

AGENDA

Page No

1. MINUTES
To confirm the decisions of the meeting held on 12 February 2019 (CA.51 - CA.61), previously circulated.
2. APOLOGIES FOR ABSENCE
Overview and Scrutiny
3. SCRUTINY REPORT - PROMOTING ECONOMIC VITALITY, INCLUDING MARKETS 1 - 8
This report presents the findings and recommendations of the Scrutiny Committee on the Policy Review 'Promoting Economic Vitality, including Markets' for consideration.
Relevant Ward(s): All Wards
Resources Management
4. MAKING A DIFFERENCE GRANTS 9 - 14
This report seeks approval of the applications for the Making a Difference Grants.
In accepting the recommendation the grants proposed in Annex A of the report will be approved.
Relevant Ward(s): All Wards
5. FUTURE HIGH STREETS FUND 15 - 22
This report seeks agreement to put forward an Expression of Interest to the Future High Streets Fund.
In accepting the recommendation, Cabinet will approve the submission of an Expression of Interest for Northallerton to the first round of the Future High Streets Fund on 22 March 2019.
Relevant Ward(s): All Wards
Policy and Strategy
6. HOWARDIAN HILLS AREA OF OUTSTANDING NATURAL BEAUTY MANAGEMENT PLAN 2019-2024 23 - 24
This report seeks consideration of and recommends adoption of the revised Management Plan for the Howardian Hills Area of Outstanding Natural Beauty (AONB) 2019-2024.
In accepting the recommendations, Cabinet will approve and recommend to Council that the Management Plan for the Howardian Hills Area of Outstanding Natural Beauty and the Landscape Management and Priority Sites (2019-24) be adopted.
Relevant Ward(s): Huby Ward; Raskelf and White Horse Ward

Resources Management

7. CENTRAL NORTHALLERTON IMPROVEMENT WORKS - WAIVER OF PROCUREMENT RULES 25 - 28

This report seeks approval to waive the procurement rules set out in the Council's Procurement Procedure Rules and Procurement Manual in relation to a contract to procure physical improvement works to the Link and East road in Northallerton.

In accepting the recommendations, Cabinet will grant an exemption from the Council's Procurement Procedure Rules and authorise the Deputy Chief Executive (at his discretion), in consultation with the Leader, to negotiate the terms of and enter into an agreement with Central Northallerton Development Company Limited to provide the improvement works to The Link and East Road, Northallerton.

Relevant Ward(s): Northallerton South Ward

8. EXCLUSION OF THE PUBLIC AND PRESS

To consider passing a resolution under Section 100A(4) of the Local Government Act 1972 excluding the press and public from the meeting during consideration of item 9 on the grounds that it involves the likely disclosure of exempt information as defined in paragraph 3 of Part 1 of Schedule 12A to the Act.

9. TREADMILLS PHASE 1 29 - 34

This report provides an update on the current position regarding the Treadmills Phase 1 development.

Relevant Ward(s): All Wards

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HAMBLETON DISTRICT COUNCIL

Report To: Cabinet
12 March 2019

From: Scrutiny Committee

**Subject: POLICY REVIEW – PROMOTING ECONOMIC VITALITY, INCLUDING MARKETS
– FINAL REPORT**

All Wards

1.0 SUMMARY:

1.1 Between September 2018 and January 2019 the Committee undertook a review of the Council's key priority within the Council Plan, namely 'Driving Economic Vitality'. A particular focus of the review was to consider the vitality and viability of the district's market town, including its markets. This report sets out the Committee's findings, conclusions and recommendations.

2.0 INTRODUCTION:

2.1 Driving Economic Vitality was considered an appropriate topic for review as this is a key priority within the Council Plan. The purpose of this priority is to promote growth of the local economy; to support economic growth through planning; to enable businesses to set up and grow; to provide business friendly services; to establish links with education; to maximise private sector investment in the district and to improve market town vitality and viability.

2.2 The Committee as a whole undertook the review pursuant to the following terms of reference in order to determine whether the District Council's plans, policies and practices were effective:

- to examine whether the measures of success identified within the Council Plan under this key priority are being achieved; and
- to examine how the Council's Vibrant Market Towns project is contributing to the work to promote the growth of the economy, specifically in relation to the markets.

3.0 EVIDENCE

3.1 The following witnesses attended meetings of the Committee to give evidence, namely:

- Helen Kemp, Director of Economy and Planning, Hambleton District Council (HDC);
- Nicole Patterson, Business and Economy Manager (HDC);
- Peter Cole, Vibrant Market Towns Project Officer (HDC);
- Julia Robinson, Northallerton Bid; and
- David Shields, Welcome 2 Yorkshire

3.2 The Committee also reviewed the following documents in detail:

- Council Plan;
- Vibrant Market Towns Investment Plan 2017-2022;
- responses from a survey undertaken with businesses, stakeholders, Town/Parish Councils.

4.0 FINDINGS

- 4.1 Based on the written and oral evidence presented, the Committee made the following observations:

Vibrant Market Towns Investment Plan

- 4.1.1 The Vibrant Market Towns Investment Plan was seen as a key document to support Hambleton's market towns and their hinterlands. It was designed to contribute to work to promote the growth of the economy, one of the key themes of the authority's economic strategy. A full investment plan had been developed for each market town, which included common and individual opportunities. It was also recognised that the Vibrant Market Towns project had links with other Council strategies including the Local Plan; Car Parking Strategy and the Commercial Strategy. Measures were proving successful and the investment plans had been subject to review. It was noted that a detailed work programme had been agreed working within existing resources and timescales.
- 4.1.2 The Committee recognised that the Vibrant Market Towns project was aimed at improving and enhancing the economy and that each project plan for each market town had output and outcome measures to enable the project plans to be assessed. Some of the measures included monitoring the footfall within each town and assessing WiFi usage data. It was recognised that there would be seasonal variations with regard to the footfall data and that specific events and markets, such as farmers' markets and Christmas markets, would also affect this data. The Committee noted that footfall indicators could assist in identifying how many people were visiting the market towns, but did not necessarily translate into how much money was being spent. Information was also provided by traders which assisted with measuring this indicator.
- 4.1.3 Officers advised the Committee that, as the scope of the review identified, this was a key priority within the Council Plan and it included several key projects which would help to deliver the priority. For example, the Treadmills project was a major development. The funding agreement for connections on Zetland Street had been agreed and would improve the road layout, pedestrian access and signage, which in turn would make Northallerton the town more vibrant, with benefits for the night-time economy. This was a big investment and Lidl and Everyman Cinema had been announced as part of the development.
- 4.1.4 With regard to improving market town vitality and viability, the Committee was advised that there were lots of small projects being undertaken. Statistics on the number of visitors was being collected. It was noted that it would be a further 6 months or so before sufficient data was collected to provide any meaningful analysis.
- 4.1.5 Improving signage within and around the market towns, e.g. at Easingwold, would hopefully encourage people to stop and visit the market towns, and also encourage visitors to contribute to the local economy, e.g. by visiting the variety of shops and cafes available within the towns. Progress on this initiative was currently being monitored and, as with the collection of other data, at least 6 months data would be needed before meaningful analysis could be undertaken to assess what benefits these initiatives were having in the towns.
- 4.1.6 The Committee was advised that the Vibrant Market Towns project was a collaborative project. The District Council worked with local businesses and other stakeholders (e.g. Northallerton BID and other business networks) to improve the market towns' vitality and vibrancy. Business engagement was vital. The District Council had various initiatives in which businesses were invited to participate. These included lunch and learn initiatives; breakfast briefings; training sessions (e.g. digital training and effective window dressing), as well as window display competitions.

- 4.1.7 The Committee was informed that there is a Government Future High Streets Fund which is available to improve the high street offer. The District Council intended applying to the Fund for financial assistance to improve the high street offer in its market towns. Expressions of interest were to be submitted by March 2019. The funding application would set out the District Council's vision for its high streets and town centres and suggest specific improvements that would contribute to that overall vision.
- 4.1.8 The Committee was also informed there had been a number of community led projects, such as the spring clean in Bedale, which helped with the vibrancy of the market towns. This was an initiative that could be encouraged across all the market towns.
- 4.1.9 It was noted that 'Google Digital Garage' training was a new initiative which provided online training for new and existing business, and was intended to help businesses with their online marketing. The District Council had successfully obtained external funding for this project. The launch takes place in April 2019 and will use 'digital champions' to help improve the use of technology.

Empty Shops

- 4.1.10 The Committee expressed its concern about empty shops within the market towns. It noted it was sometimes a challenge to attract new businesses into these empty properties, and often the factors were outside the control of the Council. Clearly, however, successful businesses contributed to the success of the high street and the market towns. The Committee commented that empty properties were not aesthetically pleasing to visitors. Window wrapping is an initiative which had been introduced to help with the visual aspect of the high street. However, it was noted that properties that had prospective tenants could not be wrapped.
- 4.1.11 With regard to empty retail premises, the Committee asked what action could be taken, as part of the Vibrant Market Towns initiative, to encourage the use of empty premises. Officers informed the Committee that empty properties on the high street were a key concern. This issue was being examined to see how it could be improved. Officers informed the Committee that Hambleton District Council was performing well compared to the national average for empty retail properties. The national average was 12.7%. Although Hambleton had fewer empty properties than the national average (evidence was presented in the table below) it was something the Council was looking to improve further.

Retail Vacancy Rates

National	12.7%
Northallerton	6.9%
Stokesley	9.6%
Thirsk	10%
Easingwold	10.8%
Bedale	11.6%

- 4.1.12 The Committee enquired whether the modest size of some of the empty units might discourage businesses from taking up possession. The Committee wondered how this could be addressed. The Committee was informed that pop-up shops were encouraged for these types of units. Pop-up shops test the market and if traders are successful then they will consider staying longer and renting the property for the longer term.

4.1.13 The Committee expressed concern about the impact on the high street of internet and on-line shopping. It was noted this was a problem facing businesses and towns across the country. It was noted that the District Council was looking at ways of engaging with businesses to give them a greater on-line presence (e.g. digital training). There had also been radio campaigns with TFM to address this issue. These new initiatives were being monitored to test their effectiveness.

Markets

4.1.14 The operation and success of the markets within each market town was of particular interest to the Committee. It was noted that the District Council was responsible for operating the markets in Northallerton and Thirsk, and that the Town Councils in Bedale, Easingwold and Stokesley were responsible for operating the markets within those market towns.

4.1.15 The Committee acknowledged that some markets were more successful than others. Farmers' markets were seen as a particular draw and it was noted that farmers' markets were a regular feature in Stokesley and Easingwold only. It was also suggested that the type of produce and goods available on the markets could affect their success or otherwise. It was also suggested by the Committee that the variety of retail outlets within each market town may affect the success of the market. For example, a good variety of retail outlets, cafes and restaurants encouraged visitors to visit a market town, and a strong and complimentary market was part of that offer.

4.1.16 The Committee asked whether the expansion of Northallerton Market, which had traditionally been sited between Zetland Street and the Town Hall, but in recent years had expanded to the south, had had a positive effect. Officers informed the Committee that the market had expanded due to trader availability and currently there were over 40 regular traders. The market was moved with the agreement of North Yorkshire County Council. The Market was primarily moved because Traders had suggested the new area would provide a better trading proposition. This was found to be the case and the general view was that moving the market had been a positive step, although it was recognised that new and more varied traders needed to be encouraged to take up possession (across all the markets) to ensure their continued vibrancy.

4.1.17 In respect of farmers' markets the Committee asked if there was any possibility that the Market in Northallerton could be re-established. The Committee felt this would improve the offer in the town. The Committee was advised that the farmers' market had previously tried to operate alongside the regular Northallerton market. However the organisation responsible for farmers' markets felt this detracted from its offer and that it needed to be a stand-alone market, it is about finding the right location and time for a separate stand-alone market. It was noted that the District Council remains in contact with the farmers' market organisers to try to explore opportunities to re-introduce farmers' markets. The Committee suggested this might be of particular benefit in Northallerton and Thirsk. The Committee suggested that officers continue to engage with the organisers to try to reinstate farmers' markets.

Other Issues

4.1.18 The Committee was presented with an analysis of responses received from a survey undertaken with stakeholders, Town Councils, etc. Over 60 emails had been distributed but only 15 responses had been received. Common issues were highlighted in the responses, namely business rates and car parking.

- 4.1.19 It was acknowledged that the District Council operated a Business Rates Relief scheme and that it was up to the businesses themselves to apply for relief. It was recognised that the District Council informs businesses of the support available through its e-bulletins. However, it was suggested that communication regarding the scheme could be improved and that small businesses needed to be made aware of the support available to them.
- 4.1.20 Various issues regarding car parking had been raised. It was acknowledged that the issue of car parking was the subject of a separate Car Parking review by the District Council.
- 4.1.21 It had also been suggested that dedicated coach parking in Northallerton would be of benefit. However, it was recognised that the lack of coach parking was not necessarily a barrier to visitors. There was no evidence that coach parties increased actual revenue. Coach parties contributed to the footfall but this did not necessarily equate to more spending. The Committee heard evidence from 'Welcome to Yorkshire' to support that view.
- 4.1.22 The Committee asked whether Planning Policies provided sufficient flexibility for change of use of commercial premises. The Committee was advised that this was a planning matter and that all applications were considered on their own merits. However, planning policies did allow for changes in use in appropriate circumstances.

Tourism

- 4.1.23 David Shields, of 'Welcome to Yorkshire', informed the Committee that tourism was an important part of the economy and that Yorkshire was a major attraction. Hambleton market towns offered good food and drink establishments and good independent food retailers. It was suggested that day visitors needed to be converted into staying visitors and this would entail identifying what attracted visitors to the area, such as events and festivals. In order to increase footfall visitors needed a reason to visit. If there is a buoyant visitor element this would help the market towns and their businesses. It was acknowledged that there were various marketing campaigns already established but they perhaps would benefit from being refreshed. There were knock-on opportunities flowing from major events taking place within the District. This was not just about the events but about the legacies they bring. David Shields' suggested that tourism should be seen as an economy driver within the district. Good working relationships existed with the Northallerton BID and the Business and Economy Team at the District Council. Further opportunities for working together could be explored.

Northallerton Bid

- 4.1.24 Julia Robinson, Northallerton BID Manager, outlined the role and remit of the Northallerton BID. The BID aims to work with partners to promote Northallerton's high street offer. Businesses within Northallerton subscribe to the BID to access their services. The BID works closely with the Business and Economy team at the District Council. Julia Robinson suggested that communications between the BID and the District Council could be improved to avoid any confusion by local businesses.
- 4.1.25 The Committee recognised that the District Council works closely with 'Welcome to Yorkshire' and the 'Northallerton BID'. The Committee suggested there were potential areas where more collaborative working could be advantageous, e.g. in the promotion of local events. The Committee noted the District Council continues to explore areas for collaborative working within existing resources.

5.0 CONCLUSIONS:

- 5.1 The Committee acknowledged that the key corporate projects under this Council priority were being delivered. It also acknowledged that smaller projects and initiatives were being implemented and delivered to support the vibrancy and vitality of the market towns, and the wider objectives and performance indicators set out in the Council Plan. It was accepted that in order to assess the success or otherwise of some of the smaller initiatives, such as counting footfall and window wrapping, a further period of time would be needed in order to collect and analyse the data.
- 5.2 The Committee accepted that the District Council, working alongside stakeholders, businesses and traders, was working towards building more vibrant towns, and that it would take the commitment and willingness of everybody involved to make this a success.
- 5.4 The Committee acknowledged that there was an issue regarding empty shops and noted there were initiatives underway to encourage new traders into the market towns, and also to improve the visual aspect of the town centres and high streets, this making them more attractive to both businesses and visitors. Figures showed that the number of empty shops was below the national average of 12.7%.
- 5.5 The Committee recognised that the success of markets within each market town varied, as they were individual markets in different towns with a variety of stalls in operation. Farmers' markets do not operate in each of the market towns and it was suggested that officers continue to engage with the organisers to reinstate the farmers' markets in Northallerton and other market towns.
- 5.6 The Committee identified tourism as an important part of the economy and noted that 'Welcome to Yorkshire' worked closely with the District Council to enhance the district's offer to visitors. It was recognised that it would be beneficial to encourage day visitors to stay for longer periods and in the first instance this might involve ascertaining what attracted visitors to the area, such e.g. sporting and other events, festivals, bespoke markets, good food and drink establishments and a good retail offer. This information could then be used to consider hosting further events and marketing them accordingly. It was suggested that the District Council may wish to consider refreshing their marketing campaigns.
- 5.7 The Committee noted that the 'Northallerton Bid' aimed to work with partners to promote Northallerton's high street offer and that the businesses within Northallerton worked closely with them to achieve this. It was suggested that closer collaborative working with the District Council could be explored to maximise any potential areas of joint working.
- 5.8 The Committee highlighted the importance of communication with existing and potential new businesses. It was suggested that communication regarding the Business Rates Relief scheme could be improved to increase awareness of the support that is available through the District Council.

6.0 RECOMMENDATIONS:

- 6.1 To recommend to Cabinet that:-
- (1) the Committee endorses the initiatives in delivering the Council's key priority 'Driving Economic Vitality' as detailed within the Council Plan;
 - (2) the Committee supports the continued collaborative working with stakeholders, businesses and traders working towards building more vibrant towns;

- (3) the success of projects identified within the individual Vibrant Market Towns Investment Plans be assessed after six months of their implementation or such other period as appropriate;
- (4) the issues regarding empty shops be monitored and an assessment of the new initiatives to encourage occupation by new traders be provided after six months of their implementation or such other period as appropriate;
- (5) continued communication with market traders and the organisers of farmers markets be undertaken in order to encourage new traders and the reinstatement of the farmers markets within the market towns;
- (6) the opportunities presented by hosting major sporting events and other bespoke events such as festivals and seasonal markets continue to be explored and implemented; and
- (7) continued improvements to communications on the support offered to businesses be explored.

COUNCILLOR MRS C S COOKMAN
CHAIRMAN

Background Papers: None
Author ref: LAH
Contact: Louise Hancock
Democratic Services Officer
Direct Line: 767015

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HAMBLETON DISTRICT COUNCIL

Report To: Cabinet
12 March 2019

Subject: **MAKING A DIFFERENCE GRANTS**

All Wards
Portfolio Holder for Leisure: Councillor Mrs B S Fortune

1.0 PURPOSE AND BACKGROUND:

- 1.1 In February 2018 Cabinet agreed to allocate £125,000 from the One-Off Fund for the 2019/20 'Making a Difference' grants scheme.
- 1.2 Applications to the fund were to be considered by elected members from each of the five sub-areas and prioritised against a £25,000 budget allocation (£125,000 across all five areas).
- 1.3 The 2019/20 scheme was launched on 12 November 2018 with a closing date of 11 January 2019. Overall 52 applications were received requesting a total of £274,409.
- 1.4 Five decision making panels made up of elected members from each of the sub-areas convened in January to consider the applications and to assess their merit against the grant criteria (Annex B). Each decision has been documented and a final set of recommendations is presented at Annex A of the report.

2.0 LINK TO COUNCIL PRIORITIES

- 2.1 The Making a Difference grant criteria stipulate that all projects must contribute to at least one of the Council priorities.

3.0 RISK ASSESSMENT:

- 3.1 There are no significant risks associated with this report.

4.0 FINANCIAL IMPLICATIONS AND EFFICIENCIES:

- 4.1 Grant allocations total the full £125,000 budget allocation for the Making a Difference programme.
- 4.2 All the grants awarded will be to legitimate, constituted bodies with their own bank accounts and they will be required to submit proof of expenditure before payments are released.
- 4.3 All grant holders are informed that the grant cannot be increased under any circumstances and terms and conditions are signed to this effect.
- 4.4 Any funds that are allocated to the grant applicant and are not spent should be returned to the Council by the grant recipient. This is also included within the terms and conditions.

5.0 LEGAL IMPLICATIONS:

- 5.1 Each grant holder must adhere to a set of terms and conditions. This ensures the grant is spent correctly, that any legal requirements are met, that the grant is properly publicised and Hambleton District Council is acknowledged accordingly, and that the grant is closely monitored.

6.0 EQUALITY/DIVERSITY ISSUES:

- 6.1 The Making a Difference grants are open to all eligible organisations that are not-for-profit, formally constituted, possess a bank account and whose proposed projects will benefit the community in Hambleton.
- 6.2 The awarded grants take into account equality and diversity to ensure that the schemes and their benefits are open to all members of the community.

7.0 RECOMMENDATIONS:

- 7.1 It is recommended that the grants proposed in Annex A are approved.

STEVEN LISTER
DIRECTOR OF LEISURE AND COMMUNITIES (INTERIM)

Background papers: Making a Difference Grant guidance notes

Author ref: SL

Contact: Steven Lister
Director of Leisure and Communities (Interim)
Direct Line No: 01069 767033

MAKING A DIFFERENCE GRANT – PANEL RECOMMENDATIONS FOR APPROVAL

Bedale

Project Name	Organisation	Amount requested	Amount recommended
Accessible entrance	Bedale Area Sports Association	£1,334.25	£1,000.00
Platform construction for permanent siting	Leeming Bar Community Hub	£3,250.00	£2,000.00
Village infrastructure renovations	Snape with Thorp Parish Council	£4,000.00	£2,500.00
Playground improvements	Crakehall with Langthorne Parish Council	£10,000.00	£4,000.00
Resurfacing courts and installation of floodlighting	Bedale Tennis Club	£25,000.00	£5,000.00
Timber shelter	The Dales Croquet Club	£2,411.00	£1,000.00
Village Hall renovations	Snape Institute Management Committee	£6,000.00	£2,500.00
Promoting Bedale for the Tour de Yorkshire and World Championships	Bedale and Villages Community Forum	£5,000.00	£4,000.00
Village enhancements - bulb planting; benches and tower clock	Tanfield Parish Council	£4,082.75	£3,000.00
Total			£25,000.00

Easingwold

Project Name	Organisation	Amount requested	Amount recommended
Tuition for learners	Easingwold Town Band	£2,000.00	£2,000.00
Tollerton playing field regeneration	Tollerton Sports and Recreation Committee	£11,666.00	£8,285.00
Village hall refurbishment new kitchen	Tholthorpe Village Hall Committee	£4,212.00	£4,212.00
Men's sheds	Easingwold and District Community Care Association	£3,150.00	£3,150.00
Brafferton and Helperby cobbles restoration project	Helperby Parish Council	£17,250.00	£4,000.00
Cricket ground maintenance equipment	Alne Cricket Club	£3,353.00	£3,353.00
Total			£25,000.00

Northallerton

Project Name	Organisation	Amount requested	Amount recommended
Arty, Healthy and Well	Chopsticks (North Yorkshire) Ltd	£2,700.00	£2,000.00
Pavilion extension and renovations	East Harlsey Cricket Club	£5,366.25	£2,000.00
Disabled toilet for Scout and Guide hut	Northallerton Scout Group	£5,000.00	£3,220.00
Mature tree replacement programme	Romanby Parish Council	£1,200.00	£1,000.00
Village Hall seating and storage	East Cowton Village Hall Association	£4,300.00	£3,220.00
Community hub - new kitchen	The Living Rooms	£6,958.00	£5,000.00
Revive the Hall	Ainderby Steeple Village Hall Trust	£9,000.00	£3,220.00
Disabled Access	Brompton Recreation Group	£2,340.00	£2,340.00
Warmth and Comfort	Romanby Women's Institute	£7,500.00	£3,000.00
Total			£25,000.00

Stokesley

Project Name	Organisation	Amount requested	Amount recommended
Riverside footpath improvements	Rudby Parish Council	£14,250.00	£5,000.00
Public toilets refurbishment	Whorlton Parish Council	£3,973.00	£2,500.00
Fire alarm system	North Yorkshire County Scout Council	£2,820.00	£2,500.00
Environment and accessibility improvements to village pond	Seamer Parish Council	£2,655.00	£2,000.00
Stokesley Levenside Improvements	Stokesley Manorial Lands Trust	£10,000.00	£5,000.00
Commemorating the Cook's Farewell	Great Ayton Parish Council	£3,592.50	£1,500.00
After school club – chill out area	Friends of Hutton Rudby	£2,500.00	£1,500.00
Play area improvements	Crathorne Parish Meeting	£1,000.00	£1,000.00
Car park improvements	Crathorne Reading Room	£3,052.00	£2,000.00
Defibrillators	Ingleby Greenhow Parish Council	£4,014.00	£2,000.00
Total			£25,000.00

Thirsk

Project Name	Organisation	Amount requested	Amount recommended
Breaking down the barriers	North Yorkshire Youth	£2,037.00	£2,000.00
Thirsk and Sowerby Festival 2019	Thirsk & District Business Association and Thirsk Town Council	£3,000.00	£1,000.00
School inclusion unit and community centre	Friends of Thirsk School	£7,000.00	£5,000.00
Reprinting and distribution of Thirsk Guide	Thirsk Tourist Information Centre	£1,000.00	£1,000.00
More hands make lighter work - adult volunteering	The Clock	£8,504.00	£6,000.00
Resurfacing courts	Thirsk Netball Club	£8,000.00	£5,000.00
Sessay Village Hall Play Area upgrade	Sessay Parish Council	£11,793.00	£5,000.00
Total			£25,000.00



Making a Difference Grant 2019: Guidance Notes

The following guidance notes are designed to help assess each grant application on its relative merits, identify how well each project helps support the Council's four priorities and how each project demonstrates value for money. The principal of the grants programme is that it makes a genuine difference to the quality of life for residents of Hambleton. These notes help determine which applications will make the most difference.

Factors to consider

- **Impact on the community**

Each applicant has been asked to explain what difference their project will make. Consider which project(s) will have the greatest impact to the quality of life for residents.

- **Evidence of need.**

Applicants have been asked to demonstrate a genuine community need for the project. This could be evidenced in a Parish Plan, an Area Partnership Community Plan or through user group consultation.

- **Council priorities**

Each application must meet at least one of the Council's priorities:

- Driving economic vitality
- Enhancing health and wellbeing
- Caring for the environment
- Providing a special place to live

- **The percentage of the total project cost applied for**

The maximum grant available is 75% of the total project cost with the expectation that the applicant will secure *at least* 25% of the project cost from other fundraising activity. Those with a smaller percentage may represent better value for money.

- **The number of beneficiaries supported per Council £1**

Each applicant has been asked to estimate how many people will benefit should the application be successful. The lower the cost per beneficiary, the greater the community benefit per capita and may offer greater value for money depending on the type of project.

- **The long term impact of each project**

Some projects are short term pilots that provide an immediate response to an acute need, whilst others are capital projects that that will bring long term benefit beyond the lifespan of the grant programme. Consider which project(s) will have the biggest long term impact.

HAMBLETON DISTRICT COUNCIL

Report To: Cabinet
12 March 2019

Subject: FUTURE HIGH STREETS FUND

All Wards
Portfolio Holder for Economic Development and Finance: Councillor P R Wilkinson

1.0 PURPOSE AND BACKGROUND:

- 1.1 To seek agreement to put forward an Expression of Interest to the Future High Streets Fund.
- 1.2 The Future High Streets Fund is part of the Government's 'Our Plan for the High Street', and will provide co-funding towards capital projects that bring transformative change. The fund is to help the implementation of bold new visions to transform town centres and make them fit for the future. A total of £675m is available nationally.
- 1.3 Future High Streets Fund projects must fall into under the following themes :
 - Investment in physical infrastructure
 - Acquisition and assembly of land including making improvements to the public realm
 - Improvements to transport access, traffic flow and circulation in the area
 - Supporting change of use including (where appropriate) housing delivery and densification
 - Supporting adaptation of the high street in response to changing technology
- 1.4 Projects need to be co-funded by public and/or private sector. The Fund will contribute up to a maximum of £25 million to each successful place. However, it is expected that many will be in the region of £5-10. Bids covering town centre areas that are not facing significant challenges will not be accepted nor will bids covering multiple town centres.
- 1.5 The fund will not support surface level projects that only make a difference to the appearance rather than use of the area or those that only have a short term impact. On examination of evidence it is considered that Northallerton is the most likely town centre in the district to be able to demonstrate challenges sufficient to have a chance of a successful bid.
- 1.6 The Fund is accessed by a two-stage application process:
 - Phase 1 - Expressions of Interest are to be submitted by 22 March 2019 setting out challenges and strategic approach to regenerating town centres.
 - Phase 2 - Shortlisted places will be announced summer 2019 - revenue funding will be provided to support the development of their high street strategies, project plans and business cases setting out how they shall regenerate these places for submission in late 2019 through to spring 2020. There is no guarantee of success for those moving to Phase 2.
- 1.7 In two tier government areas bids are to be led by District Councils however there is a need to demonstrate support from a range of stakeholders and link to emerging Local Industrial Strategy, wider strategic plans and alignment with other funding streams.

1.8 The Business and Economy team is starting to consider a range of proposals which build on current Vibrant Market Town ambitions and some more aspirational projects tackling a range of issues in the town. These include:

- Change of use of empty spaces above shops on the High Street, some of which have been empty for many years, to form affordable residential units, improving upper floors and their appearance, bringing more people into the town centre and providing starter accommodation for young people.
- Exploring the potential for land assembly for office and/or residential around the Friarage Street/East Road gateway to town replacing the current not fit for purpose office stock with a vibrant attractive offer to stimulate new business in the town centre well connected to transport networks.
- Zetland Street Shop Front Improvement Scheme to complement the planned Connections project
- Enhanced cultural offer to further develop the night time economy exploring the potential for improvements to The Forum
- Parking improvements through the implementation of intelligent parking. This would provide spaces with sensors that link to an app allowing navigation to available spaces, allowing flexible charging by the minute. Potential to extend the app functionality to link in businesses offers and appointments which could be booked via the app.
- Developing an Augmented Reality History Trail linking in key aspects of the town's history, including the prison but also utilising Ginnels and other elements of historic fabric providing an opportunity to enhance the public realm.
- Highway and footway improvements to Friarage Street which would seek to alleviate congestion and air quality issues in Friarage Street and the three roundabouts.
- Green Links and Infrastructure - connecting large residential areas of town to the town centre via pedestrian and cycle links with high quality natural environment encouraging more people to access the town centre on foot.

We will be engaging with a range of stakeholder to identify strategic funding opportunities and secure support for these proposals including Northallerton Town Council, Northallerton Business Improvement District (BID), North Yorkshire County Council and the York, North Yorkshire and East Riding Local Enterprise Partnership (YNYER LEP).

2.0 LINK TO COUNCIL PRIORITIES:

2.1 The development of an Expression of Interest will support the Council's priority of driving economic vitality more specifically it will support businesses to grow, help maximise private sector investment and strengthen the economic prosperity of our market town.

3.0 RISK ASSESSMENT:

3.1 There are no significant risks associated with approving the recommendations.

4.0 FINANCIAL IMPLICATIONS:

4.1 The costs associated with developing the Expression of Interest will be met through the existing budget in the Economic Development Fund and the staff resource of the Business and Economy team.

5.0 LEGAL IMPLICATIONS:

5.1 There are no legal implications associated with the recommendation.

6.0 EQUALITY/DIVERSITY ISSUES

6.1 Equality and Diversity Issues have been considered however there are no issues associated with this report.

7.0 RECOMMENDATION:

7.1 That Cabinet approves the submission of an Expression of Interest for Northallerton to the first round of the Future High Streets Fund on 22 March 2019.

MICK JEWITT
DEPUTY CHIEF EXECUTIVE

Background papers: Future High Streets Fund

Author ref: SS

Contact: Sam Swinbank
Business and Economy Manager
01609 767233

Future High Streets Fund

Call for Expressions of Interest

Application Form



Ministry of Housing,
Communities &
Local Government

Applicant Information

Bidding authority:

Area within authority covered by bid:

Bid Manager Name and position:

Contact telephone number:

Email address:

Postal address:

Additional evidence, such as letters of support, maps or plans should be included in an annex.

Applications to the Fund will be assessed against the criteria set out below. Further information on the scoring criteria and their weighting will be published by the department before the end of January 2019.

Submission of proposals:

Proposals must be received no later than 2359 on **Friday 22 March 2019**.

An electronic copy only of the bid including any supporting material should be submitted to highstreetsfund@communities.gov.uk.

Enquiries about the Fund may be directed to highstreetsfund@communities.gov.uk.

SECTION 1: Defining the place

This section will seek a definition of the high street or town centre to be covered within the bidding authority. Places should:

- Explain the high street/town centre geography
- Indicate the population of those living and travelling to this centre, how this links to the wider economic area and its role in the lives of those within the catchment area

1.1 Geographical area:

Include information setting out the extent of the high street/town centre area covered in the proposal and a description of this centre.

Please include maps and supporting evidence as annex documents if required.

Please limit your response to 500 words.

1.2 Population and links to wider economic area:

Information on the population living and working in the town centre area, how the area acts as a centre of social and economic activity and its links to the wider economic catchment area.

With supporting evidence to include:

Resident and workplace population, travel to work catchment area, town centre footfall, commercial space, retail activity, cultural activities, diversity of uses and social/ historical importance of the centre

Please limit your response to 750 words.

SECTION 2: Setting out the challenges

Clear description of the issues and challenges facing this area.

This section will seek a description of the issues and structural challenges facing the high street or town centre area to be covered within the bidding. Places should:

- Describe the key challenges facing the area
- Provide evidence to support this argument (additional sources can be included in annexes). Set out why this place would benefit more from moving forward to co-development than other places within the area

We will not accept bids covering town centre areas that are not facing significant challenges.

2.1: Challenges

We recognise that each place will see different challenges. Supporting evidence on the challenges facing areas could cover the following:

- *Proportion and/or number of vacant properties*
- *Openings/closures of commercial units*
- *Diversity of uses in the town centre area*
- *Resident/customer surveys*
- *Pedestrian flows and footfall trends*
- *Evidence of congestion and air quality*
- *Perception of safety and occurrence of crime*
- *State of town centre environmental quality including provision of green spaces*
- *Accessibility*
- *Housing demands*

2.2: Rationale for selecting town centre area

Set out your rationale for choosing this town centre area as opposed to other centres within your local authority, and why this area is most in need.

Please limit your response to 500 words.

SECTION 3: Strategic ambition

This section will seek evidence of the level of ambition from the local authority, support from stakeholders and evidence that the local authority is well-placed to use the Future High Street Fund to tackle these challenges in a way that will fit with wider existing plans. Local authorities should:

- Set out a high-level vision for improving their area and how this links with need expressed in Section 2
- Demonstrate how this ambition will align with other funding streams (public or private)
- Cover how investment from government will support the area and help overcome these challenges
- Demonstrate engagement with and support from local stakeholders including other tiers of local government, if applicable (supporting evidence of this support such as letters should be attached as an annex)
- Show how this will link to wider strategic plans, including the Local Plan and Local Industrial Strategies e.g. around housing and local growth
- Provide an estimate of how much revenue funding they would need to support the development of their strategic vision and business case for a specific proposal

This phase relates to defining places and challenges and we therefore are not asking for specific project proposals at this stage.

However, if a local authority has been working on a specific project that they feel is deliverable in the short term if they were to receive capital funding at an early stage, we invite them to make that clear here. While the details of the project will not be considered in our decision-making at this stage, we may consider fast-tracking these projects during co-development.

We will not accept bids that do not provide sufficient evidence of support from local stakeholders.

3.1 Town centre vision and ambition for change

Set out your vision for regenerating your high street and how this links with the challenges outlined in section 2.

Please limit your response to 750 words.

3.2 Engagement and alignment of vision

Set out how your town centre vision aligns with other funding streams, both public and private, including details of partnership working with the private sector in this area. Show how your vision fits with wider strategic plans such as housing, transport and Local Industrial Strategies.

Please limit your response to 750 words.

3.3 Support for town centre vision

Provide details, including letters of support, for your vision from (where applicable):

- *Other tiers of local government including Mayoral and non-Mayoral Combined Authorities and county councils where applicable*

Other local stakeholders including:

- *Local Enterprise Partnerships*
- *Business Improvement Districts*
- *Private sector*
- *Community groups*

Please limit your response to 500 words and include evidence of this support as an annex where appropriate.

3.4 Estimate of revenue funding needed

Provide details of how much revenue funding you need to develop project plans for capital funding (including detailed business cases).

Include estimated breakdowns of how you would spend this revenue funding

Please limit your response to 500 words.

HAMBLETON DISTRICT COUNCIL

Report To: Cabinet
12 March 2019

**Subject: HOWARDIAN HILLS AREA OF OUTSTANDING NATURAL BEAUTY
MANAGEMENT PLAN 2019-2024**

**Raskelf and White Horse and Huby
Portfolio Holder for Planning: Councillor D A Webster**

1.0 PURPOSE AND BACKGROUND:

- 1.1 The purpose of this report is to consider and recommend for adoption the revised Management Plan for the Howardian Hills Area of Outstanding Natural Beauty (AONB) 2019-2024.
- 1.2 A copy of the Management Plan has been placed in the Members' Lounge.
- 1.3 The existing Management Plan runs from 2014-2019 and a new plan has to be adopted by the three constituent local planning authorities (Hambleton, Ryedale and North Yorkshire) and submitted to Defra by 1 April 2019.
- 1.4 The focus of the Management Plan is the conservation and enhancement of the natural beauty of the area, which is the primary purpose of the Area's AONB designation. The aim of the Plan is to raise the profile and demonstrate the commitment of all public bodies, statutory undertakers and other interested organisations to the management of the area.
- 1.5 The Management Plan sets out a Vision, together with a set of Objectives and Actions under the following headings:
- A Living Landscape
 - Natural Capital and Ecosystem Services
 - A Rich Heritage
 - Natural Environment
 - Historic Environment
 - Living and Working in the Howardian Hills
 - Enjoying the AONB
 - Recreation Access and Tourism
 - Awareness and Promotion
- The Plan includes a detailed Action Programme and Monitoring Systems, which identify the role of the Council and other partners in delivery.
- 1.6 The revised Management Plan also includes as a separate document 'Landscape Management and Priority Sites' (2019-24). The plan is supported by a strong evidence base.
- 1.7 The Plan's preparation has been co-ordinated by the Joint Advisory Committee of the AONB, which includes Member and Officer representatives from the Council. Comments made by the Council on the Management Plan consultation draft have been accepted and are incorporated in this final version now presented. There are no outstanding issues and concerns for the Council and the Plan is worthy of full support.

2.0 LINK TO COUNCIL PRIORITIES:

2.1 The Plan supports the Council Plan priorities of Caring for the Environment and Providing a Special Place to Live. Implementation of the Management Plan will also help to promote sustainable economic growth of rural businesses and encourage participation in outdoor recreation which also link to the Council Plan priorities for Economic Vitality and Health and Wellbeing.

3.0 RISK ASSESSMENT:

3.1 There are no risks in approving the recommendation.

3.2 The key risk is in not approving the recommendation as shown below:-

Risk	Implication	Prob*	Imp*	Total	Preventative action
The Council is failing to meet its statutory duty under the Countryside and Rights of Way Act 2000 to revise, update and adopt a Plan in a timely manner	The Council could face challenges on planning decisions relating to the AONB	3	4	12	Adopt and publish the Howardian Hills AONB Management Plan 2019-24

The risk of agreeing with the recommendations outweighs the risks of not agreeing them and is considered acceptable.

4.0 FINANCIAL IMPLICATIONS:

4.1 Hambleton is a statutory funding partner for the Howardian Hills AONB Partnership and makes an annual revenue contribution of £5,800 which is funded from the Councils Revenue budget. There are no additional financial implications in adopting the Management Plan.

5.0 LEGAL IMPLICATIONS:

5.1 There is a statutory requirement to carry out the review of the Management Plan within 5 years of publication. The current Management Plan 2014-19 will continue to exist until such time as the new Management Plan 2019-24 is adopted by full Council.

6.0 EQUALITY/DIVERSITY ISSUES:

6.1 Equality and Diversity Issues have been considered however there are no issues associated with this report.

7.0 RECOMMENDATION(S):

7.1 It is recommended that Cabinet approves and recommends to Council that the Management Plan for the Howardian Hills Area of Outstanding Natural Beauty and the Landscape Management and Priority Sites (2019-24) documents be adopted.

MICK JEWITT
DEPUTY CHIEF EXECUTIVE

Background papers: Howardian Hills AONB Management Plan 2019-2024
Landscape Management and Priority Sites 2019-2024

Author ref: AS

Contact: Ann Stewart, Senior Planning Policy
Direct Line No 01609 767278

HAMBLETON DISTRICT COUNCIL

Report To: Cabinet
12 March 2019

Subject: **CENTRAL NORTHALLERTON IMPROVEMENT WORKS - WAIVER OF
PROCUREMENT PROCEDURE RULES**

**All Wards
Leader: Councillor M S Robson**

1.0 PURPOSE AND BACKGROUND:

- 1.1 This report seeks approval to waive the procurement rules set out in the Council's Procurement Procedure Rules and Procurement Manual in relation to a contract to procure physical improvement works to The Link and East Road in Northallerton.
- 1.2 The Council recently secured from the Local Enterprise Partnership (LEP) the sum of £3.167 million as a contribution towards improvement works to road infrastructure and town centre linkages in central Northallerton. These include improvements to Crosby Road, East Road, Zetland Street, and New Row and Central Arcade. The Council has entered into an agreement with the LEP to deliver these improvements.
- 1.3 The Council is required to procure the services of a contractor or contractors to deliver the improvement works. It is anticipated that the majority of the works will be procured from the County Council through a North Yorkshire County Council framework agreement. Any procurement through that framework will comply with the Council's Procurement Procedure Rules.
- 1.4 However, certain works (namely improvements to The Link and East Road in Northallerton) are required to be undertaken alongside the Treadmills development by the developer/landowner of the site, the Central Northallerton Development Company Limited ("CNDCL"). The planning permission for the Treadmills site requires various highway improvements, part of which are on land owned by CNDCL. As such, these works will need to be implemented sequentially as part of the Treadmills development. Given the developer's obligations to deliver the improvements, and the fact that those improvements require access to land owned by CNDCL, the developer is best placed to deliver the improvement works.
- 1.5 The estimated value of the Council's contribution to the Link/East Road improvement works is £474,158.00. This has been funded by the LEP. The developer will also be providing a financial contribution to ensure the project is delivered. The cost of the works has been independently verified as part of the Council's LEP bid and, in the particular circumstances of the case, represents best value for the Council.

2.0 APPLICATION TO WAIVE PROCUREMENT RULES

- 2.1 The Council's Procurement Procedure Rules normally require a works contract of this value to be formally advertised for tender. The Rules anticipate that at least four tenders will be requested and at least two compliant tenders must be received.

2.2 However, there is provision in the Council's Procurement Procedure Rules (as set out in the Procurement Manual) for Cabinet to provide an exemption to these rules in exceptional circumstances. A waiver of the procurement rules may be agreed by Cabinet, if it is satisfied, after considering a written report, that the waiver is justified because:

- (i) The nature of the market for the works to be carried out for the goods or services to be provided has been investigated and is demonstrated to be such that a departure from the requirements of the Procurement Procedure Rules is justified;
- (ii) The contract is for works, goods and services that are required in circumstances of extreme urgency that could not reasonable have been foreseen;
- (iii) The circumstances of the proposed contract are covered by legislative exemptions;
- (iv) The goods are proprietary items and no satisfactory alternative is available;
- (v) Requirements are needed to match a partial replacement or an addition to existing goods or installation;
- (vi) There are other circumstances which are genuinely exceptional.

2.3 Any exemption must be justified on the basis that in the particular circumstances of the case it will deliver Best Value for the Council.

2.4 This report requests Cabinet to approve a waiver of the Council's Procurement Procedure Rules on the basis that there are circumstances which are genuinely exceptional (point 2.2vi above), namely that CNDCL (for the reasons set out at paragraph 1.4 above) is best placed to deliver the improvement works and, therefore, represents best value.

3.0 **LINK TO COUNCIL PRIORITIES:**

3.1 Driving Economic Vitality - the delivery of the improvement works in connection with the wider Treadmills development will assist in promoting the growth of the local economy, will enable business to grow, will improve market town vitality and viability, and ensure delivery of one of the Council's key projects.

4.0 **RISK ASSESSMENT:**

4.1 **The key risks are in not approving the recommendations as shown below:-**

Risk	Implication	Prob*	Imp*	Total	Preventative action
Risk that alternative contractor may not be able to deliver the improvements in a timely manner.	May lead to delays in the Treadmills development and wider improvement works.	3	5	15	Waive Procurement Procedure Rules
Possible loss of developer contribution to improvement works	Risk to delivery of improvement works	3	5	15	Waive procurement Procedure Rules

Prob = Probability, Imp = Impact, Score range is Low = 1, High = 5

5.0 FINANCIAL IMPLICATIONS:

5.1 The Council's contribution towards the improvement works has been secured through funding by the LEP.

6.0 LEGAL IMPLICATIONS:

6.1 The Council is required to deliver the improvement works pursuant to its agreement with the LEP. The developer will be required to enter into a similar agreement with the Council.

7.0 EQUALITY/DIVERSITY ISSUES

7.1 It is anticipated that the improvements to the highway will improve access for all.

8.0 HEALTH AND SAFETY ISSUES

8.1 All improvement works will be subject to full health and safety assessments.

9.0 RECOMMENDATIONS:

That Cabinet:-

- (1) grants an exemption from the Council's Procurement Procedure Rules; and
- (2) authorises the Deputy Chief Executive (at his discretion), in consultation with the Leader, to negotiate the terms of, and enter into an agreement with CNCDL to provide the improvement works to The Link and East Road, Northallerton.

MICK JEWITT
DEPUTY CHIEF EXECUTIVE

Background papers: Hambleton District Council's Procurement Procedure Rules

Author ref: Gary Nelson

Contact: Gary Nelson
Director of Law and Governance (Monitoring Officer)
Tel: 01609 767012

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By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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