


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	New Lane, Selby – public realm improvements
Project Reference (if applicable)	TBC
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Project Manager	Chris Kwasniewski
Document Author (if different from PM)	
Date Approved	TBC
Approved By	TBC

Background

The Market Cross Shopping Centre is integral to vitality and vibrancy of Selby Town. The owners Dransfield have invested in the centre including shopfront improvements and have had some success in attracting a broader range of tenants, with the Costa Coffee on the corner of New Lane a notable success. They also actively support wider town centre events and activities as well putting on seasonal and themed events within the centre.

Dransfield recently completed the conversion of the former YMCA building on New Lane into three new commercial units with flats above. This has attracted significant new business investment (e.g. The Escapologist and Dominoes pizza) and increased town centre living - but there is remaining unlet commercial space. This investment has effectively extended the Market Cross Shopping Centre but the quality of the public realm on New Street is very poor compared to the quality within the Market Cross Centre and other parts of the town centre. The proposal is therefore to improve the public realm with new paving, improved street furniture and a traffic calmed street. This will provide opportunities for outdoor cafe culture, supporting the new businesses and in attracting new tenants.

Scope

Improved public realm and streetscape improvements to support recent commercial investment which has extended the Market Cross shopping centre.

Project Objectives

The objective of the project is to enhance the public realm in this central part of the town centre to integrate the recent investment in new commercial and residential units on New Lane with the existing Market Cross shopping centre. This will effectively create a new commercial and retail loop connecting the 'extended' Market Cross shopping centre with Gowthorpe through enhanced pedestrian routes and a more traffic calmed environment that would still allow for essential service and other access.

Benefits

The project will help to deliver key 'Great Place' objectives as set out in the Corporate Plan and Economic Development Framework, including helping the market towns to reach their potential. It will:

- support increased investment in the district and Selby town centre – with Business Rate benefits for SDC
- Compliment investment made by existing businesses such as Dransfield and The Escapologist.
- compliment improvements now being delivered to the New Lane car park by Selby District Council
- Improve safety for pedestrians and cyclists
- support initiatives to make our town centre more vibrant
- encourage and support active use of outdoor spaces and café culture

Project Approach / Delivery Options

The proposals relate to the adopted highway and would need to be implemented working closely with North Yorkshire County Council. The nature of the enhancements cannot be funded from existing NYCC highway maintenance budgets and the highway improvements budgets at NYCC are very small – so without Council enabling funding through Programme for Growth the works would not be done.

Project Timescales (Milestones)

We are seeking funding to cover the period from April 2018 to March 2020. They key stages would be firmed up once funding is secured and detailed design is completed but are likely to be:

- Detailed design – Summer 2018
- consultation and TRO's – Autumn 2018
- procurement of contractors – Winter 2018
- Start improvement works – Early 2019
- Completion – Spring/Summer 2019

Project Resources (people and money)

The scale of improvements required cannot be delivered through the County Council's existing highway maintenance budgets or through planning gain linked to new planning applications.

Funding of £230,000 is requested over a two year period to help to fund capital works. Contributions will also be sought from other sources. The project will be overseen by North Yorkshire County Council in consultation with the Housing and Regeneration Team.

Funding

An initial outline design has been prepared and from this it is estimated that the cost of the scheme is likely to be in the region of £300-400k. This cannot be determined until detailed designs are completed and full survey work undertaken into existing utilities and whether any would need to be relocated.

Risks / Issues

Political risk

- **The project fails to come forward** – The public realm in New Lane is inadequate and needs updating – with the footways and highway in particular showing signs of wear. Failure to bring the project forward will increase maintenance liabilities. This risk will be managed by careful project management working closely with NYCC.

Financial

- **The project fails to achieve value for money.** The proposed designs and works will be commissioned from specialist consultants working closely with North Yorkshire County Council in consultation with the Housing & Regeneration Team at Selby District Council. The works will be tendered and overseen by a project team that will be responsible for controlling costs and the programme of works.

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. The project has strong links with a number of other Programme for Growth projects including:

- the High Street Shops - Shop Front Improvements Scheme & Small Business Advice project
- The Visitor Economy & Action Plan project

It also closely aligns with the Car Parks investment programme with improvements now being implemented at New Lane car park.