

## BARNSLEY METROPOLITAN BOROUGH COUNCIL

This matter is a Key Decision within the Council's definition and has been included in the relevant Forward Plan

Report of the Executive Director of PLACE

### Principal Towns Investment Programme

#### **1. Purpose of Report**

- 1.1. To update Cabinet on the Principal Towns Investment Programme (Cab.11.1.2017/13) and to seek approval to progress the funding allocation for the principal town of Cudworth.

#### **2. Recommendations**

- 2.1 Cabinet approve the proposed Principal Towns allocation for Cudworth (Appendix B Masterplan and Section 4).**
- 2.2 Cabinet notes the extension of the project to Wednesday 31 March 2021 to ensure the effective completion of all schemes contained within the programme.**

#### **3. Introduction**

- 3.1 Following the approval of the Principal Towns Investment Programme (Cab. 11.1.2017/13) officers across the Communities and Place Directorates have been working on a co-production delivery model, which has included an extensive consultation exercise with elected members. Arcadis has followed up consultation with local community groups and businesses. This was carried out to identify and develop projects at a local level. The identification of schemes has been further underpinned with the development of supporting financial and outcome-based businesses cases.
- 3.2 In June 2018, Arcadis were appointed to undertake a master planning exercise covering the principal town of Cudworth. Work has now been completed providing a long-term strategic vision for Cudworth as well as helping to identify the work packages that can be delivered within the duration of the Principal Towns programme.
- 3.3 Following the completion of the consultative phase, the programme has now firmly moved into active delivery. The current programme is predicted to run up until 31 March 2021 to make sure there is effective delivery of a diverse and complex programme.

#### **4. Principal Towns - Business Case - Cudworth**

- 4.1 Cudworth has a vibrant high street with a range of different shops for a greater shopping experience. The high street has an active and functioning business group who actively work in promoting the shops, and operate a 'shop local' campaign to try and increase the vibrancy of Cudworth.

Fundraising for Christmas lamp post motifs throughout the town has been successful, and there is an annual Christmas Fayre held on the high street.

There is also an established Local Environment Group who volunteer to pro-actively keep the high street and the park maintained to a high standard.

The master planning exercise identified a range of opportunities for Cudworth. considering ways to improve the local economy, improve green and public spaces, while enhancing the viability of the high street. These activities should be undertaken while making sure that initiatives are of high quality and sustainable for the future.

- 4.2 The action plan included in Appendix B sets out predicted costs and timescales for individual opportunities. This presents an assessment of the potential economic and social benefits. These actions cover both short term (up to two years) and long term (over two years) aspirations.
- 4.3 Not all of the projects identified in the action plans are suitable for delivery through Principal Towns funding. They will form part of the longer-term strategic vision for the area. The Principal Towns programme has provided a clear vision for those areas, providing a platform to explore future funding opportunities to bring forward schemes at a later date.
- 4.4 Further consultation with elected members has helped to refine the short and long-term priorities. The business case reflects recommendations from the feasibility study, with some of the long-term aspirations brought forward for delivery within the programme following local member consultation and where feasible within the life of the programme. The proposals for Cudworth are;

#### **Car Parking & Security**

As there are several car parks across the high street, the scheme will set out to improve the existing resources, rather than building new ones.

The area behind Roberts Street is a hot spot for vandalism and anti-social behaviour. Security will be installed to prevent any acts of vandalism.. Wide verges on Bow Street are typically overrun with parked cars causing evasion and muddy ruts, this will be improved by replacing the verges with formal parking bays.

## **Gateway Improvements**

There's an opportunity to improve the welcome for visitors as they enter Cudworth to enhance the identity of the local town. The gateway, just after the roundabout on Pontefract Road, would be a great place for a new "Welcome to Cudworth" sign at the railway bridge.

The approach corridor will be improved by removing low-level fencing and trip rails to tidy and manage the landscape which will improve the visitor's experience when arriving in the town.

## **Improvements to Public Realm - Former Toilet Site**

After the demolition, the land where the toilet block used to be, appears unsightly. Works to the area have become essential to prevent anti-social behaviour and to improve the high street. Producing a safe and low maintenance site has become a priority as it will enhance the visitor's experience.

## **Improvements to Public Realm – Infill at the bus-stop**

The recess of the bus stop on Barnsley Road will be filled in to prevent anti-social behaviour. It will also smarten the approach corridor making for a better sense of arrival into the town.

## **Cudworth Indicative Costings**

Car Parking	£80,000
Gateway Improvements	£90,000
Public Realm – Former Toilet Site	£95,500
Public Realm – Infill at the bus-stop	£7,000
Fees & Contingency	£27,250
Total for approval	£299,750
Total allocation for Cudworth including Potential shop front allocation	£419,750

## **5. Implications for Local People/Service Users**

- 5.1 Residents of Principal Towns and Local Centres will see significant positive outcomes from the programme.

This proposal is likely to increase footfall and contribute to a vibrant economy as a strong, recognisable and consistent image of a town centre as a shopping destination provides an identity which separates a place from its competitors and brings competitive advantage in attracting and retaining customers.

Perceptions of the High Street area are considered equally important as other, 'quantitative' dimensions. Furthermore, the image of the High Street will influence the choice of location, the time spent and expenditure. A pleasant

and safe shopping experience will also encourage repeat visits from service users.

## **6. Financial Implications**

- 6.1 Consultations on the financial implications have taken place with representatives of the Service Director - Finance (S151 Officer).
- 6.2 This scheme utilises funding set aside as part of the 2017-2020 Capital Programme, as identified in the Principal Towns Investment Programme report (Cab.11.1.2017/13).
- 6.4 The attached business case put forward for approval equates to £299,750.
- 6.5 Expenditure identified within this scheme will be managed within the resources available.
- 6.6 Procurement regulations will be adhered to for all tendering.
- 6.7 The financial implications relating to this proposal are shown in Appendix A of this document.

## **7. Employee Implications**

- 7.1 The two Project Managers posts will be extended from 31 March 2020 to 31 March 2021.
- 7.2 Additional highways design and project management resource has also been allocated and appointed to the programme. This will deliver the project at a faster pace and provide additional capacity.

## **8. Communications Implications**

- 8.1 A new communication and marketing plan has been created, which will implement an integrated approach, targeting a range of stakeholders such as residents, ward councillors and local businesses. The plan aims to raise the profile, achievements and progress of Principal Towns and Local Centres across the borough.

Channels such as social media, website content, email mailers and the media will be used to tell the story of our Principal Towns, the journey so far and what is yet to come providing an opportunity to share and celebrate successes.

## **9. Promoting Equality & Diversity and Social Inclusion**

- 9.1 An Equality Impact Assessment (EIA) has been completed in order to inform the development of this programme.

- 9.2 The EIA has focused on how this scheme can promote better access inclusion to shops. This will improve access for people from diverse communities, including disabled people and older people.
- 9.3 The access to some facilities and services is currently limited in the Principal Towns particularly for disabled people. Access visits have been arranged through the 'My Barnsley Too' forum. These results will be fed in to business cases where appropriate.
- 9.4 Plans have been put in place to encourage grant applicants to consider undergoing an assessment of their general accessibility. This will allow businesses to be listed on the Disabled Go website and participate in schemes such as Dementia Friendly, Breast Feeding Friendly and a Safe Places, helping to promote a welcoming and inclusive environment for all.

**10. Consultations**

- 10.1 Community consultations have taken place, which have encouraged residents to have their say and voice their thoughts about improvements that could be made in their local area. This included conversations with the Ward Alliance and community engagement at various events.

Internal consultation has worked with Elected Members in Cudworth, which has also developed the understanding of what could be achieved in each area.

**11. Risk Management Issues**

- 11.1 The risks and the mitigation are listed below:

<b>Risk</b>	<b>Mitigation</b>
Expectation that all projects in the action plans will be delivered, rather than ones highlighted for delivery in the first two years.	Expectations will be managed through delivery of an all member briefing and continued communications with elected members and wider community.
Effective delivery of proposed projects.	Mitigated by extension of project timescales and additional resource, including the Project Support Officer and Highways Technician. Established relations now in place with other Council services i.e. Highways and planning.

**12. List of Appendices**

- Appendix A - Financial Implications
- Appendix B - Arcadis Report - Cudworth

**Officer Contact:** Teresa Williams/Fiona O'Brien

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