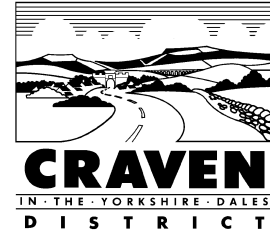


## Policy Committee – 9<sup>th</sup> June 2015

# INGLETON VILLAGE CENTRE ACTION PLAN



### Report of the Strategic Manager for Planning and Regeneration

Ward(s) affected: Ingleton and Clapham

#### 1. Purpose of Report –

To inform Members of proposals to stimulate the transformation of Ingleton village centre and seek the Council's support to facilitate delivery by approving (i) an allocation of funding from the New Homes Bonus Infrastructure Reserve and, (ii) a variation to the off-street parking order.

#### 2. Recommendations –

Members are recommended to:

- 2.1 Endorse the proposals set out in the Action Plan (attached at Appendix A) for the transformation of Ingleton village centre.
- 2.2 Allocate a sum of £110,000 from the Council's New Homes Bonus Infrastructure Reserve to support delivery of the Action Plan, and give delegated authority to the Director of Services, in consultation with the Lead Member for Enterprising Craven and Ward Members for Ingleton and Clapham to agree how the monies are assigned.
- 2.3 Approve a variation to the off-street parking order to:
  - a) designate the northerly corner of the Community Centre car park in Ingleton for short stay parking (up to two hours) only as set out in paragraph 4.4 of this report.
  - b) adjust the tariff of car parking charges for both the Community Centre and Back Gate car parks in Ingleton as set out in paragraph 4.4 of this report.
- 2.4 Give agreement for the Council, in accordance with the Rules of Procedure, to act on behalf of the Village Team to bid for funding that will enable and/or add value to the delivery of projects identified in the Action Plan.

#### 3. Introduction -

- 3.1 An Action Plan to improve the viability of Ingleton village centre has been developed in response to concerns of local businesses regarding the quality of the trading environment; in particular the impact of fewer people visiting the village centre.

Retail and business premises in prominent locations within the village centre have been left empty for lengthy periods (over six months); the provision of service facilities has also contracted, including the closure of Barclays Bank in March.

- 3.2 Prepared by the Council, in partnership with Ingleton Parish Council, Ingleton & District Tradespeoples' Association and Ingleton Rural Community Association, the development of the Plan has been informed by issues raised during consultation with the local community, including businesses and residents.
- 3.3 The Action Plan sets out a number of key improvements for the village, which include:
- Enhancement of the historical village centre environment - refurbishment of the market square; improvement of the external appearance of shop frontages; tackling incidents of poor maintenance
  - Refurbishment of the Community Centre car park – rearrangement of the layout; improvements to its appearance and accessibility
  - Creation of new products and experiences that will attract new visitors – opening up Ingleton Viaduct for pedestrian and cycle access; enhancement and promotion of heritage and literary connections; development of Riverside Park to increase its appeal and usage
  - Improvement of traffic movement around the village – rationalisation and installation of new signage; review of on-street parking and improvement of the streetscape
  - Development of existing businesses and encouragement of new and innovative enterprises – development of a digital high street; creation of alternative shopping experiences and improvement of business practices
  - Influencing people to choose to visit and stay in Ingleton – promotion and increasing awareness of the village, its activities and features
- 3.4 Details of the individual projects, including a description of the action needed and associated issues are set out in the Action Plan attached at Appendix A. This indicates that most of the projects are capable of delivery in the short to medium term if funding can be secured and the relevant permissions, where required, are obtained.
4. **Refurbishment of the Community Centre Car Park -**
- 4.1 A key proposal in the Action Plan is for the refurbishment of the Council's Community Centre car park in order to improve its effectiveness in supporting the viability of the village centre. The availability and cost of parking can be a critical factor in where people decide to shop and the length of time that they spend in a particular centre.

- 4.2 The car park which provides 110 standard car parking spaces is predominately used by the Community Centre and day visitors; it is considered that the car park is underutilised by residents and shoppers. The Council's Car Park Strategy (2014 – 2019) identifies the car park as being a support mechanism to the local economy.
- 4.3 The proposed changes to the layout and tariff are designed to provide a good quality car parking facility that fits the distinct requirements of Ingleton, in particular a facility that caters for the needs of residents and shoppers. These users are the most likely to use the village for local services and convenience shopping, and make a year-round contribution to the local economy.
- 4.4 Feedback from residents and local traders during the preparation of the Action Plan, a lack of free or inexpensive, centrally located, car parking was flagged up as a weakness. It was felt that lower parking charges in nearby centres such as Kirkby Lonsdale made it difficult to attract shoppers – customers who were looking for low cost, short stay parking close to the central shopping area. It is therefore proposed that:
- a) The northerly corner of the car park; the area nearest to the village centre is designated for short stay parking (up to 2 hours) only. This will ensure that the most convenient spaces close to the shops are reserved for shoppers.

This proposed "short stay only" designation would apply to approximately 20 parking bays, which represents 18% of the total number of standard parking spaces available.

- b) The car parking charges are adjusted as showed in the table below:

Period	Current Charge	Proposed Charge
Pop & Shop (Up to 45 minutes)	n/a	£0.20
Up to 1 hour	£0.90	delete
Up to 1.5 hours	n/a	£0.90
Up to 2 hours	£1.70	No change
Up to 3 hours	£2.30	No change
Up to 4 hours	£2.80	No change
Over 4 hours	£3.60	£3.80
Overnight	£2.00	No change
Weekly Ticket	£13.00	No change

The above proposal includes the introduction of a "Pop and Shop" scheme, which the Council first introduced in 2011 in Skipton to enable local visitors and residents access to cheaper parking for short visits. Due to the geography of Ingleton, the existing "Pop and Shop" criteria would be unsuitable, therefore it is proposed that the parking period is extended from 30 minutes to 45 minutes in order to allow sufficient time to walk from the car park to the core retail area and still have enough time to use the local services.

The proposed charges for short stay parking would mean that Ingleton could offer lower parking fees compared to its main competitor with regard to attracting local shoppers.

- 4.5 It is proposed that the charge for long stay (over 4 hours) is adjusted upwards. This option is usually required by day visitors whose decision to visit is usually based on the quality of the product and experience, which in the case of Ingleton will be the surrounding countryside. The suggested charge is comparable with that charged in neighbouring districts and market towns as showed in Appendix B.

In order to avoid confusion, it is proposed that the changes to the tariff of parking charges applies to both of the Council's car parks in Ingleton; Back Gate and Community Centre car park. The former car park, which has 43 standard car parking spaces is predominately used for overnight parking.

- 4.6 The possible financial implications to the Council of adjusting the parking charges as proposed in paragraph 4.4 are outlined in Appendix B.

- 4.7 The other changes to the layout of the car park include:

- Pruning back the shrubbery around the northerly corner to make the village centre more visible from the car park and give users a visual bearing;
- Creation of a pedestrian footpath to direct users to exit the car park via the northerly end (the exit nearest to the village centre);
- Provision of new signage;

- 4.8 The proposal is aligned with the aims of the Council's Car Park Strategy (2014 – 2019) by developing a good quality public car park facility that recognises the distinct characteristics of Ingleton and provides a service that is tailored to support the local economy. The proposed change to the car park directly contributes to the delivery of a number of the actions set out in the Car Park Strategy Action Plan, including improvement of car park signage, review of short and long stay parking allocations, review and revise car park layout.

## 5. **Ingleton Village Team** –

- 5.1 Delivery of the Action Plan will be overseen by the Ingleton Village Team. Membership of the Team includes the District Council (the Ward Members for Ingleton and Clapham), Ingleton Parish Council, the Ingleton & District Tradespeoples' Association and Ingleton Rural Community Association.
- 5.2 The purpose of the Village Team is to bring together partners to encourage collaboration and develop a co-ordinated approach to the development of Ingleton as a quality destination and thriving business centre, and maintain an overview of activity. A key function of the Team is to provide a mechanism to facilitate communication and ensure on-going consultation with, and involvement of local organisations and the wider community.
- 5.3 The role of the Council is to provide appropriate secretariat support and act as project lead for a number of the key projects in the Action Plan, in particular those

relating to the public realm. Subject to the Committee's approval, the funding requested at recommendation 2.2 above will be managed by the Council. Whilst the views of the Team will be taken into account when allocating the monies to individual projects, it has been agreed that the first call for the funding is the refurbishment of the Community Centre car park and rationalisation of signage.

- 5.4 Although it is the responsibility of the members of the Team to report back to their respective organisations and groups, a commitment has been given to hold an open event in the summer. The event will provide an opportunity for the Team to give an update to the wider community on progress made with regard to the delivery of the Action Plan.

6. **Project Delivery -**

- 6,1 Delivery of the Action Plan is dependent upon the Council's agreement to act as project lead for a number of the key projects. The type and level of activity that this is likely to involve is outlined in the following table:

Project	Role of the Council
Refurbishment of the Market Square  Funding contribution from the New Homes Bonus Infrastructure Reserve of £45,000	To commission preparation of designs and estimated costings; consultation with statutory organisations and members of the local community; act as lead applicant for submission of possible funding bids (the intention is to explore the possibility of including parts of the work within a Heritage Scheme which could form part of a bid to the Heritage Lottery Fund); commission the most appropriate organisation to undertake construction.
Shop Front Improvement Scheme	To prepare and adopt supplementary planning guidance on shopfront design. The guidance will be provided in the form of a Shopfront Toolkit and Design Sheets.
Refurbishment of the Community Centre car park  Funding contribution from the New Homes Bonus Infrastructure of £40,000	To commission preparation of designs and estimated costings; approve and put in place a variation to the off-street parking order; commission the most appropriate organisation to undertake construction.
Transformation of Ingleton Viaduct	To prepare brief/specification for the preparation of business case; identify funding and appropriate delivery organisation. Future role would be dependent upon the findings of the business case and consultation with the respective landowners.

Project	Role of the Council
Village Heritage Trail	To act as lead applicant for submission of possible funding bids (the intention is to explore the possibility of including the Trail within a Heritage Scheme which could form part of a bid to the Heritage Lottery Fund); commission the most appropriate organisation to undertake the development of the Trail.
Development of Riverside Park	To carryout consultation with residents to find out their views on the future of the Park; prepare a masterplan setting out the vision for the Park; identify appropriate funding and organisation(s) to deliver part(s) or whole of the masterplan.
Signage – traffic and pedestrian signs  Funding contribution from the New Homes Bonus Infrastructure Reserve of £20,000	To commission an audit of existing signage, with recommendations for the rationalisation and installation of new signs; consultation with statutory organisations and interested local groups; commission the most appropriate organisation(s) to design, build and install new signs where required.
Business Workshop Programme	To identify development needs of businesses; prepare a programme of activities, including workshops to meet these needs; identify funding and appropriate delivery organisation. In March, the Council hosted a one-off business support workshop to show retailers how to use online marketing to attract local customers. Feedback was positive with a request for similar workshops in the future.
Develop a Digital High Street  Funding contribution from the New Homes Bonus Infrastructure Reserve of £5,000	To investigate the feasibility of providing free WiFi access; identify appropriate delivery partner.

Note: the above contributions from the New Homes Bonus Infrastructure Reserves are estimates subject to final total costings and availability of matched funding.

- 6.2 As at recommendation 2.4, the Committee is asked to give its consent for the Council to act on behalf of the Village Team to bid for funding that will enable and/or add value to the delivery of projects identified in the Action Plan. In accordance with the Rules of Procedure (Reviewed in September 2011), for projects exceeding a total maximum value of £100,000, the approval of Policy Committee will be required.

## 7. **New Homes Bonus Infrastructure Reserve –**

7.1 As at Minute POL.384/11-12, it was agreed that the Council's New Home Bonus receipts should be used for the provision of agreed infrastructure to support the communities and economy of Craven. The proposal was for the monies to be split between three priority actions – the Localism Reserve, the Infrastructure Reserve and the Empty Homes Reserve.

7.2 The purpose of the Infrastructure Reserve is to support the development of infrastructure that meets the needs of communities and the economy by providing significant levels of funding for infrastructure schemes. As at Minute POL.488/12-13, it was agreed that the Infrastructure Reserve should focus on the following four themes:

- Job Creation
- Revitalising Towns and Villages
- Rural Broadband
- Leeds & Liverpool Canal Corridor

7.3 The aim of the Revitalising Towns and Villages theme is “to enhance the role of the District's towns and villages as economic hubs for goods and services by developing the commercial centre and improving the quality of the streetscape”. Within the Infrastructure Reserve Management Document, the following projects were identified for investment through the Revitalising Towns and Villages theme:

- Bentham Town Centre Improvements
- Crosshills Village Improvements
- Ingleton Village Improvements
- Settle Town Centre Improvements

7.4 An indicative allocation of £400,000 for these projects has been made within the forecast budget for the New Homes Bonus. If approved, the proposed funding to support the delivery of the Action Plan for Ingleton Village Centre will be used to fund activity that is designed to improve the quality of the village centre infrastructure such as signage and interpretation, re-arrangement of parking facilities, refurbishment of the market square and connected streetscape – as outlined in paragraph 6.1 above. The proposed expenditure is in accordance with the Infrastructure Reserve Management Document as agreed at Minute POL.488/12-13.

## 8. **Implications**

### 8.1 **Financial and Value for Money (vfm) Implications –**

As at Minute POL.384/11-12, it was resolved that 65% of the Council's New Homes Bonus receipts will be allocated to the Infrastructure Reserve.

As the level of investment available to commit through the Infrastructure Reserve is directly related to income received from Government, it was agreed that decisions will only be presented to Members once sufficient funding has been confirmed.

The current uncommitted balance in respect of the Infrastructure Reserve is £951,511. The table below shows the income allocated to the Infrastructure Reserve and potential commitments at 18<sup>th</sup> May 2015. If Members were minded to approve the recommendation at 2.2 above, the remaining balance of the Infrastructure Reserve will be £841,511.

	<b>Current uncommitted balance</b>	<b>Potential commitments at this Committee</b>	<b>Balance after potential commitments</b>
Infrastructure Reserve	£951,511	£110,000	£841,511

Note: the above figures are based on 2015/16 data

As the Council continues to progress its priority to improve the economic vitality of the District's market towns and villages, it is likely that future requests will be made for funding from the Infrastructure Reserve to support improvements in Crosshills, Bentham and Settle. These requests will be presented to Policy Committee in due course.

Subject to the Committee's approval, the funding from the Infrastructure Reserve will be held and managed by the Council. It is proposed that delegated authority is given to the Director of Services in consultation with the Lead Member for Enterprising Craven and the Ward Members for Ingleton and Clapham to agree the actual amount of funding to be used to support delivery of individual projects. A breakdown of the estimated allocation per individual project is showed in the table below. Actual defrayment of the funding will be subject to final costs, availability of matched funding and securing relevant permissions.

Project	Estimated funding requirement from the New Homes Bonus Infrastructure Reserve
Refurbishment of the Market Square	£45,000
Refurbishment of the Community Centre Car Park	£40,000
Signage – traffic and pedestrian signs	£20,000
Develop a Digital High Street	£5,000
<b>Total</b>	<b>£110,000</b>

In accordance with the agreed approach for investment of the Infrastructure Reserve, the proposed contribution towards the costs of refurbishing the Community Centre car park will be used to cover the costs of changing the layout such as the creation of a new pedestrian footpath, removal of shrubbery and provision of new signage. As at Minute POL.488/12-13, it was agreed as part of the Programme Management Document for the development and execution of



projects to be delivered through the Infrastructure Reserve that the monies should not be used to fund maintenance.

In addition to the provision of funding for a select number of projects (as outlined above), the Council's involvement in developing and delivering other projects in the Action Plan will lever in funding from other external sources such as Lottery Funds, the Rural Development Programme for England and the Highways Agency.

The introduction of revised car parking charges as outlined in paragraph 4.4 above may impact on the level of income received from car parking in Ingleton; however it is difficult to predict the financial impact at this stage. It is expected that as a result of the improvements set out in the Action Plan the number of people using the car park will increase, which in turn will raise the value of income received by the Council. This is in keeping with the current trend; whilst car parking charges have been frozen for the past few years, the number of tickets actually sold has increased, which has produced an increase in the value of income received from parking charges. It is anticipated that for the financial year 2014/15, the Council will receive income of £21,000 from ticket sales for parking on the Community Centre car park; an increase of £2,137 compared to the previous year (2013/14).

## 8.2 **Legal Implications –**

Subject to approval of recommendation 2.3 above to designate part of the Community Centre car park for short stay only (up to two hours) and adjust the car parking charges for both the Council's car parks in Ingleton, a variation to the off-street parking places order will be required. Following an initial period of public notification and consultation on the proposed changes, North Yorkshire County Council as the Highways Authority will need to be asked for their consent to making the proposed changes to the parking places order for the Community Centre car park and Back Gate car park.

Upon finalisation of a financial allocation to an individual project, the Council will enter into a written agreement with the most appropriate delivery organisation. The agreement will detail the terms and conditions under which the contribution is made with specific reference to the maximum amount available, and that the Council will not accept responsibility for any on-going maintenance on infrastructure not located on its assets.

## 8.3 **Contribution to Corporate Priorities –**

The proposals in this report directly contribute to the delivery of the Council Plan (2015 – 2018) through the Enterprising Craven priority, in particular the action to improve the economic vitality of the District's market towns and villages by implementing a range of initiatives to make them more attractive as places to live, work, visit and do business.

## 8.4 **Risk Management –**

There are no significant risks to the Council as a result of approving the recommendations in this report.

9. **Consultations with Others** –

Legal Service  
Financial Service  
Asset and Property Management

10. **Access to Information : Background Documents** –

None

11. **Author of the Report** –

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Note : Members are invited to contact the author in advance of the meeting with any detailed queries or questions.

12. **Appendices** –

Appendix A – Ingleton Village Centre Action Plan  
Appendix B - Refurbishment of the Community Centre Car Park: Comparison of Parking Charges and Financial Implication of Proposed Adjustment to Parking Charges