



HM Government



Commercial Eastern Gateway

Towns Fund Business Case

Town Deal Board – 6th April 2022

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Background – Eastern Gateway

The Towns Fund refers to the 'Commercial' Eastern Gateway project.

The **Eastern Gateway** scheme is a separate, public realm project delivered through the Crawley Growth Programme.

- £8.8m scheme - led by West Sussex County Council.
- Public realm upgrades, traffic calming, new segregated cycleway and improved pedestrian crossings on College Road, The Boulevard, Northgate Roundabout and Southgate Avenue.
- Delivering much improved pedestrian and cyclist access between the town centre and key development/opportunity sites at the eastern gateway of the town centre (including Crawley College, County Buildings and the Town Hall).
- Scheme completion expected Summer 2022.

Aims and Objectives

- The **Town Centre Commercial Eastern Gateway** will deliver **one commercial eastern gateway delivery plan**.
- The Town Centre **Commercial Eastern Gateway** project will deliver a **feasibility plan**, leading to a **concept** and overarching **masterplan design**.
- This will present proposals for the build out of further phases of **new commercial space**, following on from the new Town Hall development (comprising 77,000 square feet of new grade A office space over five floors).
- The project will **identify specific site locations**, both within and adjacent to the Eastern Gateway part of the town centre, where further phases of **new office space** will be developed in order to increase the capacity of high quality, commercial space in Crawley town centre.
- It will plan the **phased, incremental expansion** of new build, high grade commercial space to **accommodate professional services businesses**, both existing and new, and a range of other employment opportunities.

Strategic Case

- The Crawley Local Plan 2030 identifies three opportunity sites at the ‘Eastern Gateway’ of the town centre for significant ‘mixed-use, regeneration with the opportunity to yield new commercial space (Town Hall, College and County Buildings).
- The latest Town Centre Regeneration Programme is founded on the Council’s ambition for the town centre *‘To become a dynamic, sustainable **business growth hub** with a bold and vibrant community heart for Crawley and the Gatwick Diamond’.*
- Significant private sector residential development, with planning permission granted for **over 1,500 residential units** and the area fast becoming a new neighbourhood.
- In contrast, there has been **slower progress in new commercial space development.**
- Risk that the town centre economic growth will become unsustainable due to it becoming increasingly a “**commuter dormitory**” with insufficient day time footfall and consumer spend.
- Local commercial property agents regularly report that there is a **shortage of high-quality business space** in Crawley town centre.

Area of focus for the project

Town Hall



County Buildings

Crawley College

Beneficiary Options

- Grade A commercial office space offering 10,000 square feet of top-quality accommodation for established medium, large and international firms.
- Co-working space which serves the needs of creative / digital tech entrepreneurs; developing the arts and culture offer to significantly boost the visitor economy.
- Dedicated hot-desking, networking and meeting space for local entrepreneurs “on the go” and the broader business community
- “Live-Work” small business units in close proximity to new town centre residential development, offering a package of sustainable town centre living / working for entrepreneurs tired of the long commute.
- “Grow-On” space for fast growing micro-enterprises / SMEs, offering intermediate sized business space of 2,000 to 8,000 square feet to facilitate business and jobs growth.

Stakeholders and Governance

- A Commercial Eastern Gateway Project Board will be convened, reporting back to Crawley Borough Council (Corporate Project Assurance Group) and the Town Deal Board, comprising key stakeholders based in the town centre, including:
 - West Sussex County Council
 - Crawley College
 - Crawley Town Centre Business Improvement District (BID)
 - Town Centre Professional Services Forum
 - Federation of Small Businesses
 - Crawley Town Access Group
 - Crawley Community Action
 - Crawley Growth Board (alignment with Crawley Growth Programme)

Finance

	22/23	23/24	24/25	25/26	Total
Revenue	0	£50,000	£100,000	0	£150,000
Capital	0	0	0	0	0
TOTAL	0	£50,000	£100,000	0	£150,000

Milestones

Autumn 2022	Produce specification for tender process
January to May 2023	Tender process to select consultants
June 2023	Inception meeting
July 2023 – November 2023	Consultants to undertake feasibility study and report findings to the Project Board
December 2023 – March 2024	Consultants to work up commercial eastern gateway designs, mini masterplan and delivery plan
Spring 2024	Present recommendations and promote mini masterplan and designs to secure investment for the next phase of commercial eastern gateway
Summer 2025	Secure investment for the next phase of the commercial eastern gateway