

## Programme for Growth 2019/20 Financial Year Project Updates

## Multi Year schedule for the project lifespan

Project	Lead Officer	Position @ 30 September 2019				Update
		Multi-Year Project Budget	In Year Spend 19/20	Forecast	Forecast Variance	
		£k	£k	£k	£k	
Healthy Living Concepts Fund	Angela Crossland	117	24	117	0	The Selby Health Matters group have now finalised a 3 year action plan to support delivery of local initiatives for which this fund will support. 2019/20 P4G allocation is the final year contribution to this fund. Current projects underway are the Local Cycling and Walking Infrastructure Plan which has a committed amount from the fund of £47.5k. The work commenced in Dec 2018 and is due to conclude by end 2019. Current work with Selby Health Matters and IHL to shape two projects. One on developing active travel information and supporting walking and cycling. Budget outline £10k for this. One on a 3 year healthy schools zone pilot nutrition and activity project to tackle childhood obesity. Budget outline £35k for this. Further meeting to shape the schools project outline due 23.10.19.
Visitor Economy (Tourism & Culture)	Angela Crossland	477	58	477	0	Budget represents a 3 year programme which will be complete by 1/10/22. Year 1 was about creating the foundations. Whilst the initial period has seen very little expenditure, the foundations for delivery have been put in place, including quality officers being recruited into the delivery posts. These are helping with the delivery of the two major cycle races. The team have also led on securing funding to support some of the Selby 950 celebrations (see project below) and in delivering the programme. The emphasis of the work to date has been on: <ul style="list-style-type: none"> <li>• Developing baseline and evaluation data to build a picture of what events and activities bring to local business and audiences.</li> <li>• Establishing strong business and community relationships to continue activity, strengthen visitor products and build legacy partnerships and capacity in the district's visitor, heritage and creative sectors;</li> <li>• Establishing baseline data on audiences, visitors and how these demonstrate the strength and response to our district offer.</li> </ul> It is anticipated that the 2019/20 financial year will see a sustained period of delivery. It is anticipated that expenditure will include £32,905 on data capture, monitoring & evaluation (including social and economic impact studies for Selby 950); £6000 on business events and networking; £20,000 on Visitor Economy place branding and marketing; £1500 to service the Tourism Advisory Board; £7500 on our partnership with Visit York to ensure Selby District businesses receive maximum benefit; £3000 to test Visitor Information Points and £5000 for niche trail maps.
Celebrating Selby 950	Angela Crossland	63	7	63	0	The budget represents SDC's contribution to the major programme of events to celebrate Selby 950 being led by SDC in partnership with other key stakeholders in the town and is also partially funded by external funders. Match funding has successfully been awarded by ACE (£70k), HLF (£45k) and Drax Group plc (£20k) which has enabled an exciting and engaging programme of work to be delivered in 2019/20. Successful events such as Selby Sings (involving 250 school-children singing in the Abbey) and the St Germain parade (involving 450 in its preparation and many more watching in the town) have generated significant regional and local media coverage and positive local feedback. Most of the artists contracts are in place, now that permission has been given by the funders and is expected to be complete by February 2020.
Retail Experience - Tadcaster Linear Park	Angela Crossland	150	0	150	0	The Tadcaster Riverside Park project is a long running project currently at design and costings phase with Amey Enterprises. Recent work has been to finalise the design costings. Phase 2 is to put the contract and operational arrangements in place to deliver the project in 2019. The procurement exercise underway with results expected October 2019. Some key risks identified to deliverability include final cost outline and major EA works identified for the river bank. Further decisions required on the progress of the project.
Growing Enterprise	Iain Brown	63	(0)	63	0	Budget to support one of the 10 priorities in Economic Development Framework (EDF) 2 year delivery programme as approved at the January 2019 Executive. It helps to match-fund small business support with the Leeds City Region LEP and unlock support for small businesses through the Ad:Venture and Digital Enterprise.

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Marketing Selby's USP	Mike James	35	13	35	0	<p>This is the final stage of the 18-month Place Branding project. The project objectives are to support investment and jobs by telling a positive story of the district as a place to do business. We've been delivering this through a series of stories - relating back to our Economic Framework objectives - and working with others, such as the LEPs, to maximise the reach of our material to the relevant audiences. We undertook a full project review following the election and have an updated delivery plan to take us to the end of December 2019.</p> <p>The project continues, along the following themes:</p> <ol style="list-style-type: none"> <li>1. Targeting marketing - a number of media partnerships have been set up to help push key updates about the business and lifestyle 'offer' of the district. These reach targeted business audiences, as well as working with local media to highlight the positive impacts of growth on jobs and opportunities for existing residents.</li> <li>2. Creation of a new business-specific web microsite - this helps to better support business interactions.</li> <li>3. Working with LCR LEP to include Selby district's offer as part of MIPIM 2020 - subject to final confirmation of the approach.</li> <li>4. Continuing to build a library of case studies that tell the story of the district's business offer, which can be used to support all types of communication and marketing activity about the area.</li> </ol>
Tour De Yorkshire	Angela Crossland	150	150	150	0	SDC contribution to hosting the finish of the first stage of Tour de Yorkshire (TdY) in May 2019 in Selby Town. This has given the town a massive publicity boost in the year of the Abbey's 950 celebrations. The Leeds City Region Business Rates Pilot Pool has agreed to fund the £100k start fee for the Selby event in line with the funding provided for other starts and finishes across the LCR. Project now complete and final closedown payments in process.
Retail Experience - STEP	Angela Crossland	78	1	78	0	Town centre revitalisation and strategy work is underway. Noticeboard element of street scene work to be completed by end 2019 in line with car park refurbishment. Open House event plan scheduled for October 2019. Work to deliver on priorities in line with the town centre strategy and revitalisation action plan. Anticipate that plans for local delivery will align with reprioritisation for town centres as part of new Corporate Plan period 2020+
Towns Masterplanning (Regeneration)	Angela Crossland	120	9	120	0	<p>Work has been commissioned in 2019/20 from the People and Places consultancy (Chris Wade) to develop town centre revitalisation plans and prepare for Future High Streets Fund applications throughout 2019 (£15-20k commission) The first stage of work has been completed in 2019/20 including significant survey and engagement work in Selby Town centre. Further work on this across the three towns will continue into Summer/Sept 2019. Sherburn work commenced early October 2019 and Tadcaster due late 19/20. Work will identify where match fund and further commission is needed and establish the further multi-partner governance model needed to deliver the strategies and action plans for each town centre.</p> <p>Identified work around a places and movement study with Highways is required and would be supported from this funding allocation. Circa £30k. Anticipate that plans for local delivery will align with reprioritisation for town centres as part of new Corporate Plan period 2020+</p>
Strategic Sites Masterplanning	Iain Brown	153	(40)	150	(3)	Funded due diligence work on Olympia Park, Portholme Road, Edgerton Lodge and Selby Station Masterplan. Future projects will include strategic infrastructure response to Sherburn Employment sites, improvements to the area around the railway station in Selby. Expenditure will include consultancy work to support the Transforming Cities Fund bid for Selby Station.
Access to Employment	Iain Brown	40	0	40	0	Projects within this budget will be targeted at supporting social mobility to give unemployed people in areas of higher deprivation in Selby District access to current and future employment opportunities e.g. connecting people to employment opportunities at Sherburn, the former Kellingley Colliery, Church Fenton etc.
UCI Road World Championships	Angela Crossland	65	6	74	9	The Leeds City Region Business Rates Pilot Pool has agreed to fund the £25k start fee for the Tadcaster event in line with the funding provided for other starts and finishes across the LCR. Project now complete and final closedown payments in process.

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Empty Homes	June Rothwell Simon Parkinson	88	33	88	0	Overall the project is progressing well and the Empty Homes Officer has directly helped bring empty homes back into use in line with the targets set by offering advice and assistance to owners. Homes England Grant funding has been secured to support the options of voluntary and compulsory purchase. A total of £390,000 has been secured, subject to individual business cases for the properties, to purchase and repair the empty homes, bringing them to a habitable standard. This indicative funding is to bring back in to use 10 empty properties up to 2020, providing up to £39,000 per property. We can also use the funding to purchase 'right to buy' buy backs and this is something we will consider on a case by case basis. We are currently pursuing our first Compulsory Purchase Order. The process is long and quite complex but a successfully CPO will send the message that this is a priority for us.
Selby District Housing Trust	June Rothwell Phil Hiscott	35	0	35	0	This fund is to support SDHTs role in the more ambitious HDP approved by Executive in January 2018. A new officer has now been appointed to support the SDHT. The Trust have taken occupation of an additional 17 new affordable homes in 2018/19 delivered through new build and Section 106 acquisitions and a further 12 Section 106 acquisitions in Q1 2019/20.
Stepping Up' Housing Delivery	June Rothwell Phil Hiscott	10	6	10	0	The Project will support the implementation of the Housing Development Programme approved by the Executive in January 2018.
Olympia Park	Iain Brown	291	81	291	0	Following further detailed information about costs and technical issues at the Olympia Park development site in Selby, Selby District Council, the landowners and developers involved have reluctantly concluded that conditions attached to a government grant towards site costs cannot now be met. Despite the best endeavours taken by the Council, its advisers and Olympia Park Development (OPD), the project in its current form cannot be delivered within the timescales required to access the grant offered towards infrastructure costs. In September 2017, the Council secured funding in principle from Homes England through the Housing Infrastructure Fund (HIF). The £8.878m grant support from Homes England was offered on the basis that it be used to fund site assembly and upfront infrastructure works (including a new access road into the Olympia Park site) by 31 March 2021. The investment was offered on the understanding that the infrastructure unlocks the delivery of 1,190 homes on the site by 2038. A legal 'Grant Determination Agreement' was required by the end of September 2019 to access the grant offered by Homes England. Over the last two years, all those involved in this major project including landowners, existing businesses, developers and the District and County Council have undertaken extensive work to enable the site to be brought forward for development. This has included extensive technical work by Olympia Park Developments Ltd (ODP) in order to find specialist solutions to flood risk, remediation and the preparation of development plateaus for new housing and employment space; and a new access road off the A63 bypass. Recent work by ODP has revealed that the access road cannot be delivered in a cost effective manner within the necessary timescales to draw down the HIF investment. There are many reasons for this – none of which were foreseeable at the time the application for funding was made. These include changes in legislative requirements around building in areas that could potentially be affected by flooding, which have further impacted on the financial viability and deliverability of the proposed development and put into question the ability to deliver the number of housing units required. Everyone involved remains fully committed to effective use of the site in the future to support existing businesses and enable the delivery of appropriate new employment space and homes. The Council and OPD now have the benefit of significant detailed technical information regarding the site and continue to work together to unlock its significant potential for development, particularly given the close proximity to the town centre and railway station.
Making our Assets work	Iain Brown / Phil Hiscott	87	2	167	80	The budget is targetted at at funding due diligence work to bring the Council's own land assets to the market. These include small garage sites, Portholme Rd, Egerton Lodge, Barlby Rd depot and Bondgate.
Housing development Fesibility Work	Phil Hiscott	100	93	100	0	Housing development feasibility project to identify viability of sites for development.
Asset Strategy	Phil Hiscott	80	0	0	0	£80k budget moved from Making Our Assets Work
Commercial property acquisition fund	Iain Brown	3,039	0	3,039	0	This budget will be used to acquire strategic development sites consistent with the Councils regeneration and commercial development opportunities, in some instances this may be used to match fund acquisitions as part of the TCF bid submission.

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High Street shop fronts	Angela Crossland	100	0	100	0	The Project Fund is a match fund contribution to the successful High Streets Heritage Action Zone bid. We are now in Programme Design Stage until December 2019 to identify the programme specifics and how the fund will be spent. This is a 4 year funding programme to commence April 2020, therefore no forecasted spend in 19/20. This initiative is also inter-dependent with Towns Masterplan and Revitalisation projects. A project officer has now been assigned to lead this from within the Communities and Partnerships team. We anticipate that this funding line will amalgamate into a HAZ project allocation with New Lane public realm development and in partnership with car park improvements for the Back/Micklegate area.
New lane - Public Realm	Iain Brown / Angela Crossland	200	0	200	0	The Project Fund is a match fund contribution to the successful High Streets Heritage Action Zone bid. We are now in Programme Design Stage until December 2019 to identify the programme specifics and how the fund will be spent. This is a 4 year funding programme to commence April 2020, therefore no forecasted spend in 19/20. This initiative is also inter-dependent with Towns Masterplan and Revitalisation projects. A project officer has now been assigned to lead this from within the Communities and Partnerships team. We anticipate that this funding line will amalgamate into a HAZ project allocation with High Street Improvements fund and in partnership with car park improvements for the Back/Micklegate area.
Staffing costs		2,134	367	2,134	0	This covers all the P4G funded posts across SDC. These posts support delivery of this P4G programme. It also covers the additional core staffing costs in a number of teams required to deliver the Council's corporate growth ambitions including the Economic Development and Regeneration team (to deliver the Economic Development Framework 2 year action plan) and key posts in Communities and Partnerships, Planning and Marketing and Communications.
Contingency		0	0	0	0	
		<b>7,676</b>	<b>809</b>	<b>7,681</b>	<b>6</b>	