



Sherburn in Elmet
COMMUNITY TRUST
Working with Local People



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Revitalising Sherburn in Elmet village centre; *Forward Framework*

Research Partners

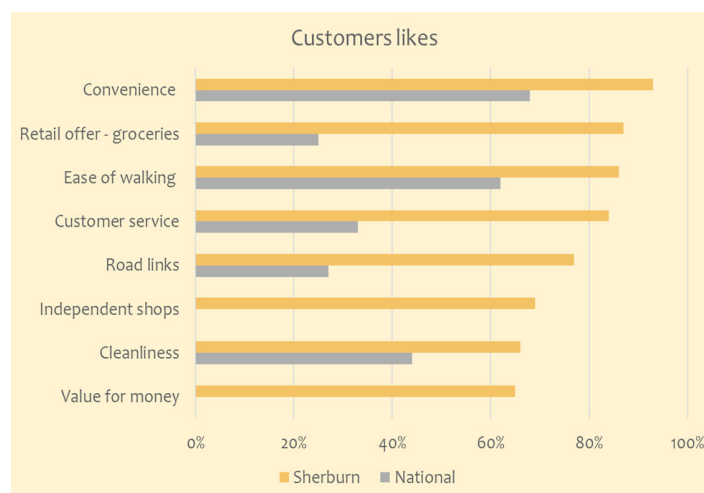
The People & Places Partnership were commissioned by Selby District Council to develop a 'Forward Framework' for Sherburn in Elmet village centre in conjunction with the Sherburn in Elmet Council, Community Trust & Business Network Group.



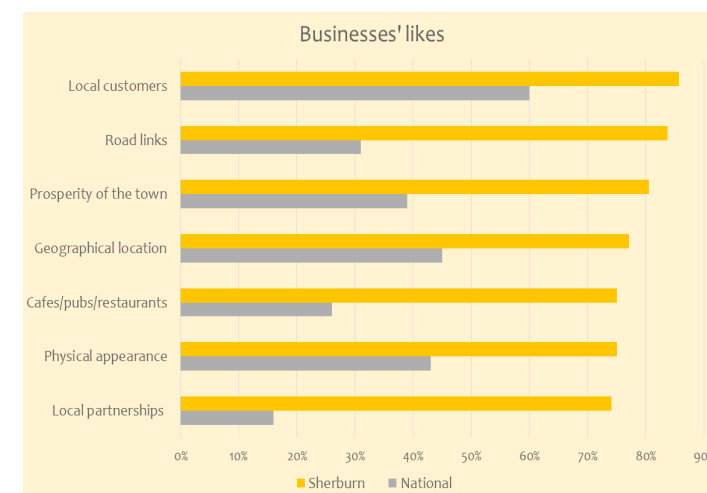
Understanding a village or town centre is about people & place.
 About the customers & the businesses based there.
 About the built fabric & sense of community created.



Local perceptions & priorities



Customers of Sherburn in Elmet village centre told us that they most valued convenience (93%), grocery retail offer (87%), ease of walking around (86%), customer service (84%), road links (79%), independent shops (69%), cleanliness (66%) & value for money (63%).



Businesses based in Sherburn identified local customers (86%), road links (84%), prosperity of the town (81%), geographical location (77%), physical appearance (75%), cafes, pubs and restaurants (75%) & local partnerships (74%) as key benefits of being located in the village centre.

The opportunity

To understand Sherburn village centre, we use a tried & tested process of bringing together existing local research, surveying local stakeholders & collecting a suite of key performance indicators. This approach has been adopted by the Local Government Association as national good practice for revitalising town centres. We began by understanding the rapid housing growth & the opportunities this creates for boosting the village centre.

Changing population

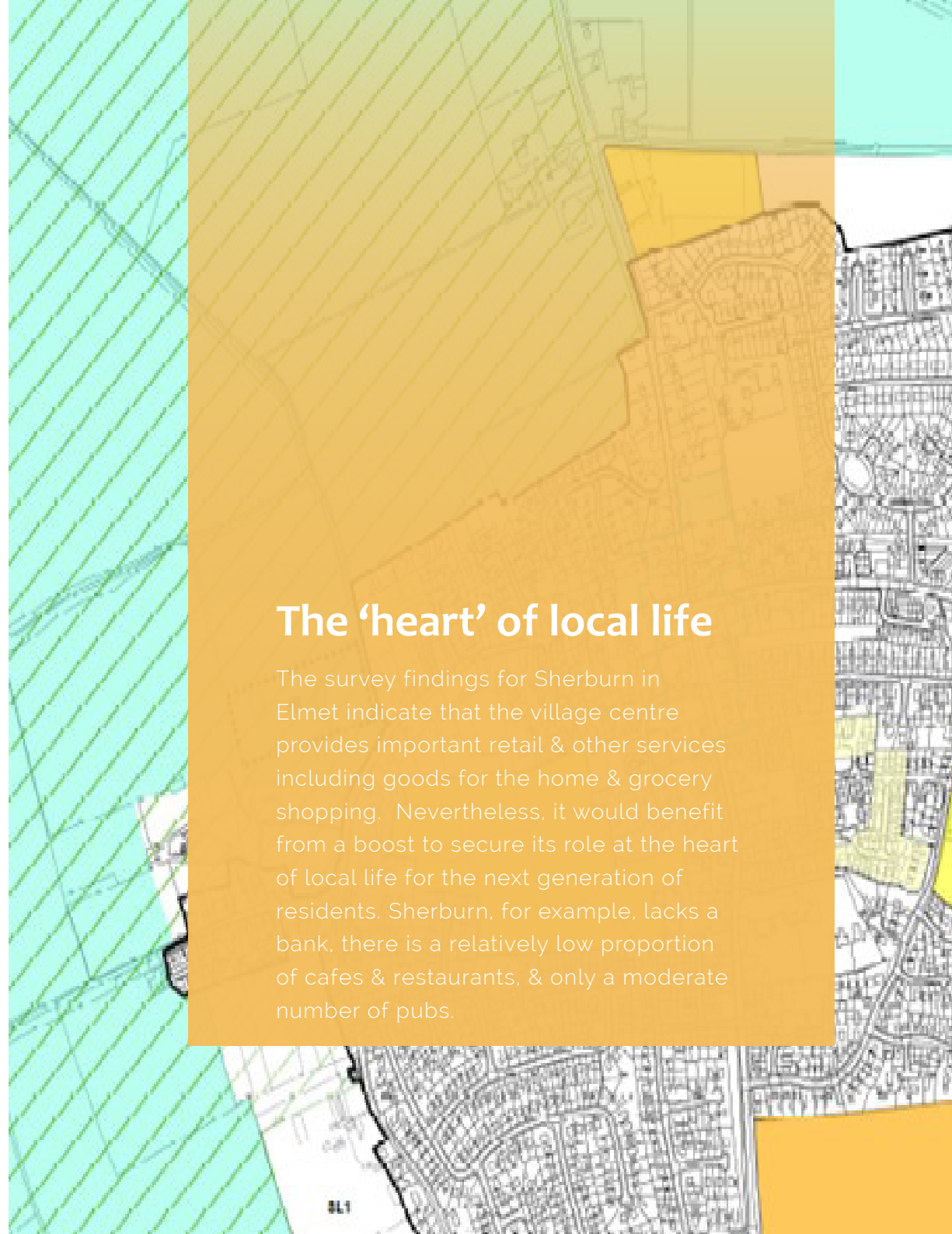
Recent housing growth in Sherburn has led to rapid population growth. Survey responses from a cross-section of residents indicate that only 19% work locally. Of other respondents, 20% work in Leeds & 9% in York. There is an opportunity to serve the different needs & increase the local spending power of these commuters.

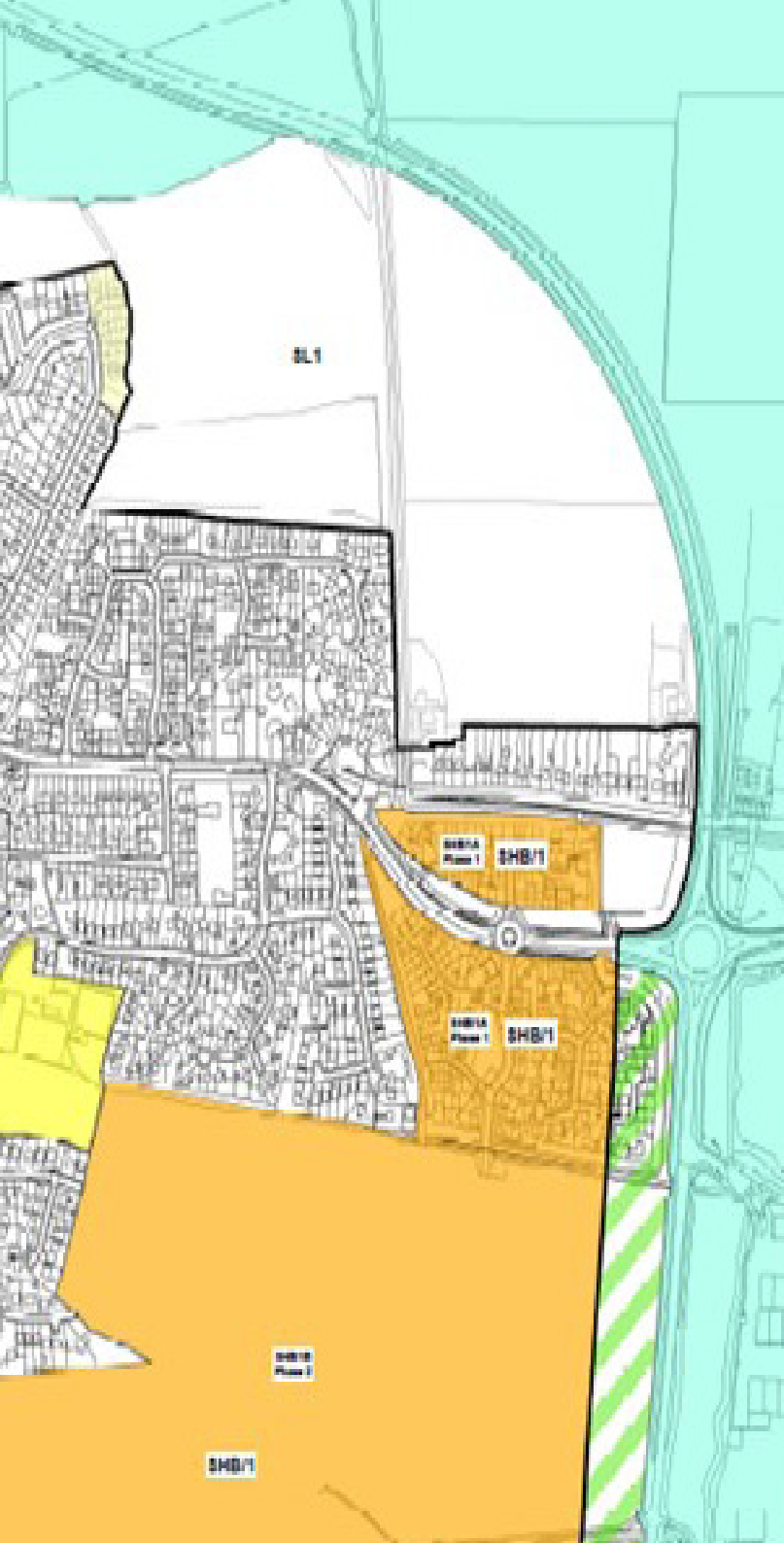
Investment priorities

Local opinion & planning policy acknowledge that the level of services in Sherburn, has not kept pace with growth. This 'Forward Framework' process gives the opportunity to gauge future investment priorities for village centre infrastructure & services. This will boost the village's role as a community hub for all.

The 'heart' of local life

The survey findings for Sherburn in Elmet indicate that the village centre provides important retail & other services including goods for the home & grocery shopping. Nevertheless, it would benefit from a boost to secure its role at the heart of local life for the next generation of residents. Sherburn, for example, lacks a bank, there is a relatively low proportion of cafes & restaurants, & only a moderate number of pubs.





Travel & parking

Data for parking usage indicates Sherburn is a moderately difficult place to park & improving parking is rated as the second highest customer priority.



Image & identity

Asked how their experience of Sherburn village centre had changed recently, only 38% of on-street & 15% of online respondents said it had improved.



Services & shopping

Increasing the village's variety of cafes, pubs & restaurants is the customers' highest future priority, followed by parking & the business mix.



Digital infrastructure & skills

Businesses give high levels of priority to town-wide investment in digital infrastructure, whilst customers also demand improved digital services.

BUSINESS PERFORMANCE

It is encouraging that 88% of village centre businesses said their turnover had stayed the same or increased in the last year, compared to 69% nationally.

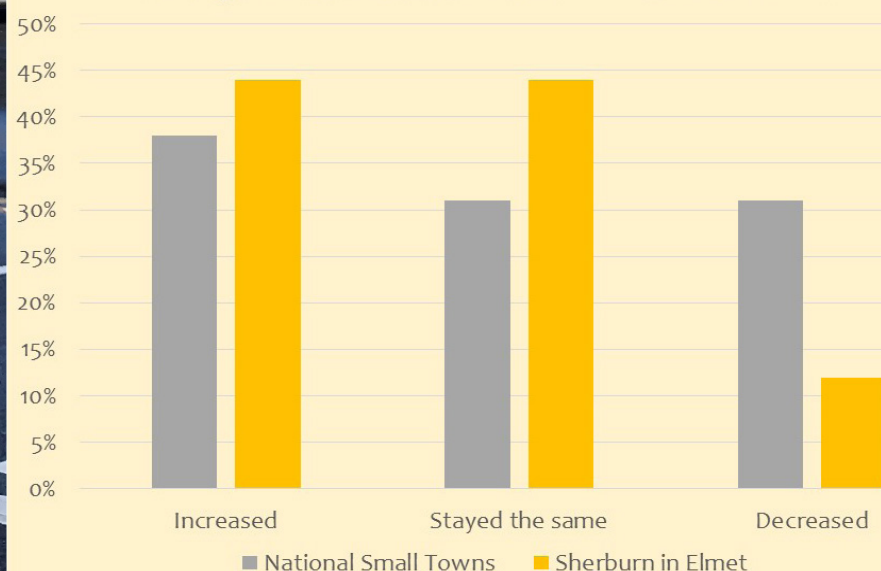
BUSINESS CONFIDENCE

Looking to the future, a high proportion of businesses (86%) expect turnover to go up or stay the same, compared to 82% nationally. This is a positive indicator for Sherburn in Elmet businesses.

BUSINESS CONCERNS

Competition from out of town shopping (65%), competition from internet (59%) & availability of businesses premises (46%), are the top negative perceptions of businesses about being located in Sherburn in Elmet village centre.

Change in business turnover in last 12 months



Looking & feeling good

The findings from this study of Sherburn village centre point to a future vision & action plan focused on building on its strengths. Sherburn has long been well-connected & today this accounts for its residential & industrial growth as well as being part of the attraction of living locally. The emerging future vision is to strengthen the village's role as a 'local service centre' by enhancing it physically & animating its social & economic activity.

Enhancing appearance

A first suggested theme for local revitalisation is a focus on the role of planned growth, sustainable transport, walking & cycling infrastructure, parking provision & further streetscape enhancement. The overall aim will be to make the village centre more accessible & appealing to move around.

Bringing centre to life

A second potential theme for village centre revitalisation, could include support for 'softer' business diversification & skills development, including village-wide marketing & taking Sherburn online. This will involve boosting evening & weekend activity through leisure services and hospitality businesses.



Making local connections

Sherburn's history & its recent growth has been about it being a well-connected place. Future plans can embrace this whilst improving travel links within the village, local digital connectivity & activities for local, social interaction by residents.



Running new events

Festivals & events can quickly animate the village, attract new audiences & change perceptions. It is important to showcase businesses & attractions whilst monitoring movements & impacts such as repeat visits. In Sherburn this can help attract more families & other less regular users in to the villages & showcase businesses & services.



Taking village online

New customers will become attracted by the place & its products. Businesses working together to jointly promote the village & each other through social media can be a first step in digital development. From the Sherburn customer survey we know that 57% of village users would welcome such social media updates as a priority.



COVID-19 recovery

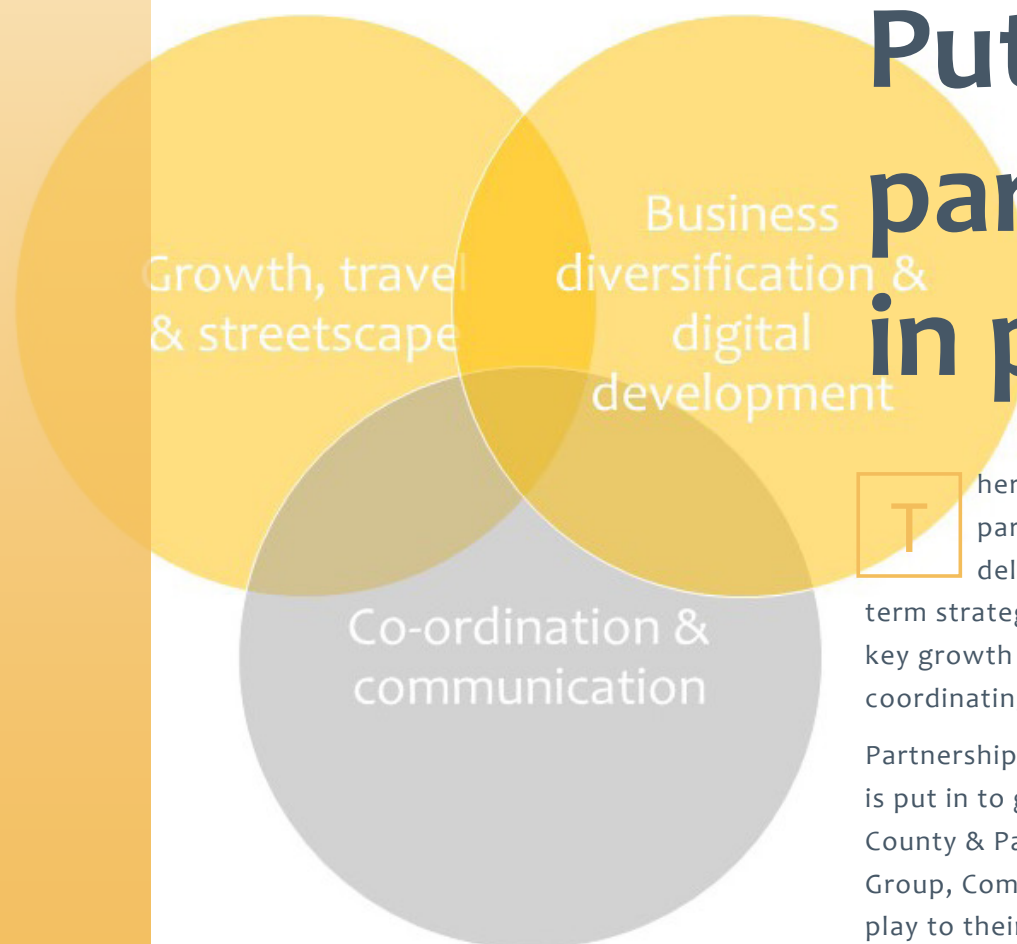
The immediate, short-term impacts & the long-term behavioural changes caused by the outbreak of the COVID-19 virus need to be understood and factored in to future work. The response to outbreak has boosted community cohesion & increased online activity though services & businesses have suffered.

Two future themes

Work to revitalise Sherburn village centre can be conveniently divided in to two distinct yet interlinked themes:

1. Managing growth, travel, parking and streetscape to boost access & foot-flow.
2. Supporting business diversification & digital development to widen appeal.

Work to address these two themes needs to be connected by effective coordination & clear communications with the wider village community.



Putting the partnership in place

There is a need to put a 'village team' or partnership in place that is able to both deliver quick wins & help shape long-term strategy. This could be organised around key growth & business themes with a central coordinating group

Partnership working isn't effective unless effort is put in to get it right. That way, the District, County & Parish Council, Business Network Group, Community Trust & key groups can all play to their strengths & passions.

Creating a more welcoming centre

Part of the challenge in improving both the physical environment of the village centre & its mix of businesses & services, is to make it a more welcoming place to spend time & money in. This will involve understanding how people move around the village & might include creating sociable spaces & finding premises for new start-up businesses.

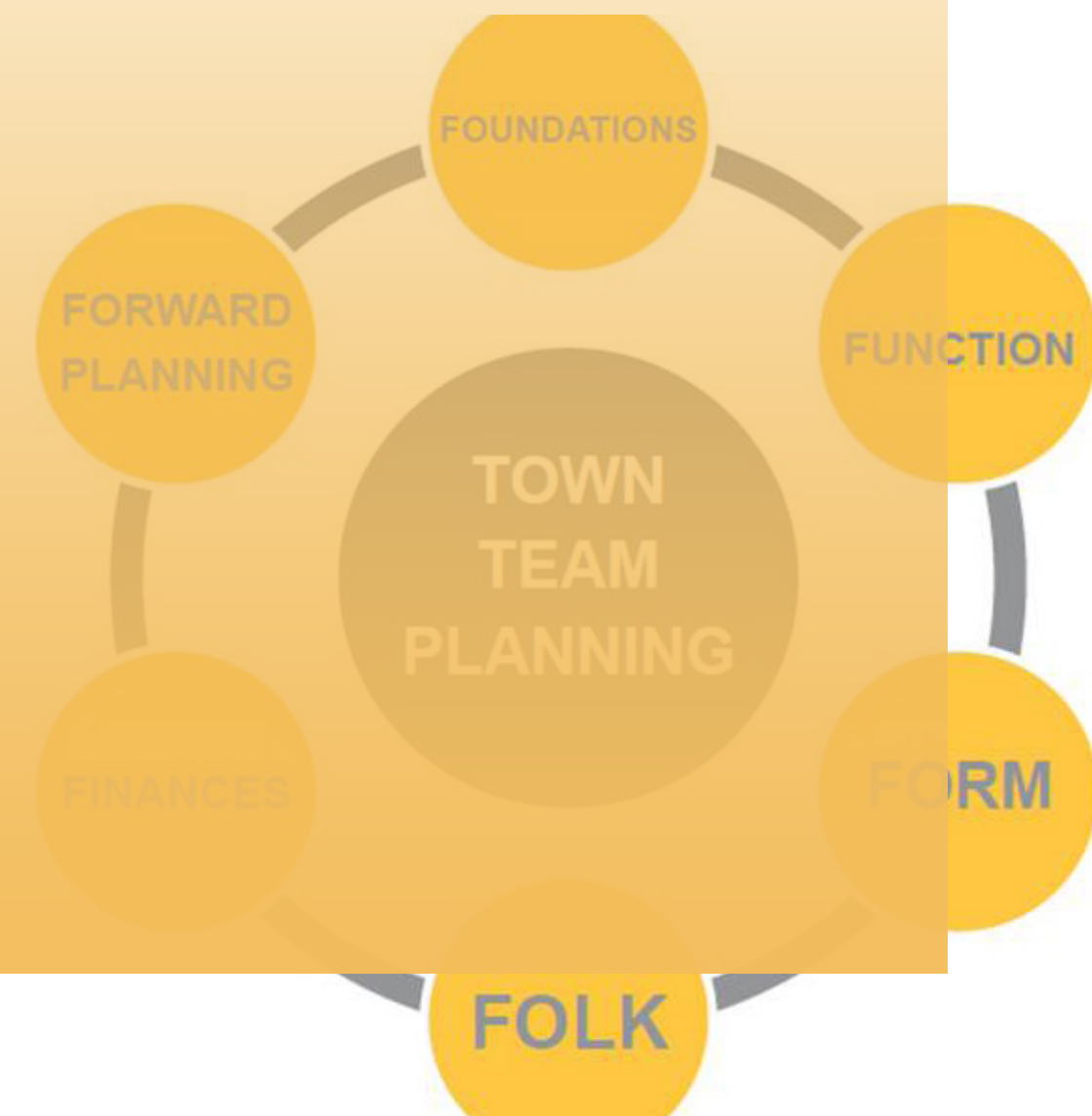


A place to linger

Customers agree the village centre is a functional place to pop in to. Footfall though is low & it perhaps lacks all the charms to encourage them to linger, explore & enjoy visits more.

A more social centre

The low proportion of cafes, restaurants & pubs combined with customers' demands for more, shows the village's social role including evenings & weekends, has unexplored potential.



A Forward Framework

Tackling village or town centre issues can be organised in different ways. It is important to understand the roles of different partners over the next 5-10 years.

Getting organised

A 'Forward Framework' helps everyone 'row in the same direction' by defining the 'how' & the 'what' of future activity. Successful delivery of a village or town centre framework depends on 'how' this is organised by understanding the foundations that bring

stakeholders together; the appropriate organisational form; finances; coordination & communication with partners & the wider community so that everyone can 'play to their strengths'.

Coordinating delivery

Delivery of a successful village or town centre strategy involves the 'what' of addressing functions such as travel & parking; planning & property; business support; marketing & events; digital & data. This is achieved by locally-led action & wider strategic influence.



Next Steps

Evidence-led

1 A Sherburn village centre framework needs to continue to be evidence-led through gathering data, monitoring impacts, understanding business performance & consulting customers.

Engaging partners

2 A coordinating group backed by the District Council can play an important enabling role in engaging partners, agreeing priorities, coordinating activity, securing new resources & communicating progress.

Effective actions

3 Delivering successful village centre change involves developing solutions to address identified needs, clarifying roles, coordinating activity & monitoring impacts through routine surveys.

Delivering joined-up solutions

Creating a 'can-do' attitude with local 'champions'

Delivering successful village or town centre change is a long-term venture involving vision, ambition, a broad approach and coordinated delivery amongst local champions. It also requires demonstrable early change and 'quick wins'. Here are some essential building blocks of a successful action plan with measurable targets for tracking change.

It can
be done!

Improving active travel & parking

Targets: Maintain good peak-time parking availability; reduce customer priority for parking improvements in follow-up survey; increase proportion of walking & cycling trips in to village centre.



Strengthening identity & image

Targets: Increasingly positive awareness of overall Sherburn 'brand'; improve positive perceptions of village environment; increase footfall & foot-flow around the village.



Diversifying businesses & economy

Targets: Improve business performance in surveys; diversification with increase in proportion of hospitality businesses & customer satisfaction; increase footfall including in evenings & at weekends.



Boosting digital marketing & events

Targets: Strengthening of the Sherburn 'brand'; increase in footfall during events & monitoring of repeat visits; digital promotion by businesses & increases in engagement with customers.



Widening appeal

A big part of widening Sherburn's appeal is making local residents think "let's pop in to the village today" rather than travelling further afield. People instinctively want to socialise where they live & the evening & weekend economies are potential areas of growth that can also serve the estimated 62% of the adult population who do not work locally. This can be achieved by strengthening the psychological & physical links with the village, its businesses, services, environment & events.



Boosting online image

Increasing Sherburn's local appeal & footfall will involve boosting its online image. Social media is the obvious place to start with skills training to help businesses showcase services & give a greater sense of place.

Enabling active travel

Plans to enable active travel through new walking and cycling routes can increase accessibility & reduce traffic. The survey showed that already a high proportion of customers (49%), prefer to walk in to the village.



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