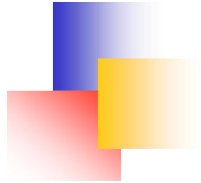




## Case Study

### Southend on Sea Borough Council Urban Regeneration Feasibility Study



progress, manage & learn

PML specialise in the provision of bespoke service orientated solutions within all business sectors and markets. Companies seeking to develop and improve both their performance and efficiencies utilise the services of PML within the following, inter-related categories:

- Integration
- Change
- People Management
- Performance
- Audit Services
- Ø PROPERTY & FACILITIES

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#### Project Overview

The growth that the College wanted to achieve had to be properly balanced with what the Council had as a vision for Southend-on-Sea. PML had to deliver a mutually beneficial solution that supported these objectives, but one that also remained affordable and attractive to potential private sector participants, including investors.

#### The Service

We had to understand the space requirements of the College, both now and for the life of the new facility. This allowed us to estimate the capital requirement of the new facility, together with the likely annual maintenance cost.

We also had to understand how the College could attract sources of funding to finance the new facility. Based upon projected student numbers and course types, we were able to forecast the likely revenue streams from the FEFC, HEFC and other bodies.

Furthermore, the proximity of the College land to Southend-on-Sea High Street and the Central Rail Station, lent itself to a host of commercial possibilities. PML advised the College to structure a commercial deal, since the income could be used by the College to reduce long-term payment streams or to provide a regular income, dependent upon the selected procurement strategy.

We presented a number of options that culminated in the idea of developing a "Student Quarter", to provide bars, street cafés, retail outlets and an arts centre.

### The Value of PML

PML concluded that the procurement strategy to finance the project could not be decided upon until formal consultation with all sectors had taken place. We therefore recommended that:

- The College and the Council should work closely together to develop a mutually beneficial and viable plan following extensive consultation.
- A market sounding exercise to be completed in order to ascertain interest from private sector organisations.