

Economic, Regeneration Tourism and Transport

Project Development Fund



Project Scoping & Budget Holder Approval Form

SECTION A – PROJECT SCOPING		
NYC Area Constituency Committee Name	Selby and Ainsty	
Project Name	Interactive Town Guides – Selby and Tadcaster	
Description of Project Location	Online maps and interactive information about Selby and Tadcaster. Information boards, leaflets, and QR 'points of interest' across the town centres	
NYC Division(s) in which the project is located	Selby and Ainsty	
Project Lead Officer Details	Name	Sarah Fenwick
	Job Title	Regeneration Principal Officer - Selby & Ainsty PCA
	Email	Sarah.fenwick@northyorks.gov.uk
	Telephone	
1. PROJECT DETAILS		
Please outline why the budget is required and what are the current barriers to project development it will help overcome?	<p>The project aims to provide added value to existing tourism and culture activity, and show tangible benefits to address a locally important issue in Selby and Tadcaster. The aim of the Visitor Economy Strategy 2022-2025 is to encourage residents to learn more about their district and to increase people's satisfaction with their town centre and engagement in local culture and community.</p> <p>The new North Yorkshire Council has given the area a major boost in the tourism industry due to the fantastic offer available however, this</p>	

	<p>presents a challenge for the towns of the old Selby district in attracting visitors, amongst the surrounding well-established destinations.</p> <p>On the Council website information about walking routes, cycling networks, markets and events, and public toilets is available in the same place for the whole of North Yorkshire, which is useful for residents and visitors, but a level of local detail is lost in the quantity of information this provides. To address this, the plan is to create a more 'local' medium for the Selby and Ainsty towns by developing accessible online map of this information, and information points around town that link to the North Yorkshire pages as well as events and activities in the area.</p> <p>https://www.northyorks.gov.uk/leisure-tourism-and-culture</p>
<p>Please detail what specific costs the budget will be spent on?</p>	<p>Stating with an interactive map of Selby that shows location of sites of interest, parks, gardens, libraries, major attractions; location of services that people would need when visiting to do these things; where to look for specialist events or activities in the town; and routes for travelling to and around the town that are green and active.</p> <p>Building on the legacy of the Historic England Selby HSHAZ project is the development of an online archive mapping images, videos, and stories, collected throughout the project, about living and working in historic Selby. This same will be developed for Tadcaster, the result being both towns having an online 'history map' and a 'today map'. The funding will contribute to the build of a base map, with contributions from local people of historic images, video and text.</p> <p>Map and design 'information points' across the towns that are accompanied by QR codes on bus stops, car park meters, event venues, libraries, and other important buildings, to enable visitors and local people places to find out interactively what they can do in the town. Each point would be given a QR code which would link to information about the site, surrounding area or activities available. This could link to things like the Selby Abbey events page or just back to the online map to show location of toilets, car parks etc.</p> <p>Develop the digital maps into physical versions to be displayed on visitor information boards for Selby and Tadcaster to positioned in the Tadcaster bus station (following its improvements – Town Centre Revitalisation Fund) and adjacent to the train and bus stations in Selby. Print versions of the maps to be available in local venues across the towns, showing the points of interest, and where to find important facilities such as public toilets and transport hubs.</p>

<p>Please describe the future project that this activity will help to unlock.</p>	<p>The project will support the existing Now Then cultural project as it will include online links to the events and activities happening as part of the programme. The Interactive Towns project aims to enhance visitor experience and residents' pride of place, aligning with the Now Then objectives.</p> <p>The project complements the upcoming projects in Selby of the Station Gateway (TCF) and Abbey Quarter. It also complements the NLHF project at Selby Abbey, looking into the history of the town and its heritage value. In Tadcaster it supports the regeneration project to revitalise the bus station and public toilets.</p>
<p>2. STRATEGIC FIT</p>	
<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><u>Place and Environment</u></p> <p>Combine information about all local cycling routes in the area around town with walking ones and possibly 'points of interest' on the way. Show where the transport links exist between the towns and how active transport can be used between them.</p> <p>Make note of bus stop locations and destinations. Link to bus websites. Show how sustainable transport can be used to access the towns and villages and visitor attractions.</p> <p>Make the site easy to update and send out call to local people for things to include once the 'bare bones' have been made. Do after initial build though to make clear the type of things to include and prevent repetition.</p> <p>Link in with the branding and ethos of the Visit North Yorkshire Tourism brand/initiatives.</p> <p><u>Economy</u></p> <p>Links will include the location of parks, gardens, historic buildings, nature havens etc, and how residents and tourists can reach them through walks and cycle routes (be sure to include where there is an entry charge). Promote visitor spend in key towns.</p> <p>Include a QR link to the Heart of Yorkshire webpage on the leaflet, and hashtags to the social media used by the council for this site. These pages show where the Council is running events but also others in the area including things like the highly successful Residents' Festival.</p> <p>Build the history part as well for Tadcaster – Selby as a template – collecting stories and images. Make the collection of these an event in town. Bring people together to organise it.</p> <p><u>Health and Wellbeing</u></p>

Include information about all active and sporting opportunities in town. Adding links to local leisure centres, sports club, and local groups for adults and children. The map will include information about walks and cycle routes in and around the town, and aim to show what can be found on our doorstep.

People

Include details such as the location of libraries, community centres (with active uses), the County Record Office, and those with outdoor activities for families. This can be done through external links on the interactive map and QR codes on the buildings or nearby the venues.

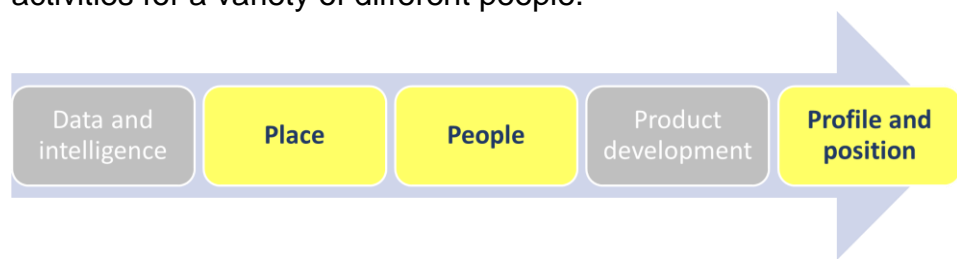
Connect to external webpages to help with marketing for other companies/groups. Link to independent webpages for things like heritage sites to present accurate information about events and site details.

Organisation

Project that builds on an existing one from the HSHAZ legacy and spreads to the wider North Yorkshire area. Link to the 'online archive' that will be built by then – will contain all the historic images and stories from the local interest groups collected as part of the HSHAZ. Continuation of this HSHAZ legacy project.

North Yorkshire Destination Management Plan

The North Yorkshire Destination Management plan aims to “increased domestic visitor spend, day visitors converting to visitors staying longer and exploring more, and a destination which can attract more international visitors”. Interactive Towns would work to involve the whole of the Selby and Ainsty area and provide information and activities for a variety of different people.



The aim is to work with our local interest groups to make a heritage map of Tadcaster, looking for historic stories and images to add to the map, as can be seen on the emerging Selby one, and exploring local thoughts about the 'today' map at the same time. This aims to encourage an investment in our towns that addresses the 'there is nothing to do in Selby' issue and empower residents to engage with what makes our places special.

<p>Detail how this project meets local priorities including linkages with local regeneration plans and strategies.</p>	<p>This project mirrors a similar project in Sherburn, funded by the Town Centre Revitalisation Fund and Shared Prosperity Fund. Here work is being done with the Town Council to develop a map for the town showing points of interest and information about Sherburn to visitors. The aim is to carry out both projects together, working to align things like design concepts and how to get from one town to another.</p> <p>Legacy of the Historic England Selby HSHAZ project is the development of an online archive mapping images, videos, and stories, collected throughout the project, about living and working in historic Selby. The project aims to be a pilot for what could be developed across North Yorkshire. This project will provide the funding to build the same for Tadcaster, the result being both towns having an online 'history map' and a 'today map'.</p> <p>The positioning of the map information board in Selby strategically aligns with the objectives of the Station Gateway and Abbey Quarter in enhancing the experience of public transport users, visitors and local residents. Selby ACC has already reviewed and endorsed this project so overwhelmingly that the budget was doubled from £20k to £40k.</p>
4. FINANCE	
<p>Will the service area be making a financial contribution to the project development costs? If so, please detail.</p>	<p>£5,000 has already been allocation by the Regeneration Service for the development of the Heart Of Yorkshire website to provide the digital map of heritage assets for Selby.</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>£12,500 - Design, development and management of online maps £15,000 - Design production and installation of map boards at arrival points in Selby and Tadcaster £4,000 - Design and printing of two leaflets, utilising the design work from the online maps £2,000 – Photo and video licensing fees and video production fees £6,500 – QR code signage design, purchase and installation</p> <p>TOTAL £40,000 (as endorsed by Selby & Ainsty ACC)</p>
5. DELIVERY, TIMESCALES AND MONITORING	
<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>The Regeneration Team will manage this project, with the design of online maps and information boards. Work could be carried out by Lazenby Brown through an existing contract to manage the NYC, Heart of Yorkshire website and Selby Online Archive map.</p> <p>The project will be supported by the Visitor Economy Team and Culture Team.</p>

Dependencies on other NYC services			
<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>To be agreed with contractors but will be completed within the allocated time. Project will complete in March 2025.</p> <p>Best Value appointment with our existing web page building company (due to the extension of existing project work rather than new design). Information Boards and Leaflets will be procured through NYC appointment process.</p>		
Can the proposed work to be funded delivered within the allocated financial year?	The project can begin on agreement and will be completed by the end of March 2025.		
How will progress and the outcome of the project be reported to the ACC to aid effective monitoring?	The NYC officer, or a nominated representative will provide a briefing paper (or in-person presentation if required) 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>	The interactive towns project supports other NYC schemes in providing better access to services. The maps support the current and upcoming projects to revitalise the arrival points in Selby and Tadcaster: Selby Station Gateway, TCF, Abbey Quarter, and the Tadcaster Bus Station. This project aligns with the aims of these projects and fits well with the timetable of the Regeneration Team's work at these sites, and contributing add value to existing tourism activity in Selby and Tadcaster.		
AREA COMMITTEE SIGN OFF			
ACC Meeting Date When Project Scope Agreed		Draft Minute Number	
Signed (ACC Chairman)		Date	

SECTION B – PROJECT EVALUATION

Using the details in the Economic, Regeneration, Tourism and Transport Project Development Fund Guidance Note please comment on how the proposed project meets the identified criteria for the Fund.

Project Name		
SECTION		FIT WITH CRITERIA
1	Project Details	
2	Strategic Fit	
3	Local Fit	
4	Finance	
5	Delivery, Timescales and Monitoring	
6	Benefits	
Evaluation Completed By		Signed
		Name
		Job Title
		Email
		Telephone

SECTION C – BUDGET HOLDER (CORPORATE DIRECTOR) SIGN OFF			
NYC Area Constituency Committee			
Project Name			
Lead Officer			
Requested Budget Allocated?	Yes / No	Value	£
Signed			
Name			
Job Title			
Date			