

## 9. PROJECT ACTION PLAN

### Theme: Beverley First Impressions

Project Name	Summary	Alignment with Town Plan Objectives	Rationale / Outputs	Indicative Cost	Indicative Phasing (S/M/L term)	Lead Organisation	January 2014 update
<b>Project 1.1:</b> Saturday Market / North Bar	Public realm improvements to the Market Space including new street furniture	Objective 2 Objective 6 Objective 7	In order to strengthen the market space in the future there is a need to invest in the environs and infrastructure in the space. The project would deliver 5,900 square metres of public realm improvement and the introduction of new street furniture.	Medium / High	Short medium	ERYC	The North Bar pathways improvement project is now complete, and work on the Saturday Market highway improvement scheme is on schedule to finish in May 2014
<b>Project 1.2:</b> "Minster Gardens"	Public realm improvements to complement plans to invest in the visitor offer of the Minster and create useable outdoor space.	Objective 3 Objective 4 Objective 5	The project would be intended to complement plans suggested by representatives of the Minster including new picnicking facilities, and path and gateway improvements.	Medium	Medium	Beverley Minster	Following renovation and maintenance work by ERYC the Minster grounds are now open to visitors during the day. Further improvements are planned by the Minster.

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<b>Project 1.3:</b> Key Vistas	Minor interventions to improve views of Beverley Minster and St. Mary's Churches from key routes into Beverley (mainly tackling overgrown landscaping)	Objective 6 Objective 7	Improving the vistas to key landmark buildings within the town is an important component of improving the visitor experience in the town. A number of bespoke projects will be delivered.	Low	Short	Beverley Town Council	The large willow tree obscuring the Minster has now been removed, and traffic signs and pavement colorations around St Mary's church have been improved as part of the North Bar works.
<b>Project 1.4:</b> North Bar Traffic Flow Adjustments	Introduction of a number of traffic flow adjustments to address a number of issues regarding the movement of cars in the area.	Objective 7 Objective 9	The intention is to improve the use of this important space through a number of traffic flow adjustments.	Low / Medium (can be incorporated into Saturday Market Public Realm scheme)	Medium  Subject to viability TIA being undertaken	ERYC Highways	No progress on this project currently. The Beverley Georgian Quarter are keen on creating 'café culture' seating space from existing parking spots, but major investment would be required.
<b>Project 1.5:</b> Beverley Beck Waterside and Lock	Public realm improvements at both locations and visiting boat facilities at head of the Beck	Objective 3 Objective 7 Objective 9	Realising the potential presented by the Beverley Beck and Lock to improve the visitor offer and enhance connections to the town centre via a number of bespoke projects.	Medium	Medium	ERYC	Mooring berths at the head of the beck now have permanent power and water points installed. There are plans for Information boards to be themed to WWI in 2014.

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<b>Project 1.6a:</b> Gateway improvements	Improvements to road layout and signage at North Bar	Objective 6	Addressing negative gateway points to improve the first impression of visitors and residents to the town. This would deliver small changes to the structure and new signage.	Medium	Medium	ERYC	English Heritage are listed to support this project. The North Bar and entrance road have had illuminations installed, with an accompanying celebration switch-on ceremony.
<b>Project 1.6b:</b> Gateway Improvements	Improvements to the Norwood Road Gateway	Objective 6	Addressing negative gateway points to improve the first impression of visitors and residents to the town. This would deliver new signage and improvements to the physical environment.	Medium	Medium		Project requires consideration for 2014 to match investment and improvement to the south of Beverley through the Relief Road and signage plan.
<b>Project 1.6c:</b> Gateway improvements	Improvements to the Beverley Station environs. Potential to include new development opportunities and the creation of new public space to complement existing investment adjacent to the station.	Objective 6 Objective 9	Addressing negative gateway points to improve the first impression of visitors and residents to the town. The project will potentially deliver new multi-storey car parking spaces, café, residential units and 1,850 sqm's public realm improvements	Medium	Medium	ERYC	Signage and information projects to address the visitor economy side of the station are being planned with VHEY. The development of the Flemingate site has dulled the appetite currently for capital investment on the Beverley station environs, although this may change in the future. .

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<b>Project 1.6d:</b> Gateway Improvements – New Walkergate	Long-term improvement to this important Gateway from the Station to the town centre.	Objective 6	This project would be intended to deliver new signage at key points and investment in the public realm along this key route.	Low	Long	ERYC	Currently included as part of a Beverley Renaissance Partnership 'wish list' submitted to VHEY.
<b>Project 1.7:</b> Riverside Walk	Investment in the overall appearance of the riverside coupled with the creation of a Riverside Walk.	Objective 9 Objective 7	The current appearance of the riverside detracts from the external appearance of the town and could represent an important link with the Eastern Industrial Estates. The project would deliver 2,570 m of improved public footpaths	Medium	Long	ERYC	Pathways improvements were completed in 2010-11, but further development of the Beck side area has not been ruled out. Maintenance of the North bank is not ideal and may require further capital and revenue investment.

## Theme: Beverley For Business

Project Name	Summary	Alignment with Town Plan Objectives	Rationale / Outputs	Indicative Cost	Indicative Phasing (S/M/L term)	Lead Organisation	January 2014 update
<b>Project 2.1:</b> Grovehill Lane	Office / Industrial Park on existing cleared site (subject to Sequential test)	Objective 5 Objective 8	Generating new employment opportunities is an important objective for the town plan. Beyond the implementation of the Flemingate scheme this represents one of the key strategic opportunities to attract new business investment. The site of 4.7ha of land and could therefore, depending on the mix of uses bring forward a significant amount of commercial floor space.	Low (assume costs met by private sector)	Medium / Long	ERYC / Private Sector	ERYC appointed Maple Grove as a 'preferred developer' for the site in October 2012. Attempts to secure an anchor retail store, possibly Sainsbury's, have so far proved unsuccessful, although an announcement is expected soon.  Unfortunately, no appropriate bids to develop the site as a green energy technology or business park were received.
<b>Project 2.2:</b> Grovehill Industrial Estate	Environmental Improvements to the existing Industrial Estates.	Objective 8	In order to attract new business investment and retain and strengthen existing businesses there is a need to improve the business environs of the estates.	Medium Project could be potentially be funded	Medium	ERYC	The 2010 Town Plan outlines potential to create a Business Improvement District to leverage in contributions, but recent work with the Beverley

			The project would deliver new signage across the Estate and boundary improvements to targeted properties across the Estate.	through planning obligations obtained through the delivery of Project 2.1			Georgian Quarter around rateable values suggests this may be a stretching objective as there is insufficient critical mass to make a BID financially viable. – but no research done on Industrial estates?
<b>Project 2.3:</b> Lord Roberts Road	Re-development of opportunity site.  Could focus on mixed-use re-development or a contribution to the Vision to create a new cultural quarter.	Objective 3 Objective 4 Objective 7 Objective 8	The sites existing uses do not realise the potential of the sites' location and should be considered as an opportunity to realise delivery against a number of the objectives for the Town Plan. Outputs will vary depending upon the development route taken.	Low - It is assumed that development costs will be met by the private sector	Medium	ERYC / Private Sector	Site is being developed, possibly as offices for ERYC. Awaiting further confirmation and also information from Asset Strategy.

## Theme: Beverley Retail Destination

Project Name	Summary	Alignment with Town Plan Objectives	Rationale / Outputs	Indicative Cost	Indicative Phasing (S/M/L term)	Lead Organisation	January 2014 update
<b>Project 3.1:</b> Farmers Market	Introduction of a Farmers Market in Beverley	Objective 2 Objective 5	Building on the asset presented by the markets to realise the opportunity to capture further high-value retail spend. The project will deliver new marketing material.	Low	Short	Beverley Town Council	Partners are not keen on this proposal as there are already local food produce stalls on Beverley's highly successful Saturday Market.
<b>Project 3.2:</b> Yorkshire Power Brands	Co-ordinated Strategy to attract Yorkshire Power Brands to the town.	Objective 1 Objective 3 Objective 5	In order to raise the profile of Beverley it is important to attract respected Yorkshire brands to the town.  The output of this project would be a co-ordinated marketing Strategy linked to the Visitor Economy and Development Management Plan	Low	Medium	ERYC	Funding is not currently available to support a town centre manager. Negotiations held with a high profile Yorkshire brand.
<b>Project 3.3:</b> Butcher Row / School Lane / Wilbert Court Project	Mixed use redevelopment of Butcher Row and School Lane Car Parks and Wilbert Court for retail, office	Objective 1 Objective 6 Objective 7 Objective 8	The town centre includes relatively limited numbers of opportunity sites. This site includes a range of uses which are considered to either not realise their full potential or represent unsustainable uses in the future.	Medium. Scheme will be private sector led.	Long	ERYC Regeneration / Private Sector	Recent significant investment in the renovation and improvement of Wilbert Court flats makes this project unrealistic in the current climate. There are also emerging opportunities for retail and office premises in nearby Flemingate.

	and residential uses combined with new multi-storey car park		Full development proposals have not been produced for the site given its long-term phasing, however, these would need to be considered in more detail if the project is progressed, in part or on all identified opportunity sites.				This project sits more readily in the long term with ERYC Housing, ERYC Highways / Asset Management and HCA.
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### Theme: Visit Beverley

Project Name	Summary	Alignment with Town Plan Objectives	Rationale / Outputs	Indicative Cost	Indicative Phasing (S/M/L term)	Lead Organisation	January 2014 update
<b>Project 4.1:</b> Long Stay Coach Parking	Long Stay parking site for coaches in greater proximity to the town centre	Objective 3 Objective 9	In order to improve the ease of access of visitors into the town centre there is a need to improve the long stay coach parking facilities. Further work will be required by ERYC to	Low / Medium	Short / medium	ERYC	Project now successfully delivered via the Renaissance Partnership and ERYC.



			identify the most appropriate location for this facility and the quantum of spaces to be allowed for.				
<b>Project 4.2:</b> Westwood Visitor Facilities	Provision of basic visitor facilities in the Westwood e.g. public toilets, signage etc.	Objective 3 Objective 7	Improving the overall visitor offer investment will be made in the Westwood facilities. This project would aim to deliver new picnicking facilities and attractive outdoor furniture (benches, barbecue stands etc...)	Low – Source of revenue funding would need to be confirmed	Short	Beverley Town Council / Pasture Masters	Beverley Pasture Masters are not pre-disposed to any structural development on the Westwood, as evidenced by their unanimous rejection of the proposed temporary access road to the hospital site.
<b>Project 4.3:</b> Beverley Town Centre Manager (or management team)	Individual (team) to be responsible for coordination of promotional activities, festivals etc.	Objective 1 Objective 2 Objective 3 Objective 4	The co-ordination of a number of the projects aimed at improving the retail and visitor economy will need to be managed by a central post (team). Initially it is proposed that a single post is appointed.	Low revenue costs – 1 FTE post Job description and salary would need agreeing	Short	Beverley Town Council / ERYC	No progress on identifying funding to appoint a Town Centre Manager; this is a popular option amongst partners and could be funded through a BID but lack of support to take forward a BID .
<b>Project 4.4:</b> Visitor Signage Strategy	Brown signs at key routes within 10 miles of Beverley and esp. off A1079 and A63 to Beverley highlighting: <ul style="list-style-type: none"> <li>Minster</li> <li>Historic Market</li> </ul>	Objective 5 Objective 6 Objective 7	In order to improve the promotion of the town and its cultural and visitor assets investment will be required to signing on the periphery of the town.	Low	Short	Beverley Town Council	Brown Signs now installed at Jock's Lodge by Beverley Renaissance Partnership, and racecourse roundabouts also decorated.

	<p>Town</p> <ul style="list-style-type: none"> <li>• Westwood</li> <li>• Beverley Beck</li> <li>• Racecourse</li> </ul>		Attractive signs will need to be commissioned and strategically placed on the highway network.				Project currently underway via Southern Relief road Team to design signage. ERYC, Highways, Highways Agency and VHEY to be used for further sign developments.
<b>Project 4.5:</b> Town Centre Signage Strategy and Beverley Town Trail	Delivery of the Beverley Town Trail alongside the development of a town centre signage strategy	Objective 6 Objective 7	In order to improve movement around the town a signage strategy will be implemented alongside Beverley Town Trail marketing material.	Low	Short	ERYC	Project now needs reconsidering in tandem with 4.4
<b>Project 4.6:</b> Promotional Activities	<p>Extension of the Event calendar and marketing material. This could include:</p> <ul style="list-style-type: none"> <li>• Enhanced Beverley website</li> <li>• Beverley Visitor Guide</li> <li>• Beverley Food and Drink Guide</li> <li>• Beverley “What’s on”</li> <li>• Forthcoming events publicity / signage on main approaches to town</li> </ul>	Objective 5	Improving the events calendar will be an important component of attracting greater numbers of visitors to the town and enhancing the cultural offer for local residents. The project will deliver a sustained programme of marketing outputs.	Low	Short	Beverley Town Council	<p>Good progress made. Beverley is now a Priority town for VHEY in 2014 to promote the local visitor economy.</p> <p>Fred marketing have developed branding and promotional material? <b>strategies.</b></p> <p>Flemingate development will use the same branding.</p> <p>‘Wish list’ of initiatives submitted by Renaissance to VHEY. Any project not taken up will be considered by the <u>partnership.</u></p>
<b>Project 4.7:</b> Memorial Hall / New Cultural Facilities	Improvements to the Memorial Hall creating a modern ‘first-rate’ community venue.	Objective 3 Objective 4	The residents of Beverley have over a number of years requested an improved community facility.	Medium / High	Medium	Beverley Memorial Hall Trust	Venue improvements undertaken by trustees and project now completed.

<b>Project 4.8:</b> Cycle Beverley	Continued promotion of cycling in Beverley to existing residents and to visitors. Potential improvements to existing cycleways and their extension where appropriate. A Bike Hire scheme could in the longer- term be promoted within the town.	Objective 9	Encouraging the use of sustainable forms of transport is an important objective for the Town Plan. This scheme will continue to build on investment in cycleways in the town. The Project will deliver new marketing material and examine the potential to introduce new secure facilities for bikes at appropriate locations in the town.	Low	Short	ERYC	Bike hire scheme 'Bike n Go' now in place at the railway station. Cycle route maps produced and cycle use promoted via ERYC.
<b>Project 4.9:</b> Westwood Hospital	Marketing of site for mixed use redevelopment including boutique hotel overlooking Westwood.	Objective 3 Objective 4 Objective 8	Improving the hotel offer within the Town will be important in attracting more short- break visits. This site represents an almost unique opportunity to deliver a boutique hotel within the town. Further detailed work will need to be undertaken to identify the size of the hotel which can be accommodated in the existing building and surrounding site.	Low - private sector led potential role in assisting in the marketing of this site.	Short / Medium	Humber Mental Health PCT / ERYC / BTC	P.J. Livesey now appointed as developer for the old Westwood Hospital, and given copy of the Town Plan. No plans for hotel.  Public consultation held January 2014, including housing designs.  Ongoing discussions around access routes to the site, although Pasture Masters have rejected Westwood temporary road.

## Additional projects from January 2014 to support Skills, Employment and Business Development

Project Name	Summary	Alignment with Town Plan Objectives	Rationale / Outputs	Indicative Cost	Indicative Phasing (S/M/L term)	Lead Organisation	January 2014 update
<b>Project 5.0:</b> Employment and Skills planning for Flemingate	Maximise employment and training opportunities for local residents around Flemingate site.	Objective 8	Apprenticeships, skills, employment and training programmes will lead to increase in job opportunities for local people. Outputs will be based around participant numbers, / skills and jobs attained.	Medium	Medium	ERYC	Awaiting start of commercial and retail development work.  Section 106 agreement and European Structural Investment Fund expected to provide support.
<b>Project 5.1:</b> Beverley Park and Ride	Scheme to service outlying business parks on Flemingate and Grovehill, but also maintain cohesive link to town centre.  Park and Ride will also offer alternative for staff travelling to work locations including EY College, as controlled parking zones come into force.	Objective 9	Encouraging the use of sustainable forms of transport is an important objective for the Town Plan.  Developments such as Flemingate and Grovehill may have parking overspill which will impact on local residents. The scheme will help workers as well as shoppers.  Outputs will be based on numbers using the scheme, and consumer satisfaction levels.	Medium	Medium	ERYC	Some bids for funding are already being considered, but exact location and operating conditions for a Park and Ride scheme are still to be confirmed.

<b>Project 5.2</b> Demand Study around available business space	Research the demand and supply of premises or potential development land for businesses who are considering locating to Beverley.	Objective 8	The 2010 Town Plan identified potential employment land, but the housing and retail sector is becoming heavily dominant within the developing townscape.  Outputs will be around numbers of businesses attracted and square meters developed.	Medium	Short / Medium	ERYC	New strategic objective for 2014 – may be taken forward through LEP funding <b>Local Plan allocations?</b>
<b>Project 5.3</b> Develop European Structural Investment Fund (EUSIF) programme and also projects links for Beverley	New European funding programme for 2014 -2020. Will provide a significant opportunity for business, employment and skills related project funding.	Objective 2 Objective 3 Objective 4 Objective 5 Objective 7 Objective 8	Outputs must be directly linked to EUSIF programme requirements around business support, skills, training and employment.  Several schemes already suggested for Beverley as part of the EUSIF draft plan.	Medium	2014 - 2020	ERYC and both Local Enterprise Partnerships.	<i>Draft submissions to both LEPs have been made. Beverley 'wish list' forms part of the local delivery plan. Awaiting further details and delivery guidance.</i>
<b>Project 5.4</b> Employment and Skills planning for Grovehill	Maximise employment and training opportunities for local residents around Grovehill site.	Objective 8	Apprenticeships, skills, employment and training programmes will lead to increase in job opportunities for local people. Outputs will be based around participant numbers, / skills and jobs attained.	Medium	Medium	ERYC	Awaiting start of commercial and retail development work.  Section 106 agreement and European Structural Investment Fund expected to provide support.

<p><b>Project 5.5</b> Free Wi-fi in Beverley town centre, linked to the retail offer.</p>	<p>The town centre needs to include a strong and diverse retail and leisure offer in order to continue to thrive, and reduce the shopping leakage to other centres.</p> <p>All new technology needs to be embraced.</p>	<p>New Objective</p>	<p>Provision of free Wi-fi will be the measure for this project. Other outputs will include usage levels, effectiveness and reliability of the service, customer satisfaction and possibly businesses signed up to the provision.</p>	<p>Medium</p>	<p>Medium</p>	<p>ERYC / Town Council</p>	<p>Beverley Town Council expressed an interest in providing free Wi-Fi and undertook some preparatory talks, but the project appears to have stalled currently. <b>Cafes offering free wifi?</b></p>
<p><b>Project 5.6</b> Support the development of a Business Improvement District, if a proposal comes forward from local traders.</p>	<p>Business Improvement Districts (BIDs) are working successfully in many locations on the UK.</p> <p>There may be scope for a BID covering all of Beverley, or just the North Bar Traders.</p>	<p>Objective 1 Objective 7</p>	<p>Development and launch of a BID will be the driving output for this project.</p> <p>Supplementary outputs will be around BID spend, and achievement of linked objectives such as increased GVA, higher occupancy of shops, inward investment etc.</p>	<p>Low (private sector funding)</p>	<p>Short to medium</p>	<p>Beverley Traders, or Beverley Georgian Quarter.</p>	<p>Beverley North Bar Traders have undertaken some preparatory work around BIDs and their requirements.</p>
<p><b>Project 5.7</b> A new open air Arts and Crafts market, located in the Beverley Georgian Quarter</p>	<p>Beverley's cultural offer represents a key asset in attracting visitors and creating a vibrant place in which to live.</p> <p>An open air Arts and Crafts market will raise the profile of both the town and the Georgian</p>	<p>Objective 4</p>	<p>The fair is designed to give an opportunity to showcase artists, ceramicists, print makers and other producers from across the East Riding.</p> <p>Six markets a year, monthly from April to September are planned.</p>	<p>Low</p>	<p>Short to Medium</p>	<p>Beverley North Bar Traders and the Georgian Quarter.</p> <p>ERYC for technical support if appropriate.</p>	<p>Beverley North Bar Traders have begun planning for the Arts and Crafts fairs.</p>

