

North Yorkshire Council

Scarborough and Whitby Area Committee

3 October 2024

Area Committee Economic Development, Regeneration, Tourism and Transport Project Development Fund Endorsements – October 2024

Report of the Corporate Director of Community Development

1.0 PURPOSE OF REPORT

- 1.1 To seek endorsement from the Area Committee Members that the Corporate Director, Community Development spends £40,000 of the Economic, Regeneration, Tourism and Transport Project Development Fund on development of the four schemes listed below.

2.0 BACKGROUND

- 2.1 At the meeting of North Yorkshire County Council on 22 February 2023 (*Council Minute 83p*), in respect of the 2023/24 Revenue Budget for North Yorkshire Council, it was resolved that, “£50k be provided annually for each Area Constituency Committee to commission works they feel appropriate for their local area”.
- 2.2 The purpose of the fund is to support activities that help to deliver the North Yorkshire Council ‘Council Plan’, Economic Growth Strategy, Destination Management Plan and other locally important plans and strategies. It aims to stimulate and directly support a pipeline of locally important economic, regeneration and tourism destination development projects that will benefit from existing and future funding and delivery opportunities (whether core or external funding) within the area covered by the respective Area Constituency Committee.
- 2.3 The scope of activity to be supported, within the purpose of the fund, is at the discretion of the specific Area Committee (AC) but, could include:
- activity to further develop locally important projects that would form part of a wider capital project pipeline including surveys, feasibility studies, outline or detailed design and market demand analysis. It can also fund business case development of locally important projects or contribute to the ongoing development of larger, major projects so the Council is well placed to secure funding (core or external) and to assist in developing grant-ready applications.
 - targeted contributions that add value to existing or planned physical regeneration or tourism activity and show tangible benefits to address a locally important issue or priority in that area.
- 2.4 Following an extensive Member engagement exercise to gather project ideas, a long list of project ideas was established. Following preliminary research this list was refined to create a short list of the most viable schemes. More detailed scoping work was then undertaken by Officers on these remaining projects in order to complete the Scoping Forms and associated recommendations which are contained within and attached to this report.
- 2.5 Updates on existing reports

- Scarborough 400: Scanning and draining is now complete, with results due soon. These results will kick off the feasibility stage of the work for the pumphouse.
- Active Travel/ Social Prescribing: The project is now underway, with a baseline of current knowledge of the Living Well team being taken in early October. This will feed into the work that has begun with the internal training team on developing the training package.
- Coastal Access: Update from Coastal Engineer: 'We have a contractor on board, and we are expecting to start on site within the next month now the summer season is over. we expect the works to be complete prior to Christmas.'
- Offshore Wind: When working to ensure we secure value of money on public investments, it can occasionally be the case that we push to achieve too much with insufficient resources. The procurement of this work has revealed one such example of this issue. Following a review of the project scope, the core aspects of the report can be delivered internally. Some of the funding could then be used to deliver a peer review of the report, creating the same outcome, with reduced need for expenditure. This proposed budget redistribution is to be found in 3.3.

2.6 The full Project Shortlist is currently comprised of the following schemes:

- The Dell
- Carrs Road
- Safe Sea Swimming
- Seabird Nesting

3.0 Proposal

3.1 A full scoping process to ascertain financial and practical viability, as well as fit with strategic and local priorities, has been undertaken on the following projects from the above shortlist:

- Carrs Road
- Safe Sea Swimming
- Seabird Nesting

3.2 A Scoping Report for each of the projects listed above have been attached as an Appendix to this paper.

3.3 Following the conclusion of the scoping process, the following recommendations are made by Officers. For clarity, the schemes highlighted in green are those that are recommended for endorsement by the Scarborough and Whitby AC:

Project Title	Recommendation	Rationale	Financial Contribution
Carrs Road	Reject	Following investigations, this scheme cannot be recommended due to limitations linked to policy, geography, and utilities. A full report from our highways team is attached in Appendix A.	nil
The Dell	Reject	Following discussions with both the Town Council and	nil

		our Parks and Grounds service, it was quickly clear that The Dell will fall outside scope of the AC committee's funds. The project will be pursued through the existing measures in place for this issue.	
Safe Sea Swimming	Endorse	Following significant and in-depth conversations with a wide range of experts and stakeholders, I am pleased to recommend the commissioning of a feasibility study into options to encourage Safe Sea Swimming in Scarborough. Please see Appendix B for the full scoping report.	£20,000
Seabird Nesting	Endorse	Following conversations with internal stakeholders and desk-based research I am pleased to recommend this project for an initial feasibility study. Please see Appendix C for the full scoping report.	£20,000
(Budget Redistribution) Offshore Economic Opportunities – Peer Review	Endorse	Following the unsuccessful procurement activity for the offshore wind economic opportunities study, the new route and proposed cost for a peer review of officer work should cost between £10,000 to £15,000. Therefore, I recommend using the unspent money to bring the Gull Nesting Towers project to £20,000 to ensure a more comprehensive report. This will allow a budget of £14,000 for a peer review of the Offshore Economic Opportunities work.	£14,000 <i>Reduced from the £20,000 already approved</i>
Total			£40,000

3.4 Should the recommendations above be endorsed, the total Area Committee spend will be £100,000 over its first 2 years.

4.0 ALTERNATIVE OPTIONS CONSIDERED

4.1 Alternative options and additional elements for inclusion were considered and included as appropriate in each of the above schemes, but broadly schemes are as originally identified by Elected Members.

5.0 FINANCIAL IMPLICATIONS

- 5.1 The Scarborough and Whitby AC currently has a budget of £50,000 available from 2023/24, and a further £50,000 available for 2024/25 (£100,000 in total). These funds need to be allocated and spent by 31 March 2025. Currently £34,000 is unallocated, and £20,000 has not been procured successfully.
- 5.2 It is recommended that the AC endorse the following projects and make a request to the Corporate Director, Community Development to allocate funds from the Economic, Regeneration, Tourism and Transport Project Development Fund.

Project Title	Financial Contribution	Status
Safe Sea Swimming	£20,000	Pending
Seabird Nesting	£20,000	Pending
Offshore Economic Opportunities	Reduction to £14,000	£20,000 endorsed, redistribution pending
Coastal Access	£20,000	Delivery
Active travel/social prescribing	£15,500	Delivery
Scarborough 400	£10,500	Delivery

- 5.3 If all the above schemes are endorsed, the total allocation being made by the Scarborough and Whitby AC from their Economic, Regeneration, Tourism and Transport Project Development Fund is £100,000. This would leave £0 remaining to be allocated.
- 5.4 If any of the schemes endorsed by the AC are not approved by the Corporate Director for Community Development, that scheme will not go ahead.

6.0 LEGAL IMPLICATIONS

- 6.1 Consideration has been given to any legal implications in using the funding for the above highlighted schemes and there are no concerns at this stage, however any procurement will be carried out in accordance with procurement and contract procedure rules.

7.0 EQUALITIES IMPLICATIONS

- 7.1 Consideration has been given to the potential for any equality impacts arising from the recommendations. It is the view of Officers that at this stage the recommendations do not have an adverse impact on any of the protected characteristics identified in the Equalities Act 2010. A copy of the Equality Impact Assessment screening form will be completed prior to final approval by the Corporate Director, Community Development.

8.0 CLIMATE CHANGE IMPLICATIONS

- 8.1 There are no climate change issues arising from this report or any of the schemes being recommended for endorsement. A copy of the Climate Change Impact Assessment screening form will be completed prior to final approval by the Corporate Director, Community Development if required.

9.0 REASONS FOR RECOMMENDATIONS

- 9.1 Endorsing the above listed schemes will allow the Scarborough and Whitby AC to support a range of projects to deliver social, economic and wellbeing benefits. All schemes

recommended by Officers are deemed to meet the purpose of the Project Development Fund and fit within the specified delivery timescales and budget window.

10.0 RECOMMENDATION

10.1 To secure endorsement from the Scarborough and Whitby Area Committee Members that the Corporate Director, Community Development spends £40,000 of the Economic, Regeneration, Tourism and Transport Project Development Fund on the following schemes:

Safe Sea Swimming - £20,000

Seabird Nesting - £20,000

(Reduction) Offshore Economic Opportunities - £14,000

Total - £40,000

APPENDICES:

Appendix A – Carrs Road

Appendix B – Safe Sea Swimming

Appendix C – Sea Bird Nesting

BACKGROUND DOCUMENTS:

n/a

Nic Harne
Corporate Director – Community Development
County Hall
Northallerton
5 June 2024

Report Author & Presenter – Joe Russell – Principal Regeneration Officer

Note: Members are invited to contact the author in advance of the meeting with any detailed queries or questions

Appendix A – Transport assessment of Carrs Road Active Travel Scheme



Date 30/07/2024

Active Travel Scheme Appraisal

Core Information						
Route Name	Carrs Road (Briggswath to Ruswarp)					
Starting Point	Briggswath	AADT	1897			
Ending Point	Ruswarp	Speed	41.8			
Estimated Population Impact	3500	Length	2550	metres		
Demand Baseline (per day)						
PCT*			Strava Metro			
PCT Baseline	9		Leisure	Commuting		
Government Target (Near Market) model	21	Cycling	5	0		
Go Dutch model	80	Walking	1	0		
Routing Options						
	Key		Colour	Route Ref		
	Black	Carrs Lane				
Route Costs						
Route Ref	Average width	Length On Carriageway	Length Off Carriageway	No of Major Junctions	Other Costs	Estimated Cost
Carrs Lane	3	2550	0	0	£0.00	£920,000.00
Comments						
<p>The B1410 linking Briggswath and Ruswarp would not only serve the purpose of connecting these settlements but also provide a connector between the larger settlements of Sleights and Whitby. The usage data indicates a low usage baseline currently for the route connecting the two settlements. These traditional feasibility methods, which use the expected uplift in cyclists (based on the closest available data) versus the capital delivery cost, would indicate that such a scheme would not demonstrate value for money at this time. It is worth noting that the costs expressed in this document are construction only costs and do not include preliminary and detailed design costs, lighting, optimism bias or land take costs.</p> <p>The Route suggested is already part of the NCN under route 165. This is because the on-road route already classes as a quiet way due to the low traffic flow. This would also affect the value for money gains expected as it is already deemed sufficient to be a part of the National Cycle Network.</p> <p>The final challenge to overcome with this route relates to the highways extents. due to the nature of the road and its surroundings the highways extents do not allow a compliant path to be installed without significant land take along the road. This would significantly increase the costs associated with the project therefore negatively impacting the benefit cost ratio.</p>						
Recommendation	Not recommended					

Appendix B – Scoping report: Safe Sea Swimming

**Economic, Regeneration
Tourism and Transport
Project Development
Fund**



Project Scoping & Budget Holder Approval Form

SECTION A – PROJECT SCOPING

NYC Area Constituency Committee Name	Scarborough and Whitby Area Committee	
Project Name	Safe Sea Swimming	
Description of Project Location	Investigation into the feasibility of improving opportunities for Safe Sea Swimming in Scarborough	
NYC Division(s) in which the project is located	Scarborough	
Project Lead Officer Details	Name	Jackie Speakman
	Job Title	Regeneration Officer
	Email	Jackie.speakman@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>Feasibility study rationale & purpose</p> <p>Open water (wild) swimming has grown rapidly in popularity.</p> <p>Wild swimming can play a fundamental part of improving people’s health and mental health. This – in turn – creates a healthier and more productive workforce.</p> <p>At present, Scarborough’s South and North Bay’s are frequent locations for wild swimming, but have a notable lack of provision beyond lifeguards. The sport contains</p>
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risks from exposure, tides, currents, and disorientation. These limit the accessibility of the activity and present it as an ‘extreme’ sport.

With the increasing participation in wild and cold water swimming, exploring measures to improve the accessibility and safety of this activity would be a prudent and timely choice for elected members. Exploring the value of potential investments such as pontoons or a sea water pool could complement existing provision, and future ambitions for the town.

In the long term, such a study could form the basis of a project that will help with people’s safety, reduce the likelihood of swimmer fatigue incidents and it may attract new people to participate in a low-cost form of exercise.

Please detail what specific costs the budget will be spent on?

The assigned budget will provide for a study that answers the questions:

- What is the best option for how Scarborough can improve the safety and accessibility of sea swimming?
- Where would be the most appropriate location for such an investment?
- What is the most viable operational model for the recommended intervention?
- What would be the expected capital investment required for such as project, and what would be the ongoing revenue implications?

Please describe the future project that this activity will help to unlock.

This will produce one of three outcomes:

1. Show that Scarborough does not have an appropriate coastal geography for a project of this nature, or a suitable location cannot be identified.
2. Show that a project could be considered, but is not realistically deliverable due to the scale of investment required.
3. Show the best option for location, type of investment, its cost and how it could be delivered in the long term.

This could be taken forward as part of Scarborough’s emerging investment plan. Especially as there is already evidence of public support.

2. STRATEGIC FIT

Detail how the project will contribute to the North Yorkshire Council ‘Council Plan’ and the Economic Growth Strategy or the Destination Management Plan

(Reference should be made on how a future project will help deliver

Council Plan

Place and Environment	Economy	Health and Wellbeing	People	Organisation
<ul style="list-style-type: none"> • A clean, environmentally sustainable and attractive place to live, work and visit • A well connected and planned place with good transport links and digital connectivity • Communities are supported and work together to improve their local area • Good quality, affordable and sustainable housing that meets the needs of our communities 	<ul style="list-style-type: none"> • Economically sustainable growth that enables people and places to prosper • Culture, heritage, arts and sustainable tourism all play their part in the economic growth of the county • New and existing businesses can thrive and grow • North Yorkshire has a high profile, is influential nationally and receives its fair share of resources 	<ul style="list-style-type: none"> • People are supported to have a good quality of life and enjoy active and healthy lifestyles • Reduced variations in health through tackling the root causes of inequality • People can access good public health services and social care across our different communities • People have control and choice in relation to their independence and social care support 	<ul style="list-style-type: none"> • People are free from harm and feel safe and protected • People can achieve their full potential through lifelong education and learning • People are better supported, by strengthening families or other appropriate networks • In times of hardship, support is provided to those that need it most 	<ul style="list-style-type: none"> • Good quality, value for money services that are customer focused and accessible to all • A well-led and managed, financially sustainable and forward-thinking council • A carbon neutral council • One council, where colleagues work together to achieve our ambitions and support each other

the respective strategies)

Place and environment

- A clean, environmentally sustainable and attractive place to live, work and visit, by improving access to a low cost natural asset.
- Communities are supported and work together to improve their local area because it will be beneficial for Scarborough's four swimming clubs, and a CIC could be the day-to-day operator.

Economy

- Economically sustainable growth that enables people and places to prosper, because it would be a low risk investment with high potential returns in social value.
- Culture, heritage, arts and sustainable tourism would all be key aspects of this development, building on the uses in the past, and an opportunity to creatively engage with the natural assets of our coastline.
- New and existing businesses could benefit from the footfall generated from an investment at the seafront.

Health and wellbeing

- People are supported to have a superior quality of life and enjoy active and healthy lifestyles by being able to access natural assets on their doorstep.
- Reduced variations in health through tackling inequalities by improving accessibility of wild swimming.
- Inspiring and enabling an active and healthier North Yorkshire for all.
- Social prescribing will have a positive impact on peoples physical and mental health, helping to reduce visits to NHS services and general practitioners.

People

- People feel safer, and are protected while accessing local natural assets.
- Participants will be healthier because of social prescribing opportunities, both physically and mentally.
- Beneficial to people with one or more long term conditions
- A service to support those with low level mental health issues.

Organisation

- Good quality, value for money services that are customer focused and accessible to all, because that's pretty much the core of this project.
- Well led, sustainable and forward thinking council because this feasibility study is a much more sustainable option than heated pools, and is innovative and ambitious.
- Carbon Neutral Council because any investment would have minimal impact, and could have a long term role in carbon sequestration.

Economic Growth Strategy 2024- 2029

- Contribute to the carbon negative ambition – as the investment would have a much lower impact than heated or indoor equivalents.
- Overcome barriers to learning/work – because it could be used for cold water training, or improving the health of the workforce.
- Ensure people have the skills required – as it could be used for cold water orientation.

3. LOCAL FIT

Detail how this project meets local priorities including linkages with local regeneration plans and strategies.

Scarborough Blueprint

- Sets forth a vision to create a 'strong of pearls' from the station to the shore. This would create a dynamic shore focused footfall generator – motivating movement through the town
- Priority 4 "Realise the Potential of the Harbour, Seafront & Spa" of the plan is to create a 'diverse recreation (offer); strengthening connections between the seafront, Spa and Town Centre; ensuring these places are visited, valued and enjoyed by our communities'. This project is a magnificent fit for this ambition.

Emerging Scarborough Investment Plan

- The emerging investment plan ties together the existing documents developed by the Former SBC, with the emerging and established documents agreed by NYC.
- This project matches and complements a range of activity that is being drawn together in this document.

4. FINANCE

Will the service area be making a financial contribution to the project development costs? If so, please detail.

No financial commitment is required at this early stage of the project beyond the AC committee funds. A limited amount of staff time from officers who are already paid to deliver exactly this type of work will be required.

<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>Feasibility Study: £20,000 (inc.VAT)</p> <p>TOTAL costs: £20,000 (Inc.VAT)</p>
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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>A Principal Regeneration Officer is employed, with this as part of their job description. So this resource is confirmed.</p> <p>Confirmed with Head of Service. Helen Jackson – Head of Regeneration – considered this would be an interesting report, and that while such as project would require significant consideration of risk, and a viable operating model, we would not be able to understand this aspect fully until such a study was completed.</p> <p>Consultation will need to be undertaken with a range of internal services, but with an expectation that this will not be onerous.</p>
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<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>Specific milestones include:</p> <p>3rd October 2024:</p> <ul style="list-style-type: none"> - AC meeting endorse feasibility study <p>28th October 2024:</p> <ul style="list-style-type: none"> - Establish project working group – to include (but not exclusive to) Public Health, Economic Development, Sport and Wellbeing, Coastal Engineering. - Feasibility study brief finalised. <p>November 2024:</p> <ul style="list-style-type: none"> - Procurement of study. - Consultants begin feasibility study. <p>2025:</p> <ul style="list-style-type: none"> - Final Study accepted. - Decide on next steps based on information provided.
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	Timescales to be negotiated, as necessary but there is a hard deadline for spend of March 2025. This means the project will be carefully monitored and any potential delays or issues raised at an early stage so mitigation measures can be implemented.
Can the proposed work to be funded delivered within the allocated financial year?	Yes.
How will progress and the outcome of the project be reported to the ACC to aid effective monitoring?	Regular updates will be provided at the monthly informal meeting.

6. BENEFITS

What are the benefits of undertaking this work now?	We have the funding to do it now, and it is exceptionally well timed in relation to the development of a Town Investment Plan for Scarborough.
What opportunities / estimated economic, social or environmental benefits could be derived for the future project outlined above?	The benefits of the feasibility study are that an informed decision can be taken on how, when and to what extent this concept should be pursued. The benefits if a project were to be delivered have been covered in sufficient detail earlier in this document.

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	Does the project meet the Purpose of the Fund? Yes
2	Strategic Fit	Does the project align with the priorities of the North Yorkshire Council 'Council Plan' and the Economic Growth Strategy or the Destination Management Plan? Yes
3	Local Fit	Does the project align with local economic, tourism or regeneration plans? Yes
5	Delivery, Timescales and Monitoring	Are the necessary resources and capacity in place to manage and support the project activity? Yes Has the project been discussed with the relevant Service Manager? Yes Are the proposed timescales realistic for the level of work proposed? Yes How will project progress be reported back to the ACC for monitoring? Verbally
6	Benefits	Does the project progress the development of a future project? Yes Do the proposed benefits, outputs, outcomes of this meet strategic and local priorities? Yes
4	Finance	Are the indicative costs realistic for the level of work proposed? Yes If estimates have been included how have these been calculated to ensure the work is deliverable for the proposed budget? No estimates included

Evaluation Completed By	Signed	<i>J.E. Russell</i>
	Name	Joe Russell
	Job Title	Principal Regeneration Officer
	Email	Joe.russell@northyorks.gov.uk
	Telephone	

Appendix C – Seabird Nesting Towers

<p>Economic, Regeneration Tourism and Transport</p> <p>Project Development Fund</p>	
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Project Scoping & Budget Holder Approval Form

SECTION A – PROJECT SCOPING

<p>NYC Area Constituency Committee Name</p>	<p>Scarborough and Whitby Area Committee</p>	
<p>Project Name</p>	<p>Seabird Nesting Towers</p>	
<p>Description of Project Location</p>	<p>Investigation into the feasibility and impact of providing alternative nesting sites for red list Seabirds</p>	
<p>NYC Division(s) in which the project is located</p>	<p>Scarborough</p>	
<p>Project Lead Officer Details</p>	<p>Name</p>	<p>Jackie Speakman</p>
	<p>Job Title</p>	<p>Regeneration Officer</p>
	<p>Email</p>	<p>Jackie.speakman@northyorks.gov.uk</p>
	<p>Telephone</p>	<p></p>

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>Feasibility study rationale & purpose</p> <p>Seagulls – primarily Kittiwakes and Herring Gulls – are generally considered to have a negative impact on the public realm in coastal towns. Their territorial and scavenging instincts are at odds with the normal functions of many urban and leisure areas, and they become viewed as a pest and problem.</p>
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	<p>The challenge for our coastal towns is that we have an important responsibility to steward our natural environment and protect vulnerable wildlife. This includes the red listed Herring Gulls and Kittiwakes.</p> <p>To balance these challenges, the former Scarborough Borough Council had a Seagull strategy. This policy document has been continued by North Yorkshire Council, and one of its key outcomes is fixing nets to buildings that cause significant issues. This discourages nesting, without harming the birds, who do have a large and suitable natural habitat nearby.</p> <p>This project seeks to assess the value of recent innovations in nesting structures, and whether these developments could be used to complement existing activity to safeguard gull populations and minimise their impact on urban areas and functions.</p> <p>Without this funding, there would not be scope to assess this opportunity for innovation, as while it is complementary activity to the Gull Strategy, it is not it's core objective.</p>
<p>Please detail what specific costs the budget will be spent on?</p>	<p>The assigned budget will provide for a study that answers the questions:</p> <ul style="list-style-type: none"> - Would gull nesting towers directly or indirectly (in conjunction with other activity) reduce the issues caused by gulls in the town centre? - Do we have a suitable location for such infrastructure?
<p>Please describe the future project that this activity will help to unlock.</p>	<p>This will produce one of the following outcomes:</p> <ol style="list-style-type: none"> 1. Create a clear case for investing in a new and effective tool to achieve the aims of supporting gull populations but minimising their impact on our urban areas. 2. Produce a robust case for why investing in this infrastructure would not be a wise choice for the Council. 3. Give us an option to consider for minimising the impact of Gulls on the town centre, but highlight the potential reasons that such and investment would only have a limited impact. <p>This work will improve the background documentation used to shape projects and policy such as the Gull Strategy, and 'Sprucing-up Scarborough'.</p>
<p>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

(Reference should be made on how a future project will help deliver the respective strategies)

Council Plan

Place and Environment	Economy	Health and Wellbeing	People	Organisation
<ul style="list-style-type: none"> A clean, environmentally sustainable and attractive place to live, work and visit A well connected and planned place with good transport links and digital connectivity Communities are supported and work together to improve their local area Good quality, affordable and sustainable housing that meets the needs of our communities 	<ul style="list-style-type: none"> Economically sustainable growth that enables people and places to prosper Culture, heritage, arts and sustainable tourism all play their part in the economic growth of the county New and existing businesses can thrive and grow North Yorkshire has a high profile, is influential nationally and receives its fair share of resources 	<ul style="list-style-type: none"> People are supported to have a good quality of life and enjoy active and healthy lifestyles Reduced variations in health through tackling the root causes of inequality People can access good public health services and social care across our different communities People have control and choice in relation to their independence and social care support 	<ul style="list-style-type: none"> People are free from harm and feel safe and protected People can achieve their full potential through lifelong education and learning People are better supported, by strengthening families or other appropriate networks In times of hardship, support is provided to those that need it most 	<ul style="list-style-type: none"> Good quality, value for money services that are customer focused and accessible to all A well-led and managed, financially sustainable and forward-thinking council A carbon neutral council One council, where colleagues work together to achieve our ambitions and support each other

Place and environment

- A clean, environmentally sustainable, and attractive place to live, work and visit, by identifying means by which guano could be reduced in urban areas.
- Investigate the case for good quality, affordable and sustainable housing that meets the needs of our (avian) communities. [Tongue in cheek, but ironically a good fit]

Economy

- Economically sustainable growth that enables people and places to prosper by improving our public realm and reducing the impact of a well-established nuisance.
- New and existing businesses can thrive and grow, because the visual and economic impact of the gulls could be reduced.

People

- People feel safer and are protected because it could improve the safety of our pavements and reduce instances of divebombing and avian aggression.

Organisation

- Good quality, value for money services that are customer focused and accessible to all, as this investment could save money on town centre cleaning, and other gull measures.
- Well led, sustainable and forward thinking council because this feasibility study is exploring an opportunity to innovate for the public good.

Economic Growth Strategy 2024- 2029

- Equipping our towns for the 21st century – this priority of the strategy focusses on developing towns that work for everyone. This means addressing issues that reduce the quality of our towns for residents and visitors.

3. LOCAL FIT

Detail how this project meets local priorities including linkages with local regeneration plans and strategies.

Emerging long-term plan for towns

- Highlights key challenges for the aesthetic impact of our town centre. Known as 'Sprucing Up Scarborough'. This study will feed into that emerging project.

4. FINANCE

Will the service area be making a financial contribution to the project development costs? If so, please detail.

No financial commitment is required at this early stage of the project, except for a limited amount of staff time from officers who are already paid to deliver exactly this type of work.

Please confirm the amount of money required.

Feasibility Study: £20,000 (inc.VAT)

TOTAL costs: £20,000 (Inc.VAT)

Please provide a breakdown of costs / estimates where available and how these have been calculated.

5. DELIVERY, TIMESCALES AND MONITORING

What is the staffing resource within NYC required / how will it be resourced?

A Principal Regeneration Officer is employed, with this as part of their job description. So this resource is confirmed.

Has the capacity to complete the activity been confirmed with the relevant service manager?

Confirmed with Head of Service. Jonathan Bramley, Head of Environment and Regulation noted: This study would be an 'Interesting Addition' to the ongoing work with the Gull Strategy, property proofing fund and would be of interest to the Urban Yorkshire Gull Group.

Dependencies on other NYC services

Consultation will need to be undertaken with a range of internal services, but with an expectation that this will not be onerous.

<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>Specific milestones include:</p> <p>3rd October 2024:</p> <ul style="list-style-type: none"> - AC meeting endorse feasibility study <p>28th October 2024:</p> <ul style="list-style-type: none"> - Establish project working group – to include (but not exclusive to) Public Health, Economic Development, Environment & Coastal Engineering. - Feasibility study brief finalised. <p>November 2024:</p> <ul style="list-style-type: none"> - Procurement of study. - Consultants begin feasibility study. <p>2025:</p> <ul style="list-style-type: none"> - Final Study accepted. - Decide on next steps based on information provided. <p>Timescales to be negotiated, as necessary but there is a hard deadline for spend of March 2025. This means the project will be carefully monitored and any potential delays or issues raised at an early stage so mitigation measures can be implemented.</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>Regular updates will be provided at the monthly informal meeting.</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>We have the funding to do it now, and it is exceptionally well timed in relation to the ‘Sprucing up Scarborough’ project.</p> <p>The benefits of the feasibility study are that an informed decision can be taken on how, when and to what extent this concept should be pursued. The benefits if a project were to be delivered have been covered in sufficient detail earlier in this document.</p>
<p>AREA COMMITTEE SIGN OFF</p>	

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

Does the project meet the Purpose of the Fund?
Yes

2 Strategic Fit

Does the project align with the priorities of the North Yorkshire Council 'Council Plan' and the Economic Growth Strategy or the Destination Management Plan?
Yes

3 Local Fit

Does the project align with local economic, tourism or regeneration plans?
Yes

5 Delivery, Timescales and Monitoring

Are the necessary resources and capacity in place to manage and support the project activity?
Yes
Has the project been discussed with the relevant Service Manager?
Pending
Are the proposed timescales realistic for the level of work proposed?
Yes
How will project progress be reported back to the ACC for monitoring?
Verbally

6 Benefits

Does the project progress the development of a future project?
Yes
Do the proposed benefits, outputs, outcomes of this meet strategic and local priorities?
Yes

4	Finance	Are the indicative costs realistic for the level of work proposed? Yes If estimates have been included how have these been calculated to ensure the work is deliverable for the proposed budget? No estimates included
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Evaluation Completed By	Signed	<i>J.E. Russell</i>
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	Telephone	