

<b>Project Brief</b>	
<p><i>The Project Brief is the <b>first</b> thing to do. It should be completed before <b>any</b> 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>	
<b>Project Name</b>	Tadcaster Riverside Project
<b>Project Manager</b>	Jane Crowther
<b>Document Author</b> (if different from Project Manager)	Jane Crowther
<b>Organisation Name</b>	Tadcaster Town Council



### **Benefit**

*Why would the community benefit from this project? Is there clear evidence of need for this project- detail any consultation, statistics or reports that back up for project brief.*

The Council would like to see this flower bed become an integral part of the riverside and compliment the Riverside Project. The delivery of the Riverside Project in 2018 will promote Tadcaster bringing families from Tadcaster and surrounding villages to the Riverside. The increased footfall will have a positive impact on local businesses and the Town.

As identified above the Council would like to make the Town as attractive and special as possible to residents and visitors alike by improvements to the streetscene and Riverside and in the case of this application for a grant, to provide enhanced planting to the riverside bed which will be incorporated into the wider Riverside Project and Tadcaster in Bloom schemes both of which promote and aid the regeneration of the Town.

### **Details of the Project**

*Please list the details of your project*

In partnership with Selby District Council and North Yorkshire County Council the Town Council have invested £80,000 in to the Riverside Park Scheme which is set to be completed in 2018. To compliment the Riverside Park scheme and with a view to the regeneration of Tadcaster, in 2016 Tadcaster Town Council embarked on an ambitious project to enhance the appearance of Tadcaster through an improved planting scheme for visitors and residents alike. The Riverside flower bed ticks both boxes and adds value to the surrounding area.

The gateways and planting project included:

- Larger flower beds and increased frequency of grass cutting around the gateways signs
- Improved planting of beds
- New raised bed
- Silver birch trees behind the gateway signs
- Purpose made brackets and 26 hanging baskets in the bus station

The total cost of the project was £8919, funded as follows Tadcaster Town Council £5000, CEF £2000, NYCC Locality Budget £1919. In 2017 the Town Council continued to develop the scheme and the riverside/land art flower bed was funded by NYCC Locality budget. The ongoing annual planting cost is paid for by the Town Council to help to promote the Town as 'open for business'

### **Project Objectives**

*What will the project deliver, or what changes will it bring about and how are these linked to the CEF's Community development plan (CDP) for the area?*

The completion of the riverside project in 2018, identified in the Local Development Plan, will support the local economy by making the Town more inviting and encourage residents and visitors alike to stay longer in the Town – the flower bed will become one fundamental element of this scheme.

### **Benefits**

*Outline any key financial or non-financial benefits the project will deliver and how this will impact the community.*

The Town Council, District Council and County Council are working in partnership around the regeneration and delivery of the Riverside Project, also one of the objectives of the CEF. The riverside flower bed was commissioned by the Town Council with sponsorship from NYCC for the Tour de Yorkshire. The development of the Riverside with information panels, play equipment, seating, viewing platform etc. will increase the dwell time in Tadcaster and the flower bed will become an integral part and enhance the visitor experience.

Delivery of the Riverside Project in 2018 will promote Tadcaster Riverside bringing families from Tadcaster and surrounding villages to the Riverside. Increased footfall will have a positive impact on local businesses.

With the enhanced planting and the Tadcaster in Bloom scheme came the need for watering and thanks to the invaluable hard work and enthusiasm of Bee Rowntree in 2017 the Tadcaster in Bloom Volunteer Watering Groups were established. To support the watering groups the Council invested in watering equipment, hi-vis and marketing flyers and from the initial idea the groups were established and continued to grow throughout the summer months. To celebrate, express thanks to all and also to promote the watering groups a Community Event was held in October. We look forward to recruiting more members of the local community next year.

For two years the Guides have planted bulbs in different locations around the Town and are looking to make this a regular Autumnal even. The floral display in Spring can be enjoyed by all.

### **Project Approach / Delivery Options**

*Outline any initial ideas for how the project might be delivered including external delivery, consultants, governance arrangements etc.*

The planting of the ornamental shrubs will be by the Town Councils existing planting contractor.

### **Project Timescales (Milestones)**

*Outline the overall timescale for project completion and include delivery phases together with milestone dates and funding deadlines, if appropriate. Your knowledge may be based on assumptions at this stage.*

Once commissioned the planting of the project should take place within a week.

## **Project Resources (people and money)**

*These will be indicative at this early stage. However, on the basis of what you expect the project to look like, indicate your estimates together with the assumptions made in making the calculations.*

- **Costs** – £1400 ornamental shrubs and planting
- **People** – n/a

## **Funding**

*Where do you expect the money to come from, e.g. revenue or capital budgets, external grants, all from CEF funding or a combination? Please state if you don't know at this stage where the money is coming from. Please include any quotes you have received.*

CEF

Tadcaster Town Council

## **Risks / Issues**

*Identify what you consider to be the main risks at this stage. Also indicate any issues you may be aware of that the project will resolve.*

No risks

## **Links and Dependencies**

*Does this project link to any others in the area or services already available? Is its success dependent on the completion of other projects, funding from elsewhere, interest from volunteers etc?*

Riverside Project – delivery by Selby District Council in 2018

Tadcaster in Bloom - ongoing planting sponsorship scheme

Tadcaster in Bloom Volunteer Watering Groups – ongoing community led group.

The Riverside flower bed is not dependant on the above projects however it adds value to all of them.