

Sherburn in Elmet Village Centre Action Plan 2020-25



Travel and streetscape



Business and digital



and Sherburn in Elmet Parish Council

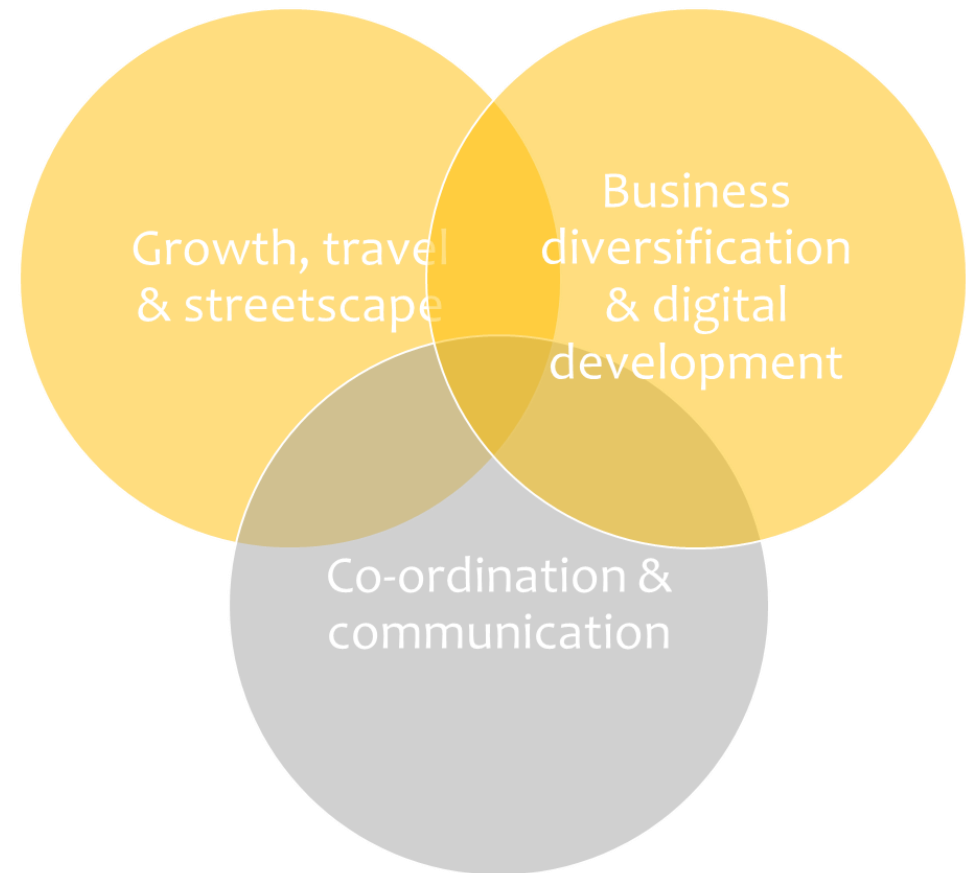
September 2020

Sherburn in Elmet Village Centre Action Plan 2020-25

Sherburn village centre vision:

“Creating an accessible and appealing hub for local shopping, services and socialising.”

- *Improve movement into and around the village centre by enhancing travel links and streetscape to complement recent growth.*
- *Support the marketing and diversification of existing and new businesses and services in ways that strengthens the identity and widens the village centre’s appeal.*
- *Drive measurable change through coordinated delivery and clear communications.*



Theme 1

(an accessible village centre)

Improve movement into and around the village centre by enhancing travel links and streetscape to complement recent growth.



Partnership objective: Enable easy and appealing movement into and around the village centre, create positive customer perceptions and encourage increased visits, dwell times, foot-flow, spend and enjoyment.

Planning and delivery partners: Growth, Travel and Streetscape Working Group (involving SDC Planning Policy, Economic Regeneration and Place; NYCC Transport Planning and Highways, and Economic Growth; Sherburn in Elmet Parish Council).

1.1. Planning and Property: Accommodating strategic development

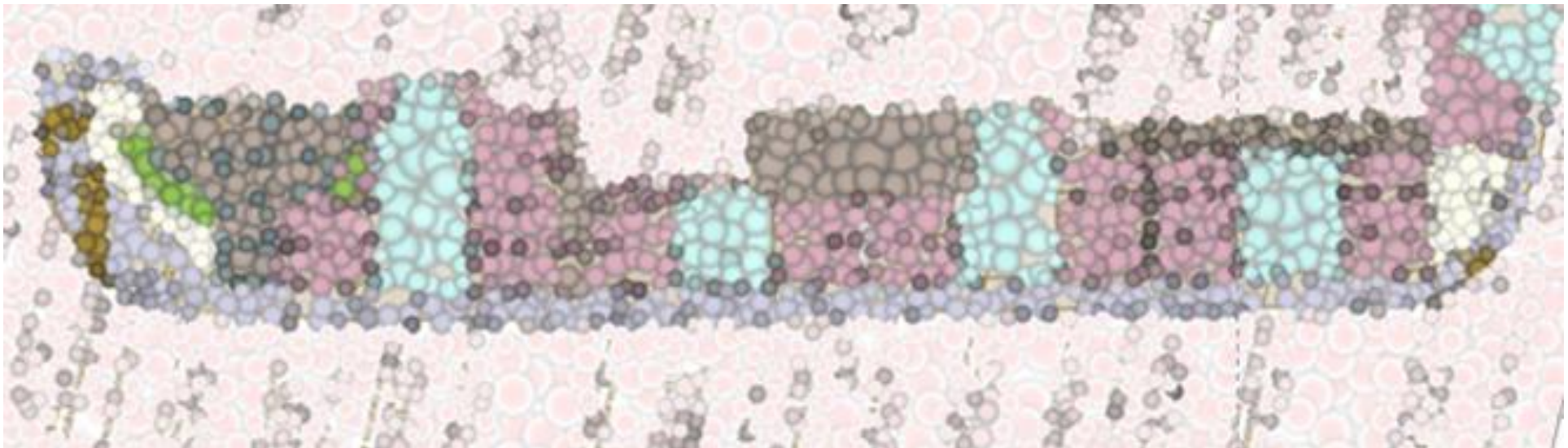
Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
New Local Plan	New local plan process includes developing policies with a focus on town/village centre diversification (i.e. retail, leisure upper storey accommodation).	Lead: SDC Planning Policy Partners: • NYCC	SDC resources allocated	SDC core funded	2019-2023	Strengthening the strategic planning framework and its support for Sherburn as a thriving local service centre.
Village centre premises change of use.	Verification of need and designation of village centre change of use that boosts offer, e.g. recreation and leisure.	Lead: SDC Planning Policy		SDC core funded	2020-2021	Enabling the delivery of appropriate village centre change of use in ways that boosts the local customer base.



1.2. Travel, Parking and Access: Creating an easily accessible village centre						
Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Places and Movements Study	Determine how people move around the village and to develop capital projects that create accessible, safe and interactive travel space and destination points.	Lead: SDC ED /Planning Partners: NYCC Highways	LEP & P4G funding confirmed. Transport planners; commissioned study	Part of a three towns study (total £150k)	2020-2021	A pipeline of projects to improve customer satisfaction with sense of place and travel to village centre, leading to increased footfall and foot-flow counts against baseline and monitoring.
Parking Review and projects	Using intelligence from the places & movement study to focus on meeting different customers' needs by balancing supply/demand and adjusting tariffs; review mixed model use of space to support village centre vitality.	Lead: SDC and NYCC Highways Partners: - Sherburn Parish Council	Support from SDC and NYCC officers	tbc	2020-2021	Improved parking provision shown by occupancy rates and customer survey of perceptions and priority.
Local Cycling and Walking Infrastructure development phase 2	Concept designs completed for developing infrastructure to provide cycling routes connecting Sherburn in Elmet and New Milford stations. Potential exists to further explore links to village centre.	Lead: NYCC Strategic Transport Partners: - SDC - NYCC Highways - Landowners	NYCC project officer	Design & construction cost circa £2.5m	2021	Provision of access for active travel between stations and potentially village centre.
Cross-roads safety enhancements	New traffic lights and feasibility study to enhance safety for pedestrians and cyclists at Low Street, Finkle Hill, Moor Lane and Kirkgate cross-roads with capital enhancements as necessary.	Lead: NYCC Highways Partners: SDC ED /Planning	Traffic lights funded by S106; NYCC outline required for planner		2020-2021	Improved customer satisfaction with travel and traffic, leading to increased foot-flow counts against baseline and monitoring.



1.3 Streetscape and Public Realm: Enhancing environment, enjoyment and economic activity						
Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Streetscape enhancement of Low Street (east)	Implement existing enhancement proposals for streetscape and parking that match west side of Low Street.	Lead: Parish Council Partners: • SDC; • Adjacent businesses	Parish Council working with project management	£100k	2020-2021	Improved village centre stakeholders' survey responses including quality of physical environment.
Review and enhancement of public spaces	Outline design to test and enhance parking and public space (i.e. Eversley Park & SDC Low Street car park) as a shared space for events and activities. Feasibility study to identify key activities.	• Lead: SDC and Sherburn Parish Council Partners: • Other landowners	tbc	tbc	2020-24	Increased foot-flow associated with enhanced areas, measured against baseline and monitoring. Improved village centre stakeholders' survey responses including quality of physical environment.



Theme 2

(an appealing village centre):

Support the marketing and diversification of existing and new businesses and services in ways that strengthens the identity and widens the village centre's appeal.



Partnership objective: Support the marketing and diversification of existing/new businesses and services in ways that strengthens the identity and widens the customer appeal of the village centre.

Planning and delivery partners: Business and Digital Working Group (involving SDC economic development and tourism development; Sherburn in Elmet Parish Council; Sherburn in Elmet Community Trust; Sherburn in Elmet Business Network Group; Teasel Trust; Sherburn Gala Committee.

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

Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Business engagement	Work with the Sherburn Business Network Group to deliver collective marketing activities.	Lead: Sherburn BNG Partners: • SDC ED.	Village centre development funding	tbc	2020-2023	Increased involvement of businesses in developing and promoting the village centre offer, leading to increased foot-flow.
Sherburn digital skills	Training for businesses and community groups on social media focused on generating images for social media.	Lead: SDC Partners: • Sherburn BNG	Marketing plan; comms support	tbc	2020-2023	Increased village centre footfall and foot-flow Improved village centre users' perceptions.



Sherburn social economy strategy and action plan	Enhance the evening and weekend economy incl. analysis of target markets, demand, business diversification, events and targeted promotion.	Lead: SDC Partners: • Sherburn BNG; NTE venues	Village centre development funding.	tbc	2021-2025	Increased footfall; safe and vibrant night-time economy; improved users' perceptions.
2.2 Place identity, products and marketing: Creating a positive experience, perception and services						
Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Selby District Cultural Development Framework	District-wide framework will include Sherburn-in Elmet with appropriate proposals for cultural development including events/activities and creative sector development.	Lead: SDC/ Creative Drivers Group Partners: • Cultural practitioners and agencies	Consultant to develop framework	tbc	F'work 2020; activity 2021 - 2024	Improved village centre users' survey perceptions responses; increased village centre business confidence and growth of cultural activity measured against baseline.
Annual events programme	Developing, coordinating and delivering a local, annual events programme, including community-led events that build on existing activities such Gala and Craft and Food Festival to help boost the village's identity and attract foot-flow around the village at different times of the year.	Lead: tbc Partners: • Parish Council, • Community • Teasel Trust • Gala practitioners, • SDC	Local coordinator plus organisers for differing elements	tbc		Improved village centre users' survey perceptions; increased village centre business confidence; growth of hospitality; increased footfall; increased community resilience and activity development.
Specialist food nights and markets	Reviewing feasibility, assessing locations following social economy plan, developing and delivering potential specialist food nights and markets.	Lead: tbc Partners: • Teasel Trust • Sherburn BNG	Coordinator plus organisers for differing activities	tbc		Improved village centre users' survey perceptions responses; increased foot-flow and business confidence.



2.3 Digital development: Improving digital skills, services and infrastructure						
Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Sherburn digital services development	Enhance web site and social media presence including nurturing and curating local content from key businesses, services, community groups and events with potential production of short video(s) showcasing Sherburn.	Lead: Sherburn BNG Partners: • SDC • Parish Council • Community Trust	Commissioned services	tbc	2020-2023	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 and future investment needs. CCTV monitoring review.	Lead: SDC Partners: NYCC	Commissioned services	tbc	2020-2022	Increased village centre business confidence and satisfaction.
Digital impact monitoring	Investigation and installation of affordable, digital impact monitoring systems such as Maybe* social media benchmarking and GEO-Sense foot-flow tracking.	Lead: SDC Partners: • Sherburn BNG	Commissioned services	tbc	2021	Positive change in digital readiness and skills against baseline survey. Village centre foot-flow against baseline.



*Driving measurable change
through coordinated delivery and
clear communications.*



Proposals	How will we do it	Whose responsibility	Resources	Indicative costs (tbc)	Time-scale	Outcome
Facilitating partnership working	Facilitation and reporting of two theme-based working groups and coordinating ‘hub’ including impact monitoring.	Lead: tbc Partners • Working groups	tbc	tbc	2020-25	Effective engagement; impacts monitoring
Biennial survey and progress review	Analysing routine monitoring and surveys to review progress.	Lead: SDC	Commissioned study	tbc	2022 and 2024	Evidence of village centre impacts
Communications planning and stakeholder engagement	Preparation and delivery of communications with partners, stakeholders and community.	Lead: tbc	SDC and NYCC communications	tbc	2020-25	Improved customer and business sentiments

