



**Report Reference Number:** N/A

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**To:** Leader of the Council  
**Date:** 22 February 2021  
**Status:** Key Decision  
**Ward(s) Affected:** Selby East/Town Centre  
**Author:** Angela Crossland, Head of Community, Partnerships & Customers  
**Lead Executive Member:** Cllr David Buckle  
**Lead Officer:** Dave Caulfield, Director of Regeneration and Place

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**Title:** Selby Town High Street Heritage Action Zone Programme Contract Award

**Summary:**

This paper provides an outline of the Selby Town High Street Heritage Action Zone Programme (High Street HAZ) and asks the Leader to approve the contract award for the programme under special urgency procedures.

The High Street HAZ is a national government funded initiative designed to secure lasting improvements to our historic high streets for the communities that use them. It is funded by the Ministry of Housing, Communities and Local Government and administered by Historic England. Selby town is one of 69 places in the country to be selected for the programme and one of three in the county alongside Northallerton and Skipton.

Selby District Council was awarded £500,000 for the programme with a match fund from Programme for Growth and Capital projects totalling £600,000.

The High Street HAZ programme is part of a wider town vision and partnership plan which focuses on developing the physical, cultural, and digital aspects of town centre regeneration, delivered through local community involvement and engagement. Delivery of this project will be in line with development of the Local Plan, visitor economy strategy, cultural development framework and car park improvements programme.

**Recommendations:**

The Leader is asked to exercise powers under the special urgency procedures to -

1. agree the Contract award of £500,000 from Historic England for the purpose of delivering the Selby Town High Street HAZ programme 2020 -2024.
2. note the SDC confirmed and allocated match investment in the Selby Town High Street HAZ programme outlined at Section 2.

## **1. Programme Delivery**

### **1.1 Overview of Interventions:**

Selby Town High Street HAZ is:

- a series of capital based public realm projects.
- a series of exemplar property improvement projects.
- a Community programme of events and activities led by and delivered in partnership with the local community.
- a programme of Cultural events led by and delivered in partnership with the local community.
- Skills development workshops

### **1.2 Programme Outline:**

The project outlines for the 4 year period include:

Year 1 (2020/2021):

- Appointment of a dedicated HAZ Officer
- Developing the community engagement plan
- Establish cultural consortium
- Monitoring and Evaluation baselining
- Developing a Conservation Area Appraisal for the town centre CA including support from local heritage groups.
- Resolve pedestrian crossing developments at Market Place (Delayed timescale TBC due to Covid-19).
- Digital Community Engagement Programme ('Block Party' Minecraft project)

Year 2 (2021/22):

- Developing the Conservation Management plan from the Conservation Area Appraisal and supplementary planning guidance (i.e. shop/high street property improvement guide)
- Back Micklegate car park improvements *and* Micklegate space tests
- Launching a shop/property improvement grants scheme
- Initiate experimental 'foot street' restrictions to Finkle Street and New Lane
- Feasibility designs for New Lane public realm enhancement scheme

Year 3 (2022/23):

- Shop/property improvement grant scheme
- Experimental foot streets, community and cultural activity
- New Lane – public realm enhancement scheme - detailed design and implementation

Year 4 (2023/24):

- Shop/property improvement grant scheme
- Community and cultural activity
- Monitoring and Evaluation

### **1.3 Cultural and Community Engagement Events:**

The objectives of the Cultural Programme are:

- To revitalise high streets through cultural activities, bringing both a wider range of people and new activity to the heart of communities and raising aspirations;
- To encourage greater use of high streets and increase dwell time;
- To create greater pride, sense of community and wellbeing through cultural engagement;
- To help local organisations, communities and stakeholders to embed and sustain the benefits of the Programme in the future;

This will be underpinned by community engagement events shaping each project area and learning from businesses and residents about developing a high-quality heritage area and vibrant town centre.

It will be a complimentary initiative that will provide a series of directly commissioned nationally arranged cultural activities that will help to raise the profile of the High Streets HAZ Programme. It will be supported by individual local cultural events / projects and will be delivered in consultation with local consortia and communities. We are currently in discussions with Historic England and the Arts Council as to what the programming may include. Project interventions will be designed to follow on from the recent successes of 'Selby950' and the recent 'Selby Block Party' Minecraft project is a starting project for this work.

These commissions will be from a broad definition of culture which encompasses theatre, street art, poetry, literature, music festivals and photography projects, amongst other activities. The cultural programme needs to be accessible and welcoming to everyone.

## 2. Outline Funding Allocations

All SDC match funding has been identified through currently approved funds. There is not an additional request for further funds from SDC to support the programme. Outline funding sources are identified in the table below.

		Title	HE Cash funding	SDC Cash Funding indicating the budget source	Partner Cash Funding	SDC and Partner In kind Funding	Combined total
Project 1	Policy revolution	Updating of Conservation Area Appraisal	£7,500	£7,500 <b>Source = Local Plan</b>	£0	£0	£15,000
Project 2	Renovate and Repurpose	Property Improvement Grant Scheme	£140,000	£100,000 <b>Source = P4G Budget (High street shop fronts)</b>	£0	£0	£240,000
	Renovate and Repurpose	Feasibility Abbots Staith	£0	£5,000 <b>Source = P4G Budget (Visitor Economy)</b>	£30,500, This is subject to an application submitted to NLHF	£0	£35,500
Project 3	Connected Realms	Review zebra crossing design	£2,500	£0	£0	£50,000 NYCC Highways	£52,500
		Finkle street foot street	£2,500	£0	£0	NYCC in-kind TBC	£2,500
		New Lane redesign and foot street	£100,000	£200,000 <b>Source = P4G Budget (New Lane)</b>	£0	NYCC in-kind TBC	£300,000
		Streetscape declutter	£2,500	£10,000 <b>Source = P4G Budget (STEP)</b>	£0	£8,000 NYCC Highways	£20,500
		Back Micklegate	£5,000	£300,000 <b>Source = Capital allocated Budget (Carparks)</b>	£0	£0	£305,000
		Micklegate feasibility	£30,000	£0	£0	£0	£30,000
Project 4	Community Engagement activities		£10,000	£15,000 <b>Source = P4G Budget (Visitor Economy)</b>	£0	£0	£25,000
Project 5		<b>Cultural Programme</b> Cultural Programme Funding is in addition to the indicative award and applied for separately. At the time of writing this process is yet to be confirmed.					
Used across all projects	Staff Resource		£180,000 New Post dedicated High Street HAZ Officer	£0	£0	£244,945 Existing SDC Officer resource	£424,945
	Monitoring & Evaluation		£20,000	£0	£0	£0	£20,000

#### **4. Alternative Options Considered**

The alternative consideration is not to accept the contract (£500,000) for the High Street HAZ programme. The council would therefore be liable for £60,000 costs already incurred on the programme.

#### **5. Implications**

##### **5.1 Legal Implications**

SDC are required to enter into the funding agreement with Historic England in order to access the grant funding.

It is considered that this matter requires resolution under the Council Constitution's Executive Procedure Rules, Part 4 (4.4, S5.6) 'Special Urgency'.

The original request for a decision was planned in early 2020-21, however, due to the emergency response to the coronavirus, the decision was not made at this stage. The spend to date has been £60,000 which needs to be drawn down within the current financial year through the contract arrangements with Historic England or SDC will incur the full costs of the programme for 2020-21. This cannot be achieved within the timescales of the usual Executive procedure rules.

##### **5.2 Financial Implications**

The Council's Constitution (Part 4.7) identifies that acceptance of grant funding over £50,000 shall be approved by the Chief Finance Officer. The Council's funding commitment is within current allocated budgets, particularly from pre-identified Programme For Growth allocations and is outlined at Section 2.

To draw down the £500,000 funding award from Historic England to support the programme, the council is required to enter into contract with Historic England. This is required before the financial year-end to ensure that the council does not incur costs from the programme's start in April 2020.

##### **5.3 Policy and Risk Implications**

The current financial risks are identified above.

##### **5.4 Corporate Plan Implications**

The Selby Town High Street HAZ programme enables the Council to deliver on the Council Plan priorities to make Selby District a great place to live by enhancing its town centres and developing long term programmes of market town regeneration. The programme interlinks well with work currently underway on town centre partnership plans and the Transforming Cities Fund project for station regeneration.

##### **5.5 Resource Implications**

The overall programme is managed, developed and delivered by a dedicated 1FTE High Street HAZ officer post. We have requested 100% funding for this post from Historic England within our programme design and these are the main, current costs incurred for the programme to date.

A range of council officers support the project which includes representation from economic development, Community & Partnerships and Planning Policy. The estimated costs of officer resource are identified in section 2.

## **5.6 Other Implications**

None

## **6.7 Equalities Impact Assessment**

There will be an equalities impact assessment for each Project intervention. However, a screening has been completed for the programme and identifies that the programme is geared towards engagement with the community, has strong links to communities with protected characteristics and is designed to engage a range of residents and businesses to ensure full engagement. The programme follows on from work already undertaken across the Selby 950 Project; this included a significant amount of community engagement, including harder to reach communities.

## **7. Conclusion**

Delivery of the Selby High Street HAZ programme is complimentary to Council Plan priorities to invest in town centre regeneration and make Selby Town a great place to live, grow and invest. It will bring significant investment and focus onto Selby's heritage and cultural agenda, building from the success of Selby 950 and supports the growth of Selby's reputation to be able to deliver within this agenda.

In order to secure partnership with Historic England in investing in the town centre, the contract for the programme now requires agreement.

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