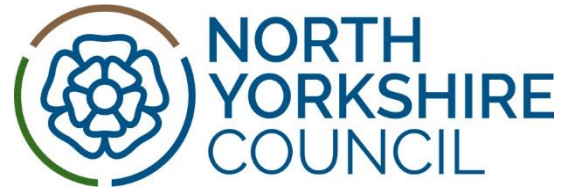


Economic, Regeneration Tourism and Transport

Project Development Fund



Project Scoping & Budget Holder Approval Form

SECTION A – PROJECT SCOPING		
NYC Area Constituency Committee Name	Malton & Thirsk	
Project Name	Kirkbymoorside Mini ‘Town Boost’ support	
Description of Project Location	To commission a feasibility study to identify an action plan of proposals that will draw awareness to the high street and increase footfall through improved wayfinding and signage.	
NYC Division(s) in which the project is located	Kirkbymoorside (KMS)	
Project Lead Officer Details	Name	Alison Laws
	Job Title	Senior Economic Development Officer
	Email	
	Telephone	
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>Business owners and representatives from the local community groups in KMS have formed a working group to deliver improvements for the Town. The group are liaising with NYC's Business Advisors and the Communities Locality Lead.</p> <p>The group are already working collaboratively with partners to establish an official group for KMS. The group aim to be in a position where they can lead on local initiatives, push the town beyond its current status, address issues, identify solutions and develop an action plan of improvements for the Town.</p> <p>They are exploring the possibility of becoming a community organisation and are being supported to do this by NYC and Pickering CIC, who are an established group and receive Community Anchor Organisation (CAO) funding through NYC's Community Locality Team. There is an ambition from NYC to support the development of Community Anchors in towns such as Kirkbymoorside where there is no CAO in place. This feasibility work will help the group as they identify practical actions they could take forward.</p> <p>A feasibility study is required to identify an action plan of proposals that will draw awareness to the high street and increase footfall through improved wayfinding, and signage and support the need to create its own identity.</p> <p>Representatives have expressed views that the Town has felt left in the shadows of its neighbouring bigger towns when it comes to opportunities for funding. Having met with KMS Business Owners, NYC's Business Advisor put forward KMS for the pilot Town Boost programme, however, it was felt that Pickering CIC had stronger foundations in place, ready to build upon and therefore was successful in securing the 40k funding. The KMS group need support to build the same strong foundations to ensure they are in a good position to capitalise on future funding opportunities and build on the momentum the group has now created. The proposed feasibility study would be a solid starting block and provide them with some professional guidance and actions to work towards.</p> <p>KMS essentially needs to develop its branding and identity to become a destination in its own right. If we can improve the wayfinding to the town centre, parking and amenities, this would increase visitor dwell time and attract those that would usually pass by on the A170.</p> <p>This initial feasibility work would help to unlock the group's overall aim to build a better place to live, visit and work. Attract more employees to its many industries and support active travel. They would also like to hold more regular community events and build on the popularity of its annual 10k run event. The Town already has many established community groups, and a list of business owners and representatives committed to forming a proactive registered group.</p> <p>This proposal responds to a need identified by local business representatives and without ACC funding the project would not go ahead in the near future.</p>
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Please detail what specific costs the budget will be spent on?	To commission a feasibility study to identify an action plan of proposals that will help draw awareness to the high street and increase footfall through improved wayfinding and signage.
Please describe the future project that this activity will help to unlock.	This initial project will be a beneficial starting block by identifying an action plan for the group to work towards. It may also identify some quick-win initiatives that can be carried out to help unlock future growth/placemaking and promote the group, businesses, and area.
2. STRATEGIC FIT	
<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>Contributes to economy, regeneration, and tourism.</p> <p>This project will contribute to the ambitions included in the Council Plan under the following themes:</p> <p>Place and environment.</p> <ul style="list-style-type: none"> • Promote and encourage active travel including walking and cycling. • Encourage and support sustainable living in our communities and towns as well as the transport in between, including promoting and encouraging active travel including walking and cycling. • To protect the local environment and ensure our air, streets, beaches and open spaces are kept clean and attractive. • Seek improvements to transport connectivity and inclusion. • Ensure that developments meet the needs of all and consider health and social inequality offering Housing developments easier access to employment and economic opportunities. <p>Economy</p> <ul style="list-style-type: none"> • Harness North Yorkshire's natural capital and promote the green and blue economies through design. • To promote and improve North Yorkshire's tourism, sporting, and cultural offer, to increase visitor spend in three key market towns, and be accessible for all (walkers, wheelers, and cyclists) • To promote economically and environmentally sustainable tourism by providing safe active travel infrastructure that doesn't currently exist. • To promote culture, heritage, arts, theatres, museums, and galleries. <p>Health and wellbeing</p> <ul style="list-style-type: none"> • Encourage people to make informed choices about their health and encourage active and healthy lifestyles. • Support improvements to people's mental health and wellbeing • Support a more active environment that makes it easier to move more and which prioritises opportunities for safe play, walking and cycling. • Help reduce health and social inequalities through healthy place-shaping and targeted work with groups, communities, and neighbourhoods. <p>Economic Growth Strategy – This project supports the following aims:</p> <p>Pillar 1: Enterprise: supporting and growing the business base which powers our economy and future prosperity. We will support growth in</p>

	<p>our key sectors by driving greater collaboration and innovation and will support businesses in all sectors to improve their performance and productivity through innovation and investment.</p> <p>Pillar 2: Infrastructure: making the most of our opportunities for development to deliver enhanced growth, good jobs and high-quality developments befitting our places and communities. To achieve this, we need excellent infrastructure that enables growth whilst maintaining and enhancing the character, quality and accessibility of our places and environment.</p> <p>Pillar 3: People: unlocking our people power to create the economy we aspire to. We aim to attract more young people to live and work here, and to keep older talent in the workforce for longer in order to meet the business demand for skills whilst enabling people to live healthy and prosperous lives.</p> <p>Destination Management Plan (<i>subject to finalisation and adoption</i>). The project supports the priorities from the emerging Destination Management Plan.</p> <p>NYC Localities Team – Town Anchor Project.</p>
3. LOCAL FIT	
<p>Detail how this project meets local priorities including linkages with local regeneration plans and strategies.</p>	<p>The proposal responds to an identified need and issues raised by residents and business representatives.</p> <p>The proposal is supported by NYC Business Advisors and the Communities Locality Lead and supports the Teams aspirations.</p>
4. FINANCE	
<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>£10k Initial estimate – no breakdown available.</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>Dependencies on other NYC services</p>	<p>Ongoing support to this group is already in place via the Business Advisors and Localities Team.</p> <p>For this project specifically, the staffing resource from NYC would be limited to commissioning consultants to undertake the above work and overseeing the delivery of the feasibility study.</p> <p>The Lead Officer will manage the project through to completion.</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>An indicative programme is set out below:</p> <ul style="list-style-type: none"> • Sept 2024 - AC Endorsement • Oct 2024 - Confirm key outputs / outcomes – • Oct 2022 - Obtain formal quotation. • Oct 2024 - Final Approval • Nov 2024 - Commission work • Nov 2024 - Feasibility Study Commences • Feb 2025 - Feasibility Study Completed <p>The work will involve commissioning via a direct award to undertake the work.</p>		
<p>Can the proposed work to be funded delivered within the allocated financial year?</p>	<p>Yes</p>		
<p>How will progress and the outcome of the project be reported to the ACC to aid effective monitoring?</p>	<p>The lead officer or a nominated representative will provide updates to the ACC meetings.</p>		
<p>6. BENEFITS</p>			
<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>The benefit to undertaking this work now is that it will provide the group with a professional study that includes an action plan and potential quick-win initiatives. It will form a starting block of work that the group can progress, while helping promote the group and the Town and will support future growth and placemaking.</p> <p>The feasibility study will ensure the project is ready to go and so the community group (or any other suitable organisation) can use it, to support funding applications in the future as and when opportunities arise.</p>		
<p>AREA COMMITTEE SIGN OFF</p>			
<p>ACC Meeting Date When Project Scope Agreed</p>		<p>Draft Minute Number</p>	

Signed (ACC Chairman)		Date	
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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			