

North Somerset Council Levelling Up Round 2 submission: bid and project summary, 2nd August 2022

Bid summary

Provide bid name

"If not now, when?" - A Levelling Up Fund bid for the future of Weston-super-Mare, North Somerset

Provide a short description of your bid

Our bid will transform Weston-super-Mare, delivering high-impact, high visibility projects to address some of the highest levels of deprivation in the UK.

We will:

- Boost our visitor economy by investing in much-loved but deteriorating heritage assets to create national visitor attractions and creative hubs.
- Reinvent and diversify our town centre, supporting our creative economy, independent retailers and food & drink innovators.
- Deliver wayfinding and quick win public realm improvements to increase footfall and spend and boost local pride in the quality of our environment.

Our residents will benefit from more diverse and higher quality employment; our employers from a town that attracts and retains talent; and our visitors from a year-round offer. Projects will bring further momentum to already changing perceptions, attract further investment, and create a positive cycle of ongoing change and reinvention.

Provide a more detailed overview of your bid proposal

This bid has emerged from strong partnerships forged through the creation of the Weston Placemaking Strategy, a ten-year vision for Weston's renewal. The Strategy is overseen by the Weston Place Agency, a cross-sector collaborative partnership to drive the delivery of the programme and transformation of the town.

The bid's three projects each contribute to a single vision for our coast and town centre, geographically marking the north, south and centre of Weston's seafront. They are high-impact, visible and deliverable, strongly supported by local communities and our MPs. Delivery will transform the seafront and high street, reinvent iconic heritage buildings, support local businesses, create new jobs, and promote further investment, delivering a year-round experience economy for the future.

PROJECT 1: A YEAR ROUND DESTINATION: a once in a lifetime opportunity to turn underutilised and vulnerable heritage assets on Weston's seafront into "must visit" destinations:

- Tropicana: reinvention of The Tropicana will build on the renewed role that it

plays in the town's leisure economy following Banksy's Dismaland (2015) and the hosting of "SEE MONSTER" as part of UNBOXED 2022. LUF will enhance and expand rundown events space to create an attractive, four season 8,000 capacity facility, plus flexible workspaces for our emerging cultural and creative economy.

- Birnbeck Pier: derelict and partially collapsed, Birnbeck Pier is one of six Grade II* piers surviving in the country and one of Historic England's most 'at risk' heritage buildings. Funding has been secured for the initial works required to make the pier safe and accessible; LUF funding will enable us to bring buildings at the pier back into use to fully restore the heritage, create a more complete visitor attraction, and to generate income to ensure a financially sustainable future.

- Marine Lake: tidal variance and dangers mean that Weston lacks a safe swimming facility, an essential for a coastal economy. NSC has invested in basic works to re-open Marine Lake; LUF funding will complete the restoration to create an attractive and accessible all-year round facility, tapping into the trend for outdoor swimming and attracting residents and visitors alike.

PROJECT 2: REINVENTING THE TOWN CENTRE: we will adapt town centre assets in NSC ownership to meet the needs of the changing economy, struggling as a result of macro-economic changes and the impact of Covid. In remodelling the Sovereign Centre (our main shopping centre) and six High Street units, we will create better, more flexible spaces to make the town centre more accessible for local, independent enterprises, and more attractive to residents and tourists, diversifying the offer and improving footfall and spend. External faces will be revamped to better tempt visitors from the seafront into the shopping areas.

PROJECT 3: CONNECTING SPACES AND PLACES: this package of wayfinding and public realm improvements ties together Projects 1 & 2 in creating intuitive and attractive routes to encourage movement between the destinations of the seafront and the town centre. Elements include heritage trails, measures to encourage active travel, street art and bold graphical interventions, plus more intensive "look and feel" improvements to intermediate destinations including the emerging cultural quarter at Grove Village.

Provide a short description of the area where the investment will take place

Our proposal is focused on Weston-super-Mare. A coastal town with a population of 88,000 (Census of Population projections 2020) and high levels of deprivation, our analysis suggests that Weston, if treated as a local authority in its own right, is comparable with Priority 1 areas, such as Scarborough, Folkstone & Hyde, and Sedgemoor.

Health and employment are particular concerns, with fragmented connectivity throughout the town and limited opportunities for well-paid long-term jobs.

Levels of deprivation are high, particularly in Central ward and South ward

(IMD). At 7%, the unemployment rate in these wards is significantly higher than the rate for England (4%) and the rest of North Somerset (3%) (Claimant Count April 2022).

Central Ward is the focus for LUF investment, but South Ward residents will benefit from access to new and enhanced employment, attractions and connections.

Despite the challenges, Weston is a place of opportunity, with a population soon to overtake that of nearby Bath, close proximity to the economic hub of Bristol, easy motorway links via the M5, and rail routes to London in under two hours: great opportunities to generate transformative and long-term change.

Project geographies:

A YEAR-ROUND DESTINATION

The Tropicana at the south and Birnbeck Pier and Marine Lake at the north bookend Weston seafront, most of which is within Central Ward. They sit on new sections of the South West Coast Path and cycle routes opening in 2022 and 2023, linking Weston to the rest of the region and providing an ideal opportunity to tap into diverse new visitor markets.

Approximately five million visitors visit the seafront each year, but spend is seasonal and many tourists do not venture into the town centre. Most do not remain overnight due to a limited range of activities and facilities beyond the beach itself. Our bid will create significant new attractions to attract and retain visitors.

REINVENTING THE TOWN CENTRE

NSC owned retail space is located in the town centre, backing onto the seafront - but rarely visited by those who come to the town for the beach. The central High Street area adjoins the neighbouring areas of Grove Village, home to restaurants and theatres; and Orchard Meadows, an emerging focus for independent retailers. Our bid will diversify the town centre offer and improve the appearance of dual-facing units to attract footfall from the seafront.

CONNECTING SPACES & PLACES

This will connect the locations in Projects 1 & 2 to each other and to secondary destinations within and around the town centre. Interventions will focus on routes identified through the SuperWeston Placemaking Strategy ("The Constitutional" and "The Peculiar"), also enhancing wayfinding for new coastal paths and creatively promoting active travel in and out of the town and seafront areas. A heritage trail and murals will add to the offer, taking visitors to locations they might not otherwise find. Improvements to Grove Park at the end of the high street will provide an oasis of green and opportunities for community events amongst the otherwise urban environment.

ANNEX A: SUMMARY OF PROJECT 1

Project 1 Name

A Year-Round Destination

Provide a short description of this project

Transformation of underutilised, vulnerable heritage assets on Weston's seafront into "must visit" destinations, creating a less seasonal, more diverse and more sustainable visitor economy:

> Reinvention of The Tropicana, building on momentum from Dismaland / SEE MONSTER to create an all-season 8,000 capacity events facility, plus cultural workspaces.

> Birnbeck Pier: restore heritage pier buildings, creating a more complete visitor attraction and a financially sustainable future for one of Historic England's most "at risk" locations.

> Marine Lake: restoration to create an attractive, accessible all-year round facility, tapping into the trend for outdoor swimming, attracting residents and visitors alike.

Provide a more detailed overview of the project

Our bid has emerged from the Weston Placemaking Strategy, a ten-year vision for Weston's renewal, created through extensive community engagement and driven forward by the Weston Place Agency, a cross-sector collaborative partnership for the transformation of the town.

The bid's projects were identified as priorities within the Strategy and together offer the chance for genuine transformation. They are high-impact, visible and deliverable, strongly supported by local communities and our MPs. Delivery will transform the seafront and high street, reinvent iconic heritage buildings, support local businesses, create new jobs, and promote further investment.

Investment to fully restore and transform the heritage assets of Birnbeck Pier, the Tropicana and Marine Lake into multi-purpose, culturally-focused visitor attractions will address challenges of a lack of quality employment opportunities, longstanding deprivation and a lack of local engagement with the town centre and seafront:

> The extended visitor season/new events and visitor spend created will reduce seasonality and create all year-round tourism and creative jobs.

> Investment in the creative industries, coupled with skills, employment and leadership support targeted at underrepresented groups and those furthest from the labour market will provide routes out of deprivation.

> A more varied range of activities and cultural programme will re-engage local residents with their town, providing persuasive reasons to visit all-year round.

> Greater resident engagement with easily accessible cultural and sporting activities

at The Tropicana and Marine Lake will help individuals with physical and mental health issues.

Provide a short description of the area where the investment will take place for this project

Our LUF interventions are focused on Central and South Wards in Weston-super-Mare, which include the town centre and seafront areas. Levels of deprivation are high, with unemployment at 7% (England average 4%) and residents experience significant disadvantages in life expectancy, skills, health and child poverty. Our analysis suggests that Weston, if treated as a local authority in its own right, would be comparable with Priority 1 areas, such as Scarborough, Folkstone & Hyde, and Sedgemoor.

In relation to Project 1, the Tropicana at the south, and Birnbeck Pier and Marine Lake at the north bookend Weston seafront, most of which is within Central Ward. They sit on as landmarks for new sections of the South West Coast Path and cycle routes opening in 2022 and 2023, linking Weston to the rest of the region and providing an ideal opportunity to tap into diverse new visitor markets.

Approximately five million visitors visit the seafront each year, but spend is seasonal and many tourists do not venture into the town centre. Most do not remain overnight due to a limited range of activities and facilities beyond the beach itself. Our bid will create significant new attractions to attract and retain visitors.

The challenges and opportunities of Weston are recognised by Historic England and Arts Council England, who have identified the town as a Priority Place for investment.

Further location details for this project

Project location 1

Postcode

BS23 2AD

Grid reference

ST 31165 61837

Upload GIS/map file (optional)

Appendix 3B - Details of interventions Project 1.pdf

% of project investment in this location

43%

Project location 2

Postcode

BS23 1BE

Grid reference

ST 31660 60610

**Upload GIS/map file (optional)
% of project investment in this location**

57%

**Select the constituencies covered by this project
Project constituency 1
Select constituency**

Weston-super-Mare

Estimate the percentage of this package project invested in this constituency

100%

**Select the local authorities / NI councils covered by this project
Project local authority 1
Select local authority**

North Somerset

Estimate the percentage of this package project invested in this Local Authority

100%

**What is the total grant requested from LUF for this project?
£12969859**

**What is the proportion of funding requested for each of the Fund's three investment themes?
Regeneration and Town Centre**

0%

Cultural

100%

Transport

0%

**Confirm the value of match funding secured for the component project
£2200000**

Provide details of all the sources of match funding within your bid for this component project

The match-funding of £2.2m is confirmed within North Somerset Council's approved capital programme for use at The Tropicana.

Value for money

The re-imagining of the Tropicana, Marine Lake, and the grade II* listed Birnbeck Pier will deliver new spaces to support the growth of Weston's cultural sector and create new attractions at strategic locations along the seafront. This will build on the town's existing work with Historic England and Arts Council England as well as the legacy and momentum of Dismaland and the more recent SEE MONSTER.

QUANTIFIED BENEFITS

- Wider land value uplift: The delivery of new landmarks and regionally significant events and other cultural opportunities will increase the attractiveness of Weston to potential buyers, businesses and visitors. This will contribute toward a more positive image of the town and impact on residential and commercial values.
- Active travel: There is an increasing wealth of evidence on the environmental and health benefits of active travel enabled neighbourhoods, and particularly the value of 'destinations' in driving footfall through high streets and town centres. The new attractions at Birnbeck, Marine Lake and Tropicana, located as landmarks at the entrance/exit points at the north and south of new coastal route links will encourage people to move along the seafront, to enjoy the new amenities and experiences they will offer.
- Wellbeing uplift: Increase in access to culture in its widest sense will result in benefits to local visitors in terms of mental health and wellbeing. This is because the attractions will offer low-cost, or free of charge activities that will be accessible for local people as well as tourists. Access to free-of-charge open water swimming at Marine Lake offers a range of physical and mental benefits.

OTHER BENEFITS

- Labour supply: interventions will result in the creation of construction jobs as well as higher-paid, longer term jobs in the culture and leisure fields. A high proportion of these jobs will be targeted to local people.
 - Value created through construction activity: construction activity will create training and upskilling opportunities, as well as net increases to business rates baseline once the expansion / new construction is complete.
 - CO2 savings: interventions will introduce on-site measures to reduce energy use through preventative measures and upgrading some M&E, as well as produce green energy (new technology).
 - Uplift in revenue: interventions will result in increased net operational revenue to the public sector, who will continue to own the assets, as well as net increases to business rates baseline once the expansion / new construction is complete.
-

BCR and value assessment

If it is not possible to provide an overall BCR for your package bid, explain why below

The modelled Benefit-Cost Ratio for Project 1 is summarised below:

A. QUANTIFIABLE IMPACTS * :

> Wider LVU: + £16.2m uplift in values

Assumption/forecast: properties in the public realm and regeneration interventions area were considered in alignment with MHCLG appraisal guidance.

Quality of analysis/ evidence: Consistent with MHCLG appraisal guide; data sources: ONS, HM Land Registry, CoStar data platform.

> Active travel: + £4.59m: based on DfT Active mode Appraisal Toolkit

Assumption/forecast: The Active Mode Appraisal Toolkit (AMAT) which was designed by DFT has been used.

Quality of analysis/ evidence: Technical Appraisal Guide (TAG) Unit A5.1 -DFT.

Compliant with DFT methodology. Data sources: Datscha, National Travel Survey, Propensity to travel tool.

> Wellbeing value: + £15.98m wellbeing value from increased access to culture.

Assumption/forecast: methodology outlined by Department for Digital, Culture, Media & Sport by Fujiwara et al (2014) has been used.

Quality of analysis/ evidence: DCMS Guidance, Arts Council Data.

Total impact: £36.78m

B. ECONOMIC COSTS *:

Public sector costs: - £14.87m

Benefit Cost Ratio (A / B): 2.47

* All costs are at 2022/23 NPV.

[1] Costs are net, in line with the Appraisal Guidance, section 2.7-2.8.

Benefit Cost Ratios

Initial BCR

2.47

Adjusted BCR

2.47

Non-monetised benefits for this project

While some benefits have been assessed and monetised, there are a range of wider benefits which have not. When taken into account, these further enhance the value

for money of the project:

- Supporting town centre footfall and spend. A review of case studies suggests that well planned public spaces and attractions can boost commercial trade by up to 40%. The projected level of additional town centre spend generated will be enough to support a significant number of jobs across the town centres.
- New business investment into the town, with a focus on the benefits that this creates in terms of local employment, supply chains and diversification of the North Somerset economy.
- Local residents and enterprises benefitting from access to affordable space (ability of culture sector businesses to 'grow on' / scale up).
- Residents coming together / interacting through arts and culture – and the social integration and wellbeing benefits of this.
- Improving levels of community integration and participation. Culture and arts can play an important role in promoting social inclusion and dealing with inequalities, promoting community and overall wellbeing and happiness.
- Enhancing overall levels of life-satisfaction and happiness of WsM residents.

Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

Could this project be delivered as a standalone project?

Yes - the project could be delivered as a standalone project

Demonstrate that activity for this project can be delivered in 2022-23

Project 1 will require a number of surveys, enabling and design work which need to take place in advance of construction activity. See Appendix 8E – Delivery Plan, for further details.

Statutory Powers and Consents

List separately below each power/consents etc. obtained for this project

Planning consent for the installation of flood-proof fire escape doors at The Tropicana had previously been secured but has expired.

Upload content documents (optional)

Outstanding statutory powers/consents

Certain more minor / internal works can take place at The Tropicana and Marine Lake without the need for consents, however for the full schemes the following are expected to be required:

- Planning consents: all sites.
- Listed Building consent: Birnbeck.
- Environmental consents (Marine Management Organisation (MMO) and Environmental Impact Assessments (EIA)): all sites.

Applications for planning and Listed Building consents will be made at latest during the preliminary design stage from April - August 2023. Consents are expected to have a 16 week turnaround, in line with national guidance on applications that are subject to an EIA.

Applications for MMO consent(s) have a longer lead-in time than planning and are scheduled to take place from July - Oct 2023.

The council has previous experience in securing such consents and positive relationships with the statutory bodies involved. Planning consent for the part of the works (installation of flood-proof fire exits) at the Tropicana had previously been secured but has expired.

ANNEX B: SUMMARY OF PROJECT 2

Project 2 Name

Reinventing Weston Town Centre

Provide a short description of this project

This project will adapt town centre assets in council ownership to better meet the needs of the changing economy and support post-Covid recovery.

The project will remodel the Sovereign Centre (our main shopping centre) and six High Street units to create better quality, smaller and more flexible spaces to make the town centre more accessible for local, independent enterprises, and more attractive to residents and tourists, diversifying the offer and improving footfall and spend.

External faces of the Sovereign Centre will be revamped to better tempt visitors from the seafront into the shopping areas.

Provide a more detailed overview of the project

Our bid has emerged from the Weston Placemaking Strategy, a ten-year vision for Weston's renewal, resulting from extensive community engagement and driven forward by the Weston Place Agency, a cross-sector collaborative partnership for the transformation of the town.

The bid's projects were identified as priorities within the Strategy and together offer the chance for genuine transformation. They are high-impact, visible and deliverable, strongly supported by local communities and our MPs. Delivery will transform the seafront and high street, reinvent iconic heritage buildings, support local businesses, create new jobs, and promote further investment.

LUF interventions in the Sovereign Centre and high street will attract and facilitate commercial investment, creating smaller more flexible units that are more suited and affordable for independent / local enterprises and the creative sector. This responds to feedback from the Business Improvement District, the Chamber of Commerce and commercial agents indicating that large retail-focused units no longer meet market demand, nor meet the opportunity of showcasing our independent traders or food and drink innovation sector. Community consultation identified the need for the town centre to be a positive, exciting, and creative place.

The investments will accelerate the necessary re-structuring of the high street and diversify and increase the range of quality employment opportunities available to local people, including those running or looking to set up their own businesses.

A more animated and varied high street will encourage greater local engagement with the town centre area, increasing footfall and local trade.

Provide a short description of the area where the investment will take place for this project

Our LUF interventions are focused on Central and South Wards in Weston-super-Mare, which include the town centre and seafront areas. Levels of deprivation are high, with unemployment at 7% (England average 4%) and residents experience significant disadvantages in life expectancy, skills, health and child poverty. Our analysis suggests that Weston, if treated as a local authority in its own right, would be comparable with Priority 1 areas, such as Scarborough, Folkstone & Hyde, and Sedgemoor.

In relation to Project 2, Reinventing the Town Centre, this location runs parallel, one street back from Weston seafront, the main attraction for five million visitors for year, however it captures only a fraction of the footfall and spend. Easing of lockdown resulted in 103% increased footfall at the seafront in August 2020, but only a 1.5% increase on the high street, located just 300m away.

The pandemic and accelerating shifts to online retail have impacted retail vacancy rates particularly the loss of major brands. There is a need to enhance the draw of Weston for both residents and visitors.

To achieve this, the town centre needs diversifying to provide an alternative offer. There is a strong demand from small independent operators, however, floor space associated with existing retail units is still geared towards larger brands. Developing alternative town centre employment and attractions can promote footfall and offer opportunities for new enterprise and investment. For example, appropriate, flexible workspace has been highlighted as an offer that can attract inward investment by the creative industry.

Further location details for this project

Project location 1

Postcode

BS23 1HL

Grid reference

ST 31835 61513

Upload GIS/map file (optional)

Appendix 3B - Details of interventions Project 2.pdf

% of project investment in this location

100%

Select the constituencies covered by this project

Project constituency 1

Select constituency

Weston-super-Mare

Estimate the percentage of this package project invested in this constituency

100%

Select the local authorities / NI councils covered by this project

Project local authority 1

Select local authority

North Somerset

Estimate the percentage of this package project invested in this Local Authority

100%

What is the total grant requested from LUF for this project?

£5780939

What is the proportion of funding requested for each of the Fund's three investment themes?

Regeneration and Town Centre

100%

Cultural

0%

Transport

0%

Confirm the value of match funding secured for the component project

£640227

Provide details of all the sources of match funding within your bid for this component project

The match-funding of £640k is confirmed within North Somerset Council's approved capital programme for use at the Sovereign Centre.

Value for money

The transformation of the Sovereign Centre and high street will refurbish large retail units in the Sovereign Centre and high street, transforming them into smaller, flexible retail and workspaces suitable for independent traders and to incubate new businesses, as well as providing space for community-led cultural activities.

The provision of affordable and flexible commercial spaces will encourage inward investment of entrepreneurs from Bristol where there is insufficient affordable workspace for entrepreneurs within the ICT and creative sector.

The sustainability of these new businesses will be improved by the movement of visitors from the seafront into the town centre, leading to increased spend within town centre businesses.

A more diverse offer and greater animation of spaces will attract local residents to return to the town centre area both in and out of the tourism season.

QUANTIFIED BENEFITS

- Wider land value uplift: the delivery of a local employment and leisure offer will increase the attractiveness of Weston-super-Mare to potential buyers, businesses and visitors. This will contribute toward a more positive image of the town and impact on residential and commercial values.
- ♣ Crime reduction: this project will increase the levels of activity in an area directly adjacent to the high street near a current crime hotspot, increasing active surveillance at key points. Additional footfall and surveillance in the town centre is likely to lead to a reduction in reported crime.
- Active travel: there is an increasing wealth of evidence on the environmental and health benefits of active travel enabled neighbourhoods, and particularly the value of 'destinations' and signposting in driving footfall through high streets and town centres. The new offer at the Sovereign Centre and high street will encourage people from the seafront and into the high street.
- Wellbeing uplift: increase in access to community-led cultural and leisure activity will result in benefits to residents and visitors in terms of wellbeing.

OTHER BENEFITS

- Labour supply: interventions will result in the creation of construction jobs as well as higher-paid, longer term jobs in the fields currently not present in Weston. A high proportion of these jobs will be targeted at local people.
- Value created through construction activity: construction activity will create training and upskilling opportunities.
- Uplift in revenue: interventions will result in increased net operational revenue to the public sector, who will continue to own the assets, as well as net increases to business rates baseline once the expansion / new construction is complete.

DISBENEFITS

The transformation of larger commercial units into smaller spaces means that it is no longer possible to host larger retailers. The assumption is that the decline of major brand retail in town centres will continue, however, if this were to reverse for any reason then the town centre would not be able to respond to this type of inward investment opportunity.

BCR and value assessment

If it is not possible to provide an overall BCR for your package bid, explain why below

The modelled Benefit-Cost Ratio for the Project 2 is summarised below:

A. QUANTIFIABLE IMPACTS (INITIAL BCR):

> Wider LVU: + £10.86m uplift in values

Assumption/forecast: properties in the public realm and regeneration interventions area were considered in alignment with MHCLG appraisal guidance.

Quality of analysis/ evidence: consistent with MHCLG appraisal guide; data sources: ONS, HM Land Registry, CoStar data platform.

> Crime Reduction: + £1.21m - based on DfT Active mode Appraisal Toolkit

Assumption/forecast: MHCLG Crime reduction toolkit was used.

Quality of analysis/ evidence: MHCLG crime reduction tool guidance, crimestats.co.uk

> Active travel: + £2.29m - based on DfT Active mode Appraisal Toolkit

Assumption/forecast: The Active Mode Appraisal Toolkit (AMAT) which was designed by DFT has been used.

Quality of analysis/ evidence: Technical Appraisal Guide (TAG) Unit A5.1 -DFT. Compliant with DFT methodology.

Data sources: Datscha, National Travel Survey, propensity to travel tool.

> Wellbeing value: + £0.84m wellbeing value from increased access to culture

Assumption/forecast: methodology outlined by Department for Digital, Culture, Media & Sport by Fujiwara et al (2014) has been used.

Quality of analysis/ evidence: DCMS Guidance, Arts Council Data.

Total impact: £15.12m

B. ECONOMIC COSTS *:

Public sector costs: - £5.62m

Benefit Cost Ratio (A / B): 2.70

* All costs are at 2022/23 NPV.

[1] Costs are net, in line with the Appraisal Guidance, section 2.7-2.8.

Benefit Cost Ratios

Initial BCR

2.70

Adjusted BCR

2.70

Non-monetised benefits for this project

While some benefits have been assessed and monetised, there are a range of wider benefits which have not been monetised. When taken into account, these further enhance the value for money of the project:

- ♣ Local residents and enterprises benefitting from access to affordable space (ability of businesses to 'grow on' / scale up, particularly cultural enterprises and food & drink sector).
- ♣ New business investment into the town, with a focus on the benefits that this creates in terms of local employment, supply chains and diversification of the North Somerset economy.
- ♣ Residents coming together / interacting through new experiences and uses – and the social integration and wellbeing benefits of this.
- ♣ Supporting an increase to town centre footfall and spend through better signposting and boosting footfall.
- ♣ A wider range of people are introduced to cycling and walking, enabling greater enjoyment of Weston's natural assets.
- ♣ Enhancing overall levels of life-satisfaction and happiness of Weston residents.

Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

Could this project be delivered as a standalone project?

Yes - the project could be delivered as a standalone project

Demonstrate that activity for this project can be delivered in 2022-23

A Major Projects Team has been established within North Somerset Council tasked with delivering capital schemes. This team has been mobilised as part of the bid process. The Delivery Plan for the programme is based on the previous experience of this team in delivering similar activities and demonstrate that preparatory work can be undertaken during 2022/2023.

Project 2 will require detailed design work to take place in advance of construction activity. See Appendix 8E – Delivery Plan, for further details.

Statutory Powers and Consents

List separately below each power/consents etc. obtained for this project

Not applicable

Upload content documents (optional)

Outstanding statutory powers/consents

Internal works are expected to be carried out under Permitted Development rights and/or with no requirement for planning, following national changes to planning legislation allowing greater flexibility of use classes.

External works are likely to require planning consent and an application is proposed during the preliminary design stage from April - August 2023. A 13 week turnaround is expected as the application should not require any Environmental Impact Assessment.

The council has previous experience in securing such consents and the team will engage early with planning colleagues to maximise the probability of a positive and rapid decision.

ANNEX C: SUMMARY OF PROJECT 3

Project 3 Name

Connecting Spaces and Places

Provide a short description of this project

This project is critical to the delivery of LUF objectives, providing a package of wayfinding measures that will:

- > Provide connective tissue between key seafront and town centre destinations, particularly focused on increasing footfall in the high street.
- > Encourage engagement with the heritage and cultural attractions of the town.
- > Facilitate/encourage active travel, including use of new coastal routes.

Wayfinding activity is more than “signage”. It will deliver a best practice strategy and action plan including improvements to routeways and entrances to attractions as well as clear signage, linking with a digital mapping and information system.

Provide a more detailed overview of the project

Our bid has emerged from the Weston Placemaking Strategy, a ten-year vision for Weston's renewal, created through extensive community engagement and driven forward by the Weston Place Agency, a cross-sector collaborative partnership for the transformation of the town.

The bid's projects were identified as priorities within the Strategy and together offer the chance for genuine transformation. They are high-impact, visible and deliverable, strongly supported by local communities and our MPs. Delivery will transform the seafront and high street, reinvent iconic heritage buildings, support local businesses, create new jobs, and promote further investment.

Project 3 delivers a range of benefits in its own right, but is also essential to the delivery and enhancement of benefits from Projects 1 & 2. A better quality environment will increase local pride and engagement with the town centre, seafront and cultural and heritage attractions, whilst the intuitive routes and trails will encourage footfall into the high street area, increasing spend in the local economy and helping to support jobs. A focus on pedestrian and cycle routes, including the links to new coastal routes, will encourage sustainable active transport which as well as having environmental benefits will improve health and wellbeing through increased activity and enjoyment of the outdoors - including at the improved Grove Park area, where green space will provide an oasis of calm and an ideal location for community events. Quick win elements of the projects will build public confidence and momentum for delivery.

Provide a short description of the area where the investment will take place for this project

Our LUF interventions are focused on Central and South Wards in Weston-super-Mare, which include the town centre and seafront areas. Levels of deprivation are high, with unemployment at 7% (England average 4%) and residents experience significant disadvantages in life expectancy, skills, health and child poverty. Our analysis suggests that Weston, if treated as a local authority in its own right, would be comparable with Priority 1 areas, such as Scarborough, Folkstone & Hyde, and Sedgemoor.

In relation to Project 3, interventions will focus on routes identified through the SuperWeston Placemaking Strategy, also enhancing wayfinding for new coastal paths and creatively promoting active travel in and out of the town and seafront. A heritage trail will add to the offer, taking visitors to locations they might not otherwise find. Improvements to Grove Park at the end of the high street will provide an oasis of green and opportunities for community events.

More than just “signage”, wayfinding includes the presentation of attractive trails, entrances and clearly demarked geographical zones. Increasingly, digital apps/solutions linking with SMART City concepts are part of the system.

Despite the challenges, Weston is a place of opportunity, with a population soon to overtake that of nearby Bath and improving connectivity via the M5, rail and Bristol Airport. Attracting this growing population into the town centre is critical for its future sustainability.

The challenges and opportunities of Weston are recognised by Historic England and Arts Council England, who have identified the town as a Priority Place for investment.

Further location details for this project

Project location 1

Postcode

BS23 2AD

Grid reference

ST 31165 61837

Upload GIS/map file (optional)

Appendix 3B - Details of interventions Project 3.pdf

% of project investment in this location

30%

Project location 2

Postcode

BS23 1HL

Grid reference

ST 31835 61513

Upload GIS/map file (optional)
% of project investment in this location

40%

Project location 3
Postcode

BS23 1BE

Grid reference

ST 31660 60610

Upload GIS/map file (optional)
% of project investment in this location

30%

Select the constituencies covered by this project
Project constituency 1
Select constituency

Weston-super-Mare

Estimate the percentage of this package project invested in this constituency

100%

Select the local authorities / NI councils covered by this project
Project local authority 1
Select local authority

North Somerset

Estimate the percentage of this package project invested in this Local Authority

100%

What is the total grant requested from LUF for this project?

£2068999

What is the proportion of funding requested for each of the Fund's three investment themes?

Regeneration and Town Centre

100%

Cultural

0%

Transport

0%

Confirm the value of match funding secured for the component project
£200000

Provide details of all the sources of match funding within your bid for this component project

The match-funding of £200k is confirmed within North Somerset Council's approved capital programme for use on wayfinding.

Value for money

This project will deliver a range of initiatives to support the resilience and connectivity of Weston economy through:

- ♣ Transport / accessibility enhancements: which will help to increase footfall and promote expenditure within the town centre and other retail and cultural destinations across the town.
 - ♣ Public spaces investment, particularly improving entrance ways and walkways thereby making them easier to find and more pleasant to visit, creating pride in place and improved local engagement.
 - ♣ Encouraging more people to walk and cycle: the interventions will complement other initiatives currently being delivered, with an added impact of 20% uplift in cycling and 25% uplift in walking. This will improve air quality and congestion.
 - ♣ Linking wayfinding measures with digital mapping and information.
 - ♣ Considering physical and digital signage from an inclusive perspective including those with disabilities and people who do not speak English as a first language.
-

BCR and value assessment

If it is not possible to provide an overall BCR for your package bid, explain why below

The modelled Benefit-Cost Ratio for Project 3 is summarised below:

A. QUANTIFIABLE IMPACTS (INITIAL BCR):

> Active travel: + £8.41m: based on DfT Active mode Appraisal Toolkit Assumption/forecast: The Active Mode Appraisal Toolkit (AMAT) which was designed by DFT has been used.
Quality of analysis/ evidence: Technical Appraisal Guide (TAG) Unit A5.1 -DFT. Compliant with DFT methodology. Data sources: Datscha, National Travel Survey, Propensity to travel tool.

Total impact: £8.41m

B. ECONOMIC COSTS *:

Public sector costs: - £2.02m

Benefit Cost Ratio (A / B): 4.14

* All costs are at 2022/23 NPV.

[1] Costs are net, in line with the Appraisal Guidance, section 2.7-2.8.

Benefit Cost Ratios**Initial BCR**

4.14

Adjusted BCR

4.14

Non-monetised benefits for this project

While some benefits have been assessed and monetised, there are a range of wider benefits associated with wayfinding and active travel which the toolkit does not monetise. These include time savings, health impacts for young and older people, morbidity-related health impacts, and accident-related impacts from changes in walking or cycling trips.

There is strong academic and professional research on the significance of these benefits. For example, evidence from Public Health England states that if every person walked or cycled for 20 minutes a day, 1 in 6 early deaths would be prevented, saving the NHS £1.7bn in treatments costs over the next 25 years.

When placed within the context of the wider health challenges facing Weston's residents, these are significant benefits which further strengthen the value for money of the proposed interventions.

Does this project include plans for some LUF grant expenditure in 2022-23?

Yes

Could this project be delivered as a standalone project?

Yes - the project could be delivered as a standalone project

Demonstrate that activity for this project can be delivered in 2022-23

A Major Projects Team has been established within North Somerset Council tasked with delivering capital schemes. This team has been mobilised as part of the bid process. The Delivery Plan for the programme is based on the previous experience of this team in delivering similar activities and demonstrate that preparatory work can be undertaken during 2022/2023.

Project 3 comprises a range of small-scale interventions, many of which do not need complex planning or other consents. Whilst our Delivery Plan takes a relatively cautious approach to timescales, the council is actively exploring options to bring forward more rapid delivery of a number of the interventions and anticipates that "on

the ground" delivery of parts of the scheme will be visible within the 2022/23 financial year.

Statutory Powers and Consents

List separately below each power/consents etc. obtained for this project

None

Upload content documents (optional)

Outstanding statutory powers/consents

A number of the interventions can be carried out without the need for statutory powers or consents.

Larger scale elements such as at Grove Park, are expected to require planning consent. Applications are proposed during the preliminary design stage from April - August 2023, with the expectation of an 8 - 10 week turnaround.

The council has previous experience in securing such consents and the team will engage early with planning colleagues and technical consultees to maximise the probability of positive and rapid decisions.
