahead with readiness for on-site delivery of the Ramillies Street work package in 2020. This will be the first package within the programme to be delivered and will establish an enhanced and more accessible public realm. The works includes a collaboration with The Photographers' Gallery to transform the identity and experience of place by displaying artwork on building facades and banners.
- 4.5 Alongside the design work packages, the team are advancing district-wide strategic workstreams - elements of the OSD Place Strategy that will shape longer-term interactions in the area. These include, but are not limited to, approaches to: improving air quality, ensuring accessibility needs are addressed, enhancing walkability and highlighting the cultural richness of the district. A Smart Cities strategy is being developed by the council and this will be incorporated into the OSD programme and be a key means by which the themes of the programme are delivered.

5. Key Programme Appointments

- 5.1 In November 2019, Turner and Townsend were appointed to support with the management of the programme. Turner and Townsend will be working with the council to deliver the ambitions of the programme. The Programme Director, from Turner and Townsend, is embedded within the council and will oversee programme progress and delivery.
- 5.2 Publica have been re-appointed as an interim advisor on design and on the development of key strategies that will inform workstreams, having previously worked closely with the council to develop the OSD Place Strategy and Delivery Plan. Publica will work with the team to help translate the OSD principles into various objectives for the detailed design.
- 5.3 Following a procurement process, MCJV were appointed as D&B Contractor in December 2019, to support the design work which has already been progressed by the team to maintain the pace on delivering priority work packages. The development of a detailed programme of works is currently underway in consultation and collaboration with MCJV.

6. Governance Arrangements

- 6.1 In line with the recent appointments, the governance of the programme has been reviewed. The Programme Board continues to assess the progress of the programme, with the Chief Executive of the council chairing monthly meetings with senior leaders. The member steering group will continue to be involved as a part of the programme governance.

- 6.2 MCJV will regularly report to the Programme Director to ensure the timely delivery of the programme.
- 6.3 Cabinet Members and Ward Councillors will continue to be highly engaged in the development of the programme, including receiving regular programme and key milestone briefings and updates. To maintain the momentum of the programme, delegated authority will be sought for certain stages of the works, with Cabinet Member Reports being issued at key junctures.

If you have any queries about this Report or wish to inspect any of the Background Papers, please contact David Hills

dhills@westminster.gov.uk

Appendix A. Oxford Street District Business Case

BACKGROUND PAPERS

[Oxford Street District Place Strategy and Delivery Plan](#)