

# Economic, Regeneration Tourism and Transport

## Project Development Fund



# Project Scoping & Budget Holder Approval Form

## SECTION A – PROJECT SCOPING

<b>NYC Area Constituency Committee Name</b>	Harrogate and Knaresborough	
<b>Project Name</b>	Harrogate Station Mural Artwork	
<b>Description of Project Location</b>	Harrogate Station, Station Parade, Harrogate HG1 1TE	
<b>NYC Division(s) in which the project is located</b>	Harrogate	
<b>Project Lead Officer Details</b>	<b>Name</b>	Marcin Dane
	<b>Job Title</b>	Principal Regeneration Officer
	<b>Email</b>	Marcin.dane@northyorks.gov.uk
	<b>Telephone</b>	0300 131 2 131

## 1. PROJECT DETAILS

<p>Please outline why the budget is required and what are the current barriers to project development it will help overcome?</p>	<p>The aim of this project is to create and install a captivating and inspiring mural to adorn a prominent wall outside car parking at Station Parade in Harrogate. The artwork will reflect the unique character, history, and spirit of the town. It will be visually striking, engaging, and contribute positively to the local environment. The existing wall along the Station Parade car parking contributes negatively to the area. A public art project in a form of mural will transform this neglected space into a vibrant area, improving the overall visual appeal.</p>
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	The mural will appeal to a broad demographic, including residents, visitors, and tourists of all ages and backgrounds.
Please detail what specific costs the budget will be spent on?	The ACC fund will support the appointment of an artist who will work with the local community to design the mural, in line with the brief prepared by officers and local stakeholders, the cost of a planning application, materials and installation and any cost of community engagement and workshops.
Please describe the future project that this activity will help to unlock.	<p>Installation of a public mural can offer a wide range of benefits. Public murals can become tourist attractions, drawing visitors who want to see unique, vibrant artworks. This can lead to increased foot traffic in the area, benefiting local businesses such as cafes, restaurants, and shops. Attractive murals can also encourage investment in the area.</p> <p>Murals can reflect the community's history, culture, and values, fostering a sense of identity and pride among residents. Projects that involve community participation in the design or painting process can strengthen social bonds and foster a sense of ownership. Well-maintained and vibrant public spaces can deter vandalism and reduce crime. Areas that are cared for signal that a community is invested in its environment, which can discourage negative behaviours. Murals can serve as educational tools, conveying messages about history, social issues, or environmental awareness.</p> <p>Overall, public murals can significantly enhance the economic vitality, social cohesion, and environmental sustainability of communities, making them a valuable local asset.</p>
<b>2. STRATEGIC FIT</b>	
<p>Detail how the project will contribute to the North Yorkshire Council 'Council Plan' and the Economic Growth Strategy or the Destination Management Plan</p> <p>(Reference should be made on how a future project will help deliver the respective strategies)</p>	<p>Culture, heritage, arts and tourism all play an important part in North Yorkshire's economy and the brand of North Yorkshire. <b>The Council's Plan</b> supports culture, heritage, arts and sustainable tourism. Culture and arts will play their part in the economic growth of the county. Some of the Council's priorities for the next four years are:</p> <ul style="list-style-type: none"> <li>• To promote North Yorkshire's tourism infrastructure and cultural offer;</li> <li>• To provide more opportunities for more people to participate in inclusive, relevant cultural activity;</li> <li>• To increase opportunities to use engagement with culture, arts and heritage to improve health and wellbeing; and</li> <li>• To promote the importance of culture in place shaping and celebrating our distinctive culture and heritage.</li> </ul>
<b>3. LOCAL FIT</b>	

<p>Detail how this project meets local priorities including linkages with local regeneration plans and strategies.</p>	<p>The high quality of Harrogate’s environment is key to its success as a visitor destination. Both local residents and visitors from further afield value the town centre environment and recognise that this makes Harrogate a distinctive place to shop and relax. Public realm within the town centre is an important component of this environment, alongside its architecture and heritage.</p> <p>The proposal will support the <b>Harrogate Town Centre Strategy and Masterplan</b> by reinforcing the town’s visitor appeal and create desirable urban space.</p>
<p><b>4. FINANCE</b></p>	
<p>Will the service area be making a financial contribution to the project development costs? If so, please detail.</p>	<p>No contributions are planned from the service area.</p>
<p>Please confirm the amount of money required.</p> <p>Please provide a breakdown of costs / estimates where available and how these have been calculated.</p>	<p>The total cost of the project is currently estimated to be between £15,000 - £20,000.</p> <p>The estimated costs are:</p> <ul style="list-style-type: none"> <li>• Appointment of an artist who will work with the local community to design the mural, in line with the brief prepared by the officers and local stakeholders;</li> <li>• Cost of planning application</li> <li>• Materials and installation</li> <li>• Any cost of community engagement and workshops.</li> </ul>
<p><b>5. DELIVERY, TIMESCALES AND MONITORING</b></p>	
<p>What is the staffing resource within NYC required / how will it be resourced?</p> <p>Has the capacity to complete the activity been confirmed with the relevant service manager?</p> <p>Dependencies on other NYC services</p>	<p>This project will be led by Principal Regeneration Officer with support from other officers, including Head of Arts.</p> <p>The capacity for this work has been confirmed with the relevant service manager.</p>
<p>Please outline the anticipated timeframe for delivery of the activity?</p> <p>Please include details of how the activity will be procured (if required).</p>	<p>Details of procurement activity are yet to be finalised, but this will be carried out in accordance with the council’s procurement and contract procedure rules.</p>

Can the proposed work to be funded delivered within the allocated financial year?	The works being progressed via the contribution from the ACC fund will be completed within the current financial year.
How will progress and the outcome of the project be reported to the ACC to aid effective monitoring?	The lead officer, or a nominated representative, will provide a report, briefing note, or verbal update (whichever is preferred by the committee) at ACC meetings.

**6. BENEFITS**

<p>What are the benefits of undertaking this work now?</p> <p>What opportunities / estimated economic, social or environmental benefits could be derived for the future project outlined above?</p>	<p>There are significant benefits from undertaking this work including:</p> <ul style="list-style-type: none"> <li>• Transforming an existing eyesore and improving the overall visual aspect of the area;</li> <li>• Murals can become an iconic symbol for the town, contributing to its branding and making it more attractive for events;</li> <li>• Public murals are often shared on social media, providing free marketing, and encouraging more visitors;</li> <li>• The Mural will serve as an educational tool, conveying messages about local history and community and fostering a sense of identity and pride;</li> <li>• Murals can inspire local youth to engage in the arts.</li> </ul>
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**AREA COMMITTEE SIGN OFF**

<b>ACC Meeting Date When Project Scope Agreed</b>		<b>Draft Minute Number</b>	
<b>Signed (ACC Chairman)</b>		<b>Date</b>	