

Selby Town Centre Action Plan 2020-25

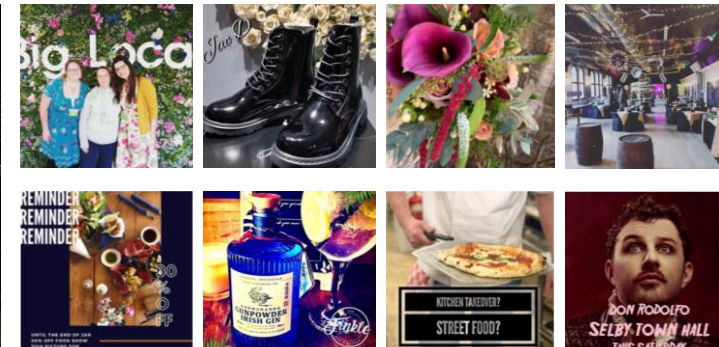
(revised draft) May 2020



Growth & access



Heritage, environment & culture



Business & digital



Selby Town Centre Action Plan 2020-25

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Selby town centre 2030 vision (a well-connected place):

“a 21st Century connected, accessible & progressive town with a lively, active historic centre surrounded by high quality urban neighbourhoods & with diverse, thriving businesses”



Theme 1

(physically connected):

Growth & access underpinning enterprise & services



Planning & Delivery Partners: Town Centre Growth & Access District Liaison Group involving SDC Planning Policy, Economic Regeneration & Place; NYCC Transport Planning, Highways and Transportation, Economic Growth; North Yorkshire East Riding LEP; Leeds City Region Enterprise Partnership.

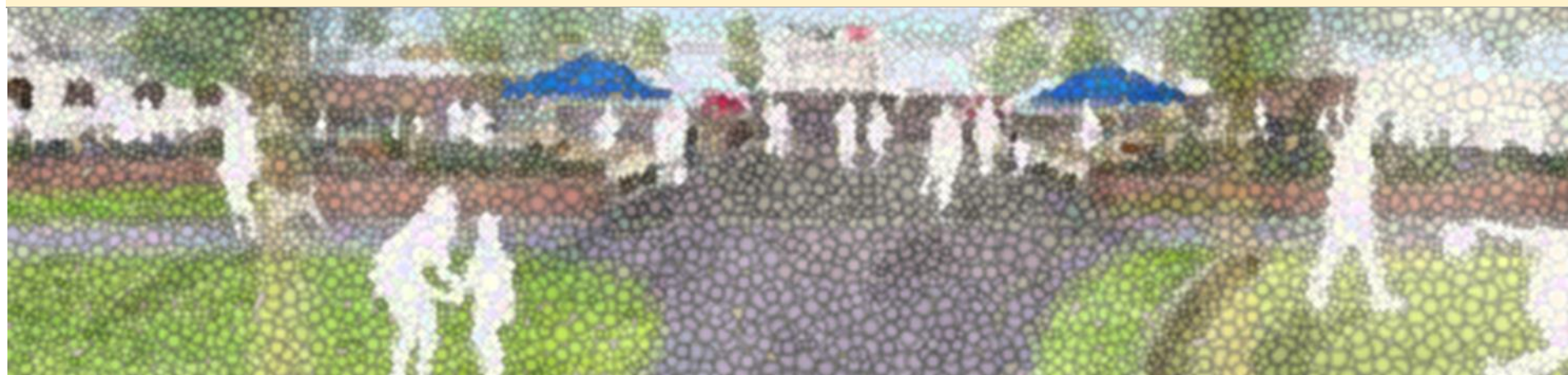
1.1. Planning & Property: Providing a focal point for wider growth

Partnership objective: To facilitate economic & housing growth in a way that creates a synergy with town centre revitalisation by attracting investment & widening the customer base through enabling residents & workers to readily access town centre businesses/services.

Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
New Local Plan	The new local plan will provide the spatial framework and the hooks to support future proposals. The Local Plan process will include revising the Selby Retail and Leisure Study. Policies will be supportive of proposals to revitalise the town centre and improvements to access etc.	Lead: SDC Partners: • NYCC	SDC resources allocated	Issues & options consultation followed by draft Local Plan (2020)	2019-23	Strengthening the strategic planning framework and its support for thriving town centres. Understanding and evidence about profile, requirements and likely use of town centre by new residents, commuters & workers.



Portholme Road development:	Planning & delivery of new housing including active travel links to town centre & station. There is a planning application for a new Aldi supermarket on the Police site.	Lead: SDC Partners: • Developers			?	Enabling the delivery of allocated town centre development sites in ways that boosts the local customer base.
Selby Station Gateway phase 2 (vehicle access & development sites):	Public realm & design briefs to unlock development; improved station parking; new access road & reconfigured junction	Lead: SDC	Potential LEP infrastructure funding	Pipeline infrastructure proposals submitted to LEP	2023-25	Enabling the delivery of allocated town centre development sites in ways provide new travel links to increase town centre foot-flow
Olympia Park economic development & infrastructure:	Road access and flooding mitigation to unlock the feasibility of creating circa 3,000 jobs including developing links to Ousegate & town centre	Lead: SDC	Potential LEP infrastructure funding	Pipeline infrastructure proposals submitted to LEP		Enabling the delivery of allocated development sites in ways that boosts the local customer base and increase town centre footfall.



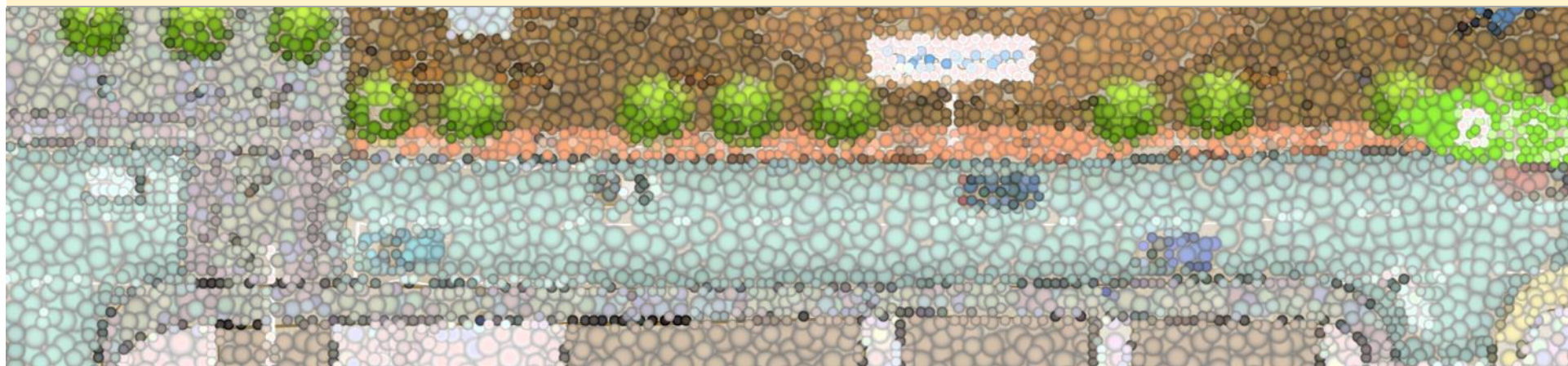
1.2. Travel, Parking & Access: Creating modern accessibility in an historic town centre

Partnership objective: To plan for & provide necessary infrastructure to serve as a powerful catalyst for revitalisation through a modal shift & improved accessibility to & within the town centre via key 'gateways' including from adjacent transport hub & housing growth sites.

Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Car Park Strategy 2017-20	Using car parks as a tool for growth focused on customers' needs; quality as town centre gateways; signing for visitors and appropriate tariffs to support town centre vitality.	Lead: SDC Partners: • NYCC • Highways	SDC resources allocated	Progress review required summer 2020	2020	Improved parking quality, cost & quantity as shown by occupancy rates & stakeholder surveys.
Local Cycling & Walking Infrastructure Development Phase 2	Detailed planning of integrated, infrastructure to provide walking and cycling connecting existing residential, economic & areas educational areas with town centre.	Lead: SDC Partners: • NYCC • Canal & Rivers Trust • Developers	Bid for feasibility study submitted to LEP	Funding announcement is due in March/April 2020	2020	Provision of physical access for active travel between housing growth sites & town centre.
Selby Station Gateway phase I (sustainable transport infrastructure)	Major public realm improvements incl. station plaza; enhanced rail & bus services; pedestrian & cycle links to the town centre & Portholme Road; Ousegate cycle link & public realm; Olympia Park cycle bridge.	Lead: SDC Partners: • NYCC • Highways • TransPennine Express • Network Rail	Bid to LEP for matched funding as required	DfT funding announcement is due in March/April 2020	2021-23	Increased town centre footfall & foot-flow counts against baseline & monitoring Increased number of cycle/walking journeys into town centre compared to baseline.
Air Quality Management Area Plan:	Monitoring & amelioration plan to improve air quality in AQMA and three other at-risk sites in the town centre.	Lead: SDC Partners: • NYCC • Highways	SDC & NYCC resources allocated	Subject to annual monitoring	2018>	Pollutants reduced in town centre air quality management area.



Places & Movements Study	Following earlier traffic study, improvements are proposed to four key town centre road junctions.	Lead: SDC Partners: • NYCC Highways	Potential LEP feasibility funding	Pipeline proposals submitted to LEP		Improved customer satisfaction with travel to town centre with increased footfall & foot-flow counts against baseline & monitoring.
Barlby Road Corridor Project	Work with ForFarmers northern gateway project to enhance access, physical appearance and heritage interpretation of the northern gateway to the town centre.	Lead: SDC Partners: • NYCC Highways			2021-2022	Improved customer satisfaction with travel to town centre with increased footfall & foot-flow counts against baseline & monitoring.
Local Cycling & Walking Planning & Infrastructure Development & Delivery	Multi-modal transport and movement plan, plus implementation of community-wide infrastructure providing walking and cycling routes connecting residential, economic & educational areas with town centre.	Lead: SDC Partners: • NYCC • C&RTrust • Developers	TBD	TBD Previously focus of bid to Future High Streets Fund	TBD	Increased number of cycle/walking journeys into town centre compared to baseline.



Theme 2 (culturally connected): Enhancing an authentic heritage, culture, environment & vibrant economy



Planning & delivery partners: Town Centre Heritage, Environment and Culture Group involving SDC Economic Regeneration & Place; NYCC Stronger Communities; Community First Yorkshire; Selby Town Council; Selby Big Local; Selby Civic Society; Selby Abbey; Selby College; Abbot's Staith Heritage Trust; Wigan Leisure & Culture Trust; Groundwork North Yorkshire; Arts practitioners.

2.1 Streetscape & public realm: Enhancing environment, enjoyment & economic activity

Partnership objective: To conserve Selby's built heritage & celebrate its culture as part of the distinctive identity of the town centre in a way that improves users' experiences & businesses' performance.

Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Renovate and Repurpose Heritage Buildings	Building Condition Surveys; property improvements grant & skills development.	Lead: SDC incl. Partners: • Landlords	£272,000 plus HAZ Officer time	£140,000 HAZ funds applied for	2021-24	Reduced number of heritage assets on the 'at risk register' through positive renovation Reduced vacancy rates for heritage assets in Selby.



Built Heritage Policy Revolution	Historic Area Assessment; Conservation Area Appraisal; Town Centre Shopfront Design Guidance; Review of Listed Building descriptions	Lead: SDC incl. HAZ Officer Partners: Historic England	£15,000 plus HAZ Officer time	£7,500 HAZ funds applied for	2020	Increased investment towards heritage-led regeneration in Selby.
Connected Public Realms:	Public space interventions & testing, incl. road crossings; traffic orders; streetscape design; widening pathways; car park enhancements; shared event space; markets development; heritage interpretation; declutter audit and 'Streets for All' project.	Lead: SDC incl. HAZ Officer Partners: • NYCC Highways • Selby Civic Society	£711,000	£143,000 HAZ funds applied for	2020-24	Increased foot-flow in enhanced areas measured against baseline and monitoring Improved town centre stakeholders' survey responses including quality of physical environment.
Heritage Officer, HAZ Monitoring & Evaluation	HAZ programme management, delivery & monitoring	Lead: SDC	£445,000	£200,000 HAZ funds sought	2020-24	Increased investment towards heritage-led regeneration in Selby Improved stakeholders' survey responses for quality of environment.
Abbot's Staith Restoration	Feasibility assessment of Abbot's Staith as a potential cultural and economic asset	Lead: Abbots Staith Heritage Trust				Reduced vacancy rates for heritage assets in Selby
Connected Realms phase 2	Development & delivery from feasibility work potentially incl. streetscape improvements; shared event space; delivery of street audit recommendations incl. extension to Gowthorpe	TBD	TBD	TBD	TBD	Increased foot-flow in enhanced areas measured against baseline and monitoring



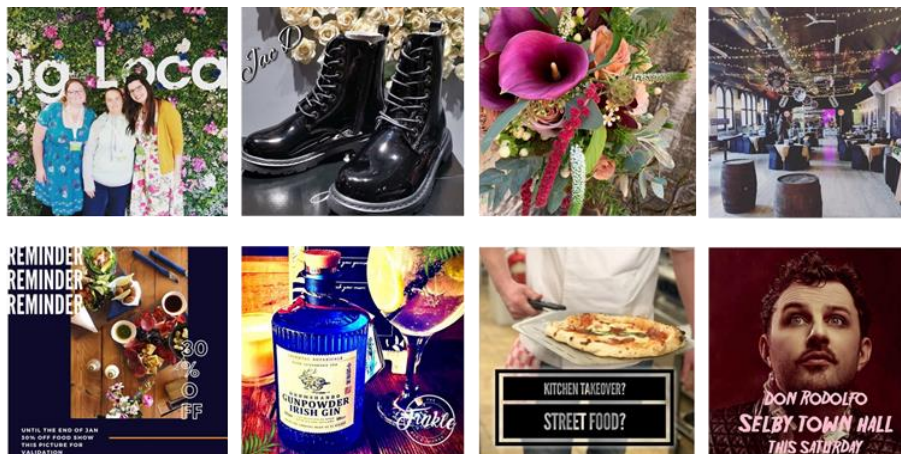
2.2 Place identity, products & marketing: Creating a positive experience, perception & services

Partnership objective: To improve the positive perceptions, products, narrative, vibrancy, animation & experience of Selby town centre for both residents & visitors by making the most of identified opportunities including through active involvement of business & community groups.

Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Visitor Economy Strategy	Developing the visitor offer to celebrate Selby's rich cultural heritage and unique places, incl. coach parking; Visitor Information Point; events and festivals; food and drink offer.	Lead: SDC Partners: • Town Council • Selby Abbey • STEP	TBD	Need determine priorities for Selby	2018-2022	Growth of the visitor economy sector by 20% by the end of 2022, relative to 2018 baseline Increased town centre footfall and foot-flow.
Selby District Cultural Development Framework	District-wide framework is likely to have significant focus on Selby incl. as home to the Selby Town Hall arts venue; HAZ cultural projects tackling key barriers to cultural engagement; digital voice/engagement; experimental use of public spaces.	Lead: SDC/ Creative Drivers Partners: • Cultural practitioners • Cultural development agencies	TBD	TBD incl. as part of HAZ funds applied for	2020-24	Improved town centre users' survey perceptions responses Increased town centre business confidence and growth of cultural activity measured against baseline.
Annual Events Programme:	Developing, coordinating & delivering an annual events programme incl. cultural activities, specialist markets, festivals incl. activity beyond HAZ area	Lead: SDC Partners: • Town Council, • Abbey, • cultural practitioners, • Big Local	TBD	Early discussions amongst partners and will require coordinating body.		Improved town centre users' survey perceptions responses Increased town centre business confidence and growth of hospitality.



Theme 3 (digitally connected): Supporting business & digital development



3.1 Business support: Working with businesses to improve the customer experience

Partnership objective: To support the development & diversification of existing/new businesses & facilitate their collaborative action to promote the town, organise events & increase foot-flow & dwell.

Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
STEP facilitation & capacity building:	Facilitating the development of STEP as a business-led network to deliver collective marketing	Lead: SDC Partners: • STEP	TBD	Digital work aims to build capacity	2020	Increased capacity, membership & engagement in STEP
Selby identity & branding:	Creation of simple guidelines on identity & branding appropriate to identified target audience(s)	Lead: SDC Partners: • STEP	TBD	Proposals developed with STEP	2020	Improved business confidence and users' perceptions.
Selby digital & visual merchandising skills:	Training for businesses & community groups on social media focused on generating images for social media, including themed window dressing.	Lead: SDC Partners: • STEP	TBD	Proposals developed with STEP	2020	Increased town centre footfall and foot-flow Improved town centre users' perceptions.



3.2 Digital development: Improving digital skills, services & infrastructure

Partnership objective: To work with business & community stakeholder groups to support the prominent development of digital skills/services & facilitate investment in digital infrastructure.

Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Selby website development:	Creation of high-quality domain & web site using brand guidelines & featuring tasters of heritage, events & curated social media feed from businesses and attractions with map and production of short video(s) showcasing Selby	Lead: SDC Partners: • STEP	TBD	Proposals developed with STEP	2020	Evidence of online customer engagement using monitoring software
Digital infrastructure audit:	Audit of digital phone network, Wi-Fi and fast broadband to understand digital infrastructure provision & future investment needs.	Lead: SDC	TBD	Proposals developed with STEP	2020	Increased town centre business confidence and satisfaction
Digital impact monitoring:	Investigation & installation of affordable, digital impact monitoring systems such as #WYDT social media benchmarking & Geo-sense foot-flow tracking.	Lead: SDC Partners: • STEP • Selby College	TBD	Proposals developed with STEP	2021	Positive change in digital readiness and skills against baseline survey evidenced by online activity Town centre footfall and foot-flow distribution measured against baseline and monitoring



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Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Facilitating Partnership Working Groups	Organisation, involvement, evolution and reporting of three theme-based partnership working groups and coordinating 'hub'.	Lead: SDC Partners: • Working groups	TBD	TBD	2020-25	
Fundraising & financial accountability	Expertise to identify and bid for external funding plus financial accountability and reporting between partners as required.	Lead: SDC Partners: • Working groups	TBD	TBD	2020-25	
Quarterly monitoring & management	Collection, analysis and adaptation to suite of monitoring indicators such as on-line engagement and foot-flow monitoring.	Lead: SDC Partners: • Working groups	TBD	TBD	2020-25	
Biennial survey & progress review	Analysing routine monitoring and surveys to review progress	Lead: SDC	TBD	TBD	2022 &-2024	

4.2 Communication and engagement: Engaging with stakeholders to drive and celebrate success

Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Communications Planning	Preparation and delivery of internal communications between partners and external engagement and marketing with wider stakeholders.	Lead: SDC Partners: • Working groups	TBD	TBD	2020-25	Improved customer & business sentiments about progress in revitalising Selby.
Communicating between Working Groups	The different working groups need to be kept informed by distilled updates of activities; competing demands; and joint engagement opportunities.	Lead: SDC Partners: • Working groups	TBD	TBD	2020-25	Clear understanding and demonstration of joined-up working and town-wide benefits.
Business Engagement	Digital activity needs intensive initial support for business involvement; content creation; and target marketing with aim to sustain through participation and measured benefits.	Lead: SDC Partners: • STEP	TBD	TBD	2020-25	Increased town centre business participation, confidence, performance and satisfaction.
Stakeholder Engagement including wider community	Proposed, new digital platforms can be used to help convey informative and positive updates for stakeholder groups and wider community to create a positive sense of progress. This can include serving as focal point for sharing and promoting information about activities and events incl heritage and cultural offer	Lead: SDC Partners: • Working groups	TBD	TBD	2020-25	Increased stakeholder engagement plus community support positive sentiments about progress in revitalising Selby.

