


Project Brief	
<p><i>The Project Brief is the first thing to do. It should be completed before any activity of any sort takes place. This is because the Brief is the document that subject to authorisation triggers the development of the Business Case.</i></p>	
	
Project Name	Olympia Park, Selby
Project Reference (if applicable)	TBC
Senior Responsible Owner (SRO)	Dave Caulfield
Project Manager	Chris Kwasniewski
Document Author (if different from PM)	
Date Approved	TBC
Approved By	TBC

Background

Policy SP7 of the Council's Adopted Core Strategy Local Plan identifies Olympia Park to deliver 1000 new homes and 23 hectares of new employment land in the period up to 2027, with a further 10.6 hectares reserved for longer term employment use (total 33 ha).

The western part of the site was granted a hybrid planning permission in December 2015 (outline planning permission for the development of 863 homes and detailed planning permission for highway infrastructure including a highway bridge over the Selby-Hull railway line and a link road from the Selby by-pass into the Potter Group site). However no start on site has been achieved due to the high infrastructure costs primarily associated with the bridge.

The Council has therefore been working with all of the landowners on the Olympia Park site to develop an alternative strategy to develop a comprehensive mixed use scheme, wholly accessed from the Selby By-Pass. This approach formed the basis of a funding application that the Council submitted to the Homes and Communities Agency's (now Homes England) Housing Infrastructure Fund in September 2017.

The Council was advised on the 1st February 2018 that this £8.878 million funding bid had been approved, subject to final due diligence. The funding, which will construct the main link road from the Selby by-pass and contribute towards site preparation costs, has to be contractually committed by March 2021.

Additional funding of up to £1.2 million to support the development of the project has also been agreed in principle by the York, North Yorkshire and East Riding LEP, subject to the approval of a detailed business case. It is the intention to submit a hybrid planning application (detailed for the roads and outline for the land uses) for the site in November 2018, with a view to the construction of the infrastructure commencing in the autumn of 2019.

Scope

This project covers seeks investment to support the development of the Olympia Park site, its allocation in the Draft Sites Allocation Plan and the delivery of a comprehensive mixed use development ensuring that investment from the Government's Housing Infrastructure Fund is committed by March 2021.

Selby District Council is the accountable body for the Housing Infrastructure Funding and may investigate the potential purchase of the part of the site south of the railway line currently owned by ForFarmers. As such the Council will be a major stakeholder/investment partner in the project and have a key role in driving it forward. It is important therefore for the Council to ensure that appropriate resources are put into place to manage risk associated with the project and ensure that it receives an appropriate share of rewards arising from the development of the site.

The investment will:

- Contribute towards survey/site investigation works to support the submission of a planning application for the comprehensive development of the site – the majority of these costs will come from the developer and the HIF budget
- Procure external legal and property advice and recruit a dedicated project manager to ensure that the delivery of the scheme is properly coordinated to meet the requirements of the Local Plan and maximise benefits for adjacent communities.

Project Objectives

Olympia Park is the largest strategic site identified in the adopted Core Strategy to deliver 1,000 homes and 33 hectares of employment land.

This project aims to accelerate the delivery of the site through a combination of direct public sector investment and collaborating with private sector partners to ensure the development of an integrated, comprehensive scheme that has strong links with the town centre and adjacent communities.

Benefits

The project will make a major contribution towards Selby's growth and housing land supply over the next 15 years, broadening the quality and mix of housing available in the District and creating major employment and training opportunities as part of the mixed use scheme that will benefit SME's and the local supply chain.

This project also has the potential to provide major improvements for adjacent communities in terms of open space provision, improved cycle and pedestrian links to the town centre, improved education facilities through the provision of a primary school and major investment in community facilities.

Olympia Park is a complex £380 million project that over a 20 year period will see the development of up to 1,500 homes and 90,000 m² of employment and commercial floorspace. This has the potential to generate approximately £3.5 millions of Council Tax and Business Rates revenue and bring considerable economic benefits for the District in terms of the creation of up to 1,500 new jobs and links to existing supply chains.

Project Approach / Delivery Options

The £8.878 million Housing Infrastructure Funding that has been approved for the project has to be contractually committed by March 2021.

Public sector investment will considerably accelerate the delivery of the Olympia Park site.

Officers will work with external partners to assess available options to identify the most efficient way of utilising the Housing Infrastructure Fund to ensure that development of an integrated, comprehensive scheme commences within the next two years.

Project Timescales (Milestones)

We are seeking funding to cover the period from April 2018 to March 2020.

Project Resources (people and money)

Funding of £240,000 is requested over the 2018/19 and 2019/20 financial years as the Council's contribution towards the Olympia Park project, over and above the £9.878 million HIF grant broken down approximately as:

- £70,000 contribution towards survey/site investigation works costs of approximately £1.4 million
- £70,000 project management costs to coordinate and deliver the project
- £100,000 external legal and property advice costs to support the Council's involvement in the Olympia Park scheme as a major investment partner and the potential acquisition of land.

This investment will enable a hybrid planning application for the development of the site to be submitted by late 2018, with a view to work commencing on the construction of the infrastructure by the autumn of 2019 and also provide the appropriate legal and property advice to support the Council entering into a legally binding agreement with the developers to protect its investment.

The Olympia Park project is currently being managed as part of the Housing and Regeneration team's wider workload, but requires a dedicated resource.

The funding will enable a project manager to be recruited to coordinate and drive the project forward and manage the £8.9 million Housing Infrastructure investment, which has to be committed by March 2020.

Funding

The grant funding of £8.878 million that has been approved as part of the government's Housing Infrastructure Fund has the potential to be supplemented by additional public sector funding from the York, North Yorkshire and East Riding LEP and the West Yorkshire Combined Authority. It is the intention to recover this investment during the life of the project, subject to viability.

The requested P4G funding will ensure that essential resources are put into place to programme this public sector investment and coordinate the delivery of a comprehensive development within an agreed programme.

Risks / Issues

Delivery risk

- **Public and private partners do not work effectively together**, jeopardising the ability to deliver a comprehensive and integrated scheme within the Local Plan period. This could result in a piecemeal, poorly designed development, or the scheme stalling altogether.

Financial risk

- **The approved Housing Infrastructure Funding of £8.878 million is not committed** within the required timescale of March 2021. This would cause reputational damage to the Council and is likely to result in only part of the site being developed. This would also mean that the Council's £240,000 investment in the project would be potentially abortive.

Political risk

- **The Council is unable to attract private sector investment into the site** which would have major consequences for the Local Plan and Selby's housing and employment land supply.

Links and Dependencies

This project directly supports the Council's corporate plan priorities of making the District a great place to do business, enjoy life and delivering great value for adjacent communities.

Olympia Park is a major strategic allocation in the Local Plan and has potential to align investment and support greater integration between the Council and the York, North Yorkshire and East Riding LEP and West Yorkshire Combined Authority.