

P4G NEW BIDS 2020/21 - 22/23

Project Name	Description	Strategic Priority	New Corporate Plan Objective	Delivery Priority (1st 3 years)	Revenue			Capital			Total	Direct Return
					20/21	21/22	22/23	20/21	21/22	22/23		
					£k	£k	£k	£k	£k	£k		
Extension to existing posts	The Programme for Growth funds a number of fixed term posts across the Council which are due to end in 20/21 and a significant number ending in the following years. To deliver on the programme and our wider corporate ambitions these need to be extended.	Grow. Live. Enjoy. Great Value	Delivering across a range of these objectives.	Helping to deliver on a range of Delivery Priorities	200	747	1,017				1964	
Town Centre Action Plans	A Forward Framework and Action Plan is being prepared for each of the 3 town centres - work led by Chris Wade funded from the current Town Master planning P4G project. Two elements to this new ask: 1) Feasibility pot to work up project ideas e.g as required for the TCF bid; 2) Delivery budget - for implementation of projects - split as follows: Selby - £1m; Sherburn - £500k; Tadcaster - £500k.	Live.	Improved Town Centres.	* Develop a long term programme of market town regeneration.	200	200	200	1,000	500	500	2,600	
Visitor Economy, Arts and Culture Delivery programme	The Existing Visitor Economy (tourism & culture) and Celebrating Selby 950 P4G projects have delivered significant benefits and drawn in significant new investment into the district. There is now commitment from strategic funding partners such as Arts Council England, National Lottery Heritage Fund and Historic England to invest further in the district. ACE have suggested that SDC submit two funding applications of approx £50-70k pa but are looking for longer term commitment from SDC and partners. The ask is in two parts: 1) An additional Events officer to oversee the bids and delivery (£40k pa) 2) An investment pot we can use as match-funding for future bids (£200k pa)	Grow. Live.	* Increased Investment. * Improved Town Centres.	* Enable a thriving visitor economy underpinned by a sustained focus on enhancing the district's cultural offer. * Develop a long-term programme of market town regeneration to support the development of vibrant town centres.	240	240	240				720	
Business support programme	Through the existing P4G Growing Enterprise project and match-funding from LCR we employ a Senior Business Advisor to offer advice to small business and sign-post access to wider funding such as Ad:Venture and Digital Enterprise. This has been very successful benefitting dozens of local businesses. The investment would go into supporting the programme of events, activities and supporting funding bids.	Grow.	* Increased investment	* Support enterprise and business growth that benefits local residents through development of the necessary infrastructure and support to attract new business investments and support local businesses to grow.	70	70	70				210	
Low Carbon - Feasibility & Project Fund	Investment pot to support potential initiatives coming out of the Low Carbon Working Group. e.g. tree planting and green infrastructure; EV charging; assistance with renewable energy schemes for our housing stock? There is insufficient funding in the HRA to do this and assistance would be required from elsewhere.	Enjoy.	*Improved Environmental Quality		100	100	100				300	
Feasibility funding for HDP	Feasibility funding for the HDP	Live.	* Improved Housing Supply * Better Quality Council Homes		100	100	100				300	

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Place Branding	Over the last two years we've invested in 'place branding' for the Council. The aim has been to develop a consistent positive story of the district as a great place to do business. During this time we've seen business confidence in the Selby district rise to the second highest in the Leeds City Region. Our approach to place branding on a minimal budget has been recognised nationally by the LGA as good practice. Additional funding through this bid will enable us to: 1. Continue to invest in good quality material that helps us to continue to tell the story of investment, enabling us to invest in good quality images and films (x20k each year) that create our story of place. 2. Fund the continuation of a communications officer post to 'back fill' resource to focus on this priority project; funding of this post was included in the original PfG bid for place branding (x£29,950 each year - 2B post)	Live. Enjoy. Grow.	* Increased Investment		50	50	50				150	
Unallocated					2,235						2,235	
Total Value of Bids					3,195	1,507	1,777	1,000	500	500	8,479	0

Available Resources	8,479
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Potential Future Bid Subject to enewable energy receipts in 2020/21

Low Carbon - Solar Farm	Investment in solar farm as part of commercial investment and low carbon agendas. Proposal subject to satisfactory business case and land availability. Note this is included as a potential future saving. Costs and income are indicative until market testing and business case prepared. Timing also indicative.	Enjoy. Great value.	* Improved Environmental Quality * Financially sustainable	which would support existing delivery plans.					8,000		8,000	320
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