



Leicester
City Council

**WARDS AFFECTED
BRAUNSTONE PARK & ROWLEY FIELDS**

**ECONOMIC DEVELOPMENT AND
PLANNING SCRUTINY COMMITTEE**

18 JANUARY 2007

**BRAUNSTONE HALL –
PROTOCOL FOR INVOLVEMENT OF BCA IN MARKETING**

Report of the Corporate Director of Resources

1. Summary

This report outlines the protocol agreed with BCA for their involvement in the marketing of the Hall.

2. Recommendation

It is recommended that Scrutiny note the agreed protocol.

3. Background

At its meeting on 30th October 2006, Cabinet considered a report that considered the Council's reference back and recommendation in relation to the Cabinet's decision to market Braunstone Hall.

Cabinet approved that the decision to market the Hall be confirmed, but with the full involvement of the BCA, the process for which involvement being developed with BCA and confirmed by the Corporate Director of Resources in consultation with the Cabinet Lead for Resources.

At its meeting on 19th October 2006, a member of this Scrutiny Committee felt that the Committee should consider Braunstone Hall at a future meeting to ensure that the BCA were happy with the current arrangements for the future of the Hall.

4. Report

Subsequently the attached protocol for the involvement of BCA in the marketing process has been agreed and was confirmed by the Corporate Director following the required consultation on 5th December 2006.

5. Financial and Legal Implications

Financial Implications

None.

Legal Implications

None.

6. Other Implications

OTHER IMPLICATIONS	YES/NO	Paragraph Within Supporting information	References
Equal Opportunities	NO		
Policy	NO		
Sustainable and Environmental	NO		
Crime and Disorder	NO		
Human Rights Act	NO		
Elderly/People on Low Income	NO		

7. Background Papers – Local Government Act 1972

None.

8. Consultations

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Nick Booth - Principal Accountant, Financial Strategy

9. Officer to contact:

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SALE OF BRAUNSTONE HALL

PROTOCOL FOR INVOLVEMENT OF BCA IN DISPOSAL PROCESS

Stage and LCC role	<u>Aim of BCA Involvement</u>	<u>BCA role</u>
<p>Pre marketing information gathering LCC to carry out preliminary investigations and information gathering to inform the marketing process (legal title, planning, services etc)</p>	<p>For BCA to supply relevant information gathered on their behalf to ensure current process does not duplicate work already undertaken</p>	<p>To identify with consultants who have acted for BCA reports, surveys etc which may be transferable for use by LCC.</p> <p>To be a conduit for discussion between LCC officers and LHA who have acted as BCA agents on Braunstone Hall</p>
<p>Boundaries LCC to identify the extent of the property to be marketed</p>	<p>To respond to proposals provided by the Council for the area of property to be disposed of, interface with park etc to provide shared vision</p>	<p>BCA to be consulted</p>
<p>Disposal timetable LCC to provide a detailed timetable</p>	<p>To respond to the disposal timetable proposed by the Council</p>	<p>BCA to be consulted</p>

Stage and LCC role	<u>Aim of BCA Involvement</u>	<u>BCA role</u>
<p>Marketing strategy LCC to propose method of sale, produce details, place adverts, provide press releases, issue details, arrange viewings and accept offers / expressions of interest in accordance with agreed marketing strategy utilising BCA expertise, help and contacts where required</p>	<p>For BCA's experience to inform the marketing strategy to ensure widest marketing coverage especially widening campaign beyond property press to target potential end users</p>	<p>Marketing strategy to be put together in conjunction with BCA PR and Marketing Officer including media for advertising, press releases, provision and distribution of details, viewings protocol, feedback to community etc</p>
<p>Terms of sale LCC Property and Legal to draft conditions of sale (long lease)</p>	<p>To ensure the terms of sale will provide sufficient control to provide a sustainable future for the Hall, a heritage asset, and to enable drawdown of funding</p>	<p>BCA to be consulted on terms of sale proposed</p>
<p>Funding LCC to link proposed developers to BCA to investigate funding opportunities</p>	<p>To maximise the potential to draw funding into the scheme</p>	<p>BCA to investigate potential sources of funding (emda, NDC, Europe, Sports Action Zone etc) and, where applicable, be a link between developers / occupiers and funding bodies</p>
<p>Developer selection LCC to receive expressions of interest / bids and seek Cabinet approval to selection</p>	<p>To inform Cabinet's decision making</p>	<p>BCA to be consulted on offer / schemes received and provide a review of most beneficial approach</p>

Stage and LCC role	<u>Aim of BCA Involvement</u>	<u>BCA role</u>
<p>Legal and planning LCC to enter into contract with selected developer, subject to planning, and complete long lease on satisfactory receipt of planning consent</p>	<p>To provide public participation over scheme issues to enable process to contractual close</p>	<p>BCA to be a conduit through which preferred developer can engage with local community as part of planning process</p>