

MAYOR OF LONDON

THE  
OUTER  
LONDON  
FUND

ROUND ONE

This booklet was  
**designedbygoodpeople.com**  
and printed by **Kopykat.co.uk**  
using vegetable based inks and  
100% recycled fibre paper



# MAYOR OF LONDON

## THE OUTER LONDON FUND



### Rising to the Challenge

The last few years have seen substantial strategic investment across the capital. London has made great strides to enhance business opportunities, provide better transport links, improve the physical fabric of town centres and public spaces and set new standards for housing delivery.

But there is more to be done. There are many parts of London that, with a bit of support, could become vibrant centres, full of economic and cultural energy and capable of contributing much more to our city's rich character. Getting more of London's high streets buzzing and making them into places we all want to be, is a great challenge for us all.

The Outer London Fund will both celebrate and support the good work of the boroughs and their partners. It will add to the range of measures already underway to nurture and shape sustainable growth, and it will enhance the vitality of the outer parts of our city. This three year initiative, which begins immediately, is backed by funding of up to £50 million provided by the GLA and a specialist support offer. It is aimed principally at high streets in those parts of London benefitting less directly from the major infrastructure improvements that we are making, such as Crossrail and the legacy emerging from the 2012 Games. With a focus on tangible improvements that make a real difference to our everyday experience, this initiative will help strengthen our local economies and contribute to future growth.

I want to make sure that a wide range of Londoners benefit from this initiative and therefore encourage London's boroughs and communities to seize the opportunity. This document announces that we are open for business and ready to receive your proposals on how we can work together to energise local London.

I look forward to seeing your suggestions for places and actions that could meet the challenge.

A handwritten signature in black ink, which appears to be 'Boris Johnson'.

**Boris Johnson** Mayor of London

13th June 2011

# THE OUTER LONDON FUND

ROUND ONE

---

The objective of the Outer London Fund is to strengthen the vibrancy and growth of high streets and their environs.

---

These are the parts of London where the public life and the everyday economy is focused; places that include our designated town centres, with good public transport, and the high street activity that we all want to see flourish. These places can range from local parades of shops to major town centres. At the centre of the initiative is funding of up to £50 million over three years, supported by the offer of advice that can be targeted at improving the character, quality and economic vitality of selected high street places.

Given the desire for economic growth across the capital, the Mayor believes that action and expenditure should start swiftly, with tangible outcomes to be achieved in the first year of the initiative. Support will therefore be allocated in two rounds, rolled out over three years. The first round will provide an immediate opportunity to access funds and advice for clusters of readily deliverable projects. These should make a visible, if in some cases temporary, contribution to the vibrancy and self-confidence of high street places in the near future. The second round will continue the package of support, adding more places and shifting the balance towards more substantial physical projects that can deliver lasting improvement.

Round One applications are required by midday on 18th July 2011. We expect to allocate up to £10 million in total in this first round. The likely maximum is £500,000 per place, though there may be exceptions. Round Two applications, required in early-September 2011, can either be for more action and projects in the same places that succeeded in



Round One or be focused on further places. We expect to release application details for Round Two on 19th July 2011.

The Mayor will choose the places that deserve this support the most, where there is local enthusiasm and the desire to work together. Prompt deliverability that can give an early boost to local economies will be a key qualification. The Mayor is looking particularly to give support to local retailers in time for the Christmas 2011 trading season. He will therefore be keen to see proposals for actions and projects that are live and others that can be nurtured quickly. This will be a rapidly moving initiative, suitable for those parts of London where collaboration and an appetite for success are most likely to bring results. Preference will be given to places that have the potential to thrive, but are benefiting less directly from strategic investments such as Crossrail and the Olympic transformation. Exceptions to this locational criterion may be made where there is a very high quality proposal, particularly if it will deliver clear benefits to such places or their residents.

The Mayor wants to see proposals that demonstrate an holistic approach to making better places; that unlock barriers to growth and create economic uplift; and that celebrate and improve the quality of local life by supporting the thriving hearts of London's diverse places.

The impact of the Outer London Fund will be magnified if you can achieve coordination with investments from other partners, including Transport for London (through existing programmes), in either new or already live schemes. The support should be used wherever possible to lever additional resources and add value to existing or proposed investments.

The simple application form for Round One can be found at the end of this document, together with an Expression of Interest form for Round Two. The Expression of Interest form will not be used in the Round Two selection process, but it will help us to open up an early dialogue with you. We will give you whatever help we can with preparing excellent applications for appropriate places where good results are possible.

---

## WHAT'S THE PRIZE?

There is flexibility about what actions and projects the initiative can support, as long as they are part of a coherent package focused on the uplift of high street places that are most deserving and will clearly benefit from this initiative; helping their self-confidence, vibrancy and economic growth. The following is a list of the types of action we have in mind, ranging from modest awareness and enthusiasm-raising efforts, to more substantial

built works and development-enabling projects. This is not a comprehensive list; rather it is intended to prompt and encourage. It is anticipated that Round One projects will generally focus more on the lighter-touch actions, whereas Round Two projects are expected to have a higher proportion of more substantial actions with a focus on physical projects. No type of action, however, is exclusive to either round.

- **LOVE YOUR HIGH STREET:** Actions to increase local appreciation of high streets and their environs by making information about their unique qualities accessible, delivering for example: audits; tours; exhibitions; website; information pamphlets about the place and what it offers; as well as action to bring forward temporary and sparky events and attractions such as festivals, high street dinner parties, markets, art exhibitions and temporary use of shops, all to help draw in people, popularise the place and boost trading. There is also a great opportunity in the first summer of the initiative for some of the actions to dovetail with London 2012 Festival events in high street places, including many that are being supported by the Mayor.
- **NURTURING STREET LIFE:** Actions to encourage more street activity in the place, for example: with small community garden and planting projects; adding cycle parking in the right places; some generous seats; on-street information and way-finding; offering help with the licensing issues that so often hold back use of the pavement by cafes, restaurants, shops and community activity.
- **DRESSING UP:** Bring excitement and cheer to the high street with seasonal dressing, such as Christmas lights in the winter and bunting in the summer. It happens already, but rarely happens with the design flare and ambition that will really make a strong impression and draw in the public.
- **SHOP FRONT SURGERIES:** Provide support to local businesses and other public facing organisations with their marketing and their image. This could include programmes of shop front and signage improvement. Encourage local economic development by making information and communication technology centres accessible.
- **COMMUNITY VIBRANCY:** Strengthen the social infrastructure by improving community and cultural facilities within high streets and their environs and help build capacity, for example: by offering small grants to local groups; and endowments for community organisations to secure their continuity.
- **ACTION FOR GROWTH:** Support work to define better the potential of places to accommodate growth and to renew themselves. Clarify actions and scope projects by getting them ready to go, securing support, building momentum, and making sure that there is sufficient place-shaping capacity.

- **ENABLING DEVELOPMENT:** Help make good development a reality by preparing sites, through site purchase and assembly; transfer of surplus public sector land; land swaps; site remediation; and local access works.
- **ADJUSTING PLACES:** Make high street places more desirable and usable by pushing forward more substantial public space and environmental enhancement projects that, for example: recalibrate the balance of road space use; address parking issues; improve transport interchange facilities as well as crossings, footways, lighting and street furniture; reduce commercial and other clutter and clean up; restore and enhance buildings and other structures; plant trees; provide bicycle parking and make new public routes.
- **WORKING TOGETHER:** Help the formation of traders' associations or business improvement districts, with model documents and processes if demand exists, general guidance and some initial organisational support and small facilitation grants. The Mayor sets great store on local traders' associations to carry this initiative forward in future years, so proposals that involve local traders' associations or include a plan to form a traders' association where one does not exist will be especially welcomed.

The initiative is being coordinated on behalf of the Mayor by the Greater London Authority, working closely with others in the LDA and TfL. Resources are limited, but to make the most of what we have to offer, a small specialist assistance team is being assembled. If requested, this team will support you in defining better and pushing forward your chosen actions in each selected place, to help engage people, nurture collaboration, assist local businesses, organise events, design celebrations and decorations and light-touch improvements, promote the place and nurture opportunities. Where relevant, and as resources allow, we can help you refine the scope of projects, develop briefs, procure professional teams and review and steer the work of consultants.

---

## PREPARE AND APPLY

Your preparation should focus on two key questions: Firstly, why is the place or places where you want to focus support appropriate? Secondly, what do you want to do and why? By this we mean, what actions do you want to take, how do you expect them to benefit the place, how will they be effective, how will they be made to happen and how can they be delivered in the course of the 2011/12 financial year?

In your application you should demonstrate an excellent understanding of the place, its role and economy, its position in the market and its possibilities. You should make sure

you can communicate good knowledge of local business and community capabilities, and demonstrate that collaboration can move action forward. The actions you choose should be results-oriented, suitable for the place and generate real economic uplift. You should demonstrate a keen understanding of the role of good design and careful implementation. Projects and project clusters should be realistic and clearly deliverable, or show the potential to be, if supported.

The best projects will demonstrate a clear link between the proposed investment and economic uplift in terms of trading and job creation. This could either be through your own modelling or from drawing on real examples of similar projects that have delivered tangible results.

You can apply for more than one place and there is no limit on the number of actions and projects in each place. You should indicate your funding needs in as much detail as possible. Alongside the application form you should provide a proposal to support your case. Please keep it succinct and list all enclosed documents. Round One applications should be from London boroughs only, though with as much support from, and partnership with, others as possible. You should also include a letter from your chief executive confirming that the application has strong council support.

Round One proposals will need to be delivered quickly, so applications will be determined in a single stage in early-August. Allocation of funding and support will be subject to due diligence. The process of selecting places to receive support will include review by a panel and a decision taken by the Mayor. The panel will utilise the criteria below to assess suitability for funding and support. You should describe the place and proposed actions in your application and explain how your proposal meets these criteria.

- 1) GEOGRAPHIC SUITABILITY:** The place should be one that will likely benefit less directly than other places from Crossrail, the 2012 Olympic investment and other strategic infrastructure and regeneration projects. It is expected that such places will be mostly, but not exclusively, in the outer parts of London, not within the immediate catchment area of a Crossrail Station, and not in one of the top Crossrail-benefiting boroughs.
- 2) DELIVERABILITY:** Proposed actions should be ready to go, or it should be evident that, subject to support, they can deliver within the time frame of this initiative. There should be clarity about outcomes and well-planned timetables for achieving short-term and medium-term deliverables. There should be sufficient delivery capability in place, preferably with required consents secured. There should also be a good understanding of risks to delivery and how these can be managed.



- 3) VIBRANCY AND GROWTH:** The proposed actions should promote the place as a business location, site for residential growth and a focus for the local community. There should be an anticipated contribution by retail, leisure, culture and arts sectors to balanced growth. There should be evidence of the potential for business and residential growth and real economic benefit that can be moved forward in a way that enhances the place and can be achieved at modest public cost.
- 4) PLACE-SHAPING:** The proposed actions should help shape a better place and be coordinated with other change taking place there. The process of shaping a place should carefully enhance assets, take advantage of opportunities for well-designed developments and overcome site-specific challenges. The proposed actions should improve the quality of the place in a way that can boost its cultural and economic vibrancy. Innovative projects and approaches, particularly those capable of replication in different parts of London, will be encouraged.
- 5) COLLABORATION AND SUPPORT:** There should be a good level of political and community momentum behind enhancing the place and the proposed actions should aim to cater for and provide benefits to various segments of the community. Any formal or informal partnership arrangements for delivery should be evident and it should be clear how these are adding value. Strategic partnerships that address issues caused by administrative and sectoral boundaries are encouraged. You should be willing to collaborate both locally and with the Mayoral organisations, as well as others.
- 

## KEY DATES

### **13 JUNE 2011**

- Announcement of the Outer London Fund
- Round One application details available
- Round Two Expression of Interest form available

### **18 JULY 2011**

- Round One submission deadline
- Round Two Expression of Interest deadline

### **19 JULY 2011**

- Round Two application details available

### **MID AUG 2011**

- Announcement of Round One places and projects

### **EARLY SEPT 2011**

- Round Two submission deadline

### **LATE NOV 2011**

- Announcement of Round Two places and projects

### **APRIL 2012**

- Second year of the Fund begins

### **APRIL 2013**

- Final year of the Fund begins

### **MARCH 2014**

- The Fund closes





**FOR FURTHER INFORMATION AND AN APPLICATION FORM  
PLEASE CONTACT:**

The Outer London Fund  
Design for London  
London Development Agency  
Palestra  
197 Blackfriars Road  
London  
SE1 8AA

**020 7593 8082**

**[outerlondonfund@designforlondon.gov.uk](mailto:outerlondonfund@designforlondon.gov.uk)**

To download a version of this document, please go to:  
**[www.london.gov.uk/outerlondonfund](http://www.london.gov.uk/outerlondonfund)**

Please complete as fully as possible, describing how all relevant issues have been considered. Failure to complete the application may preclude its assessment.

Include your proposal, application form and any additional documents that will allow you to most clearly communicate your ideas. Please keep all descriptions as succinct as possible and list all supporting information you are including with your application and proposal.

You should make one application per place.

**Submissions should be received by midday on Monday 18th of July 2011.**

**Please provide us with 8 hard copies and 1 digital PDF by email.**

A digital version of this application can be downloaded from: [www.london.gov.uk/outerlondonfund](http://www.london.gov.uk/outerlondonfund)

**NB:** Decisions to award funding are subject to a formal decision making process. You must not place any reliance whatsoever on the support of the GLA until formally notified in writing and your authorised signatories have executed and returned a funding agreement with which you will be provided by the GLA should your application prove successful.

Accordingly, any expenditure that you incur and/or to which you commit (including that which you have incurred or committed to in relation to the preparation of your proposal for support) prior to formal notification and execution and return of the funding agreement is incurred and/or committed entirely at your own risk.

If you are disabled (or are affected by an impairment such as dyslexia) and require communication support to help you fill in your application, please contact our enquiries team to find out about how we can help.

**Hard copies should be sent to:**

The Outer London Fund  
Design for London, London Development Agency  
Palestra, 197 Blackfriars Road, London, SE1 8AA

**Digital PDF to:** [outerlondonfund@designforlondon.gov.uk](mailto:outerlondonfund@designforlondon.gov.uk)

### THE OUTER LONDON FUND ROUND ONE APPLICATION FORM

#### CONTACT DETAILS

Name of borough: \_\_\_\_\_

Address: \_\_\_\_\_

Name of contact person: \_\_\_\_\_

Position held: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Other organisations involved: \_\_\_\_\_

Are you related to or do you have any contact with any elected GLA officials or members of our staff? If so, please tell us about your relationship with them and their name (or names) and which team they work in.

\_\_\_\_\_

\_\_\_\_\_

#### SUPPORTING INFORMATION

Please list the supporting information you are including with your application in an attached document.

#### INTEREST IN SUPPORT

Please indicate if you are interested in help and advice from our specialist assistance team.

\_\_\_\_\_

\_\_\_\_\_

## PROPOSAL

Please append a copy of your proposal for support to this form, which fully responds to the following:

### Project Details

- **The Place:** Describe the place for which you are seeking support
- **The Actions:** Describe the actions for which you are seeking support
- **Your Objectives:** What do you hope to achieve through the proposed actions

Please be sure to discuss whether the proposed actions:

- will have a net positive impact on the physical, cultural, social, economic or environmental fabric of London and/or the well-being of a particular community in London
- will be well-received by Londoners
- are projected to reach a large number of people relative to the funding contributed by the GLA

### Responding to our criteria

Describe how the place and the actions match the criteria. Please refer to the explanation of the following topics in the 'Prepare and Apply' section of the prospectus. Use the following headings:

- 1) Geographic Suitability:
- 2) Deliverability:
- 3) Vibrancy and Growth:
- 4) Place-Shaping:
- 5) Collaboration and Support:

### Demonstrating Economic Uplift

Please include any regeneration, economic development or town centre strategies; business rate retention and distribution data; or relevant planning documents.

Provide baseline data on current/existing footfall in your locality and a methodology for undertaking a yearly review to monitor change. Additional guidelines are available on request.

### Delivery

- Project timetable

**NB: The estimated project start date should include all planning and preparation time you need. All Round One award spending must be completed on or before 30 March 2012.**

- Anticipated lead delivery organisation/s
- Other participating organisations
- Cost of the action or actions
- Source and amount of funding already identified (if applicable)
- Amount of funding support requested from the Mayor

Please provide a risk register for your proposed actions. What are the main risks associated with the project, how are they likely to occur and how significant are they? How do you propose to manage these risks and what contingency plans are in place?

## MEETING EQUALITY AIMS

Please describe how your proposed actions reflect your duties under the Equality Act 2010.

---

---

---

Describe how your proposed actions will incorporate inclusive design and improve accessibility to high streets and town centres (where applicable).

---

---

---

Will the results of the actions (where applicable) be accessible to all?

---

---

---

Describe how you are distributing the funding openly and equitably, and how this will be monitored (where applicable).

---

---

---

## DATA PROTECTION AND FREEDOM OF INFORMATION

As a public organisation we have to follow the Data Protection Act 1998 and the Freedom of Information Act 2000. We have a data protection policy, which is available from our website at [www.london.gov.uk](http://www.london.gov.uk)

We also have a Freedom of Information policy which is also available from our website at [www.london.gov.uk](http://www.london.gov.uk)

### By signing this application form, you agree to the following:

- 1) We will use this application form and the other information you give us, including any personal information, for the following purposes.
  - To decide whether to award your proposal support.
  - To provide copies to other individuals or organisations who are helping us assess and monitor support. After we reach a decision, we may also tell them the outcome of your application and, if appropriate, why we did not offer you support.
  - To hold in our database and use for statistical purposes.
  - If we offer you a grant, we will publish information about you relating to the activity we have funded, including the amount of funding and the activity it was for. This information may appear in our press releases, in our print and online publications and in the publications or websites of any partner organisations who have funded the activity with us.
- 2) You have read the GLA data protection and freedom of information policies and accept how we generally plan to treat your application and other related information if someone asks to see it under the Freedom of Information Act 2000.
  - Tick this box if you consider that we should treat your proposal as confidential information
  - Tick this box if you consider that we should treat your financial information, such as your budget and any business plan, as confidential information
  - Tick this box if there is any other information you have provided that you consider to be confidential information. You must tell us what that information is and give us your reasons below or in a separate letter. If you are sending us a separate letter, please write 'letter included' below.

- 3) You agree that we can keep you informed of our work and pass your contact details to organisers of marketing activities, conferences and training events.

Tick this box if you do not want us to keep you informed of our work.

Tick this box if you do not want us to pass your contact details to organisers of arts marketing activities, conferences and training events.

To the best of my knowledge, I confirm that the information supplied on this form is correct and complete. If successful, this organisation will use the funding only for the purpose shown in this application and will meet all the terms and conditions of the attached agreement to any funding offer that is accepted.

Signed: \_\_\_\_\_

Name (please print): \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

## ENDORSEMENT

Please include a letter from your chief executive confirming your application has strong council support.

Signed: \_\_\_\_\_

Name (please print): \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

An original signature is required. \_\_\_\_\_

## FURTHER GUIDANCE

Should you have any queries please contact:

The Outer London Fund  
Design for London, London Development Agency  
Palestra, 197 Blackfriars Road, London, SE1 8AA

**020 7593 8082**

**[outerlondonfund@designforlondon.gov.uk](mailto:outerlondonfund@designforlondon.gov.uk)**

**CONTACT INFORMATION**

Name of borough: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name of contact person: \_\_\_\_\_

Position held: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Other organisations involved: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PROJECT DETAILS**

Attach a separate document if necessary.

**The Place:** Describe the place for which you are considering seeking support

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**The Actions:** Outline anticipated actions and their benefits

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Other formats and languages

For a large print, Braille, disc, sign language video or audio-tape version of this document, please contact us at the address below:

### Public Liaison Unit

Greater London Authority  
City Hall  
The Queen's Walk  
More London  
London SE1 2AA

Telephone **020 7983 4100**  
Minicom **020 7983 4458**  
**www.london.gov.uk**

You will need to supply your name, your postal address and state the format and title of the publication you require.

If you would like a summary of this document in your language, please phone the number or contact us at the address above.

### Chinese

如果需要您母語版本的此文件，  
請致電以下號碼或與下列地址聯絡

### Vietnamese

Nếu bạn muốn có văn bản tài liệu này bằng ngôn ngữ của mình, hãy liên hệ theo số điện thoại hoặc địa chỉ dưới đây.

### Greek

Αν θέλετε να αποκτήσετε αντίγραφο του παρόντος εγγράφου στη δική σας γλώσσα, παρακαλείστε να επικοινωνήσετε τηλεφωνικά στον αριθμό αυτό ή ταχυδρομικά στην παρακάτω διεύθυνση.

### Turkish

Bu belgenin kendi dilinizde hazırlanmış bir nüshasını edinmek için, lütfen aşağıdaki telefon numarasını arayınız veya adrese başvurunuz.

### Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਹੇਠ ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

### Hindi

यदि आप इस दस्तावेज की प्रति अपनी भाषा में चाहते हैं, तो कृपया निम्नलिखित नंबर पर फोन करें अथवा नीचे दिये गये पते पर संपर्क करें

### Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি (কপি) চান, তা হলে নীচের ফোন নম্বরে বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

### Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں چاہتے ہیں، تو براہ کرم نیچے دئے گئے نمبر پر فون کریں یا دیئے گئے پتے پر رابطہ کریں

### Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، يرجى الاتصال برقم الهاتف أو مراسلة العنوان أدناه

### Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.

GOOD LUCK!

MAYOR OF LONDON

