



**Corporate Policy &  
Resources Committee**

**Date: 14<sup>th</sup> February 2019**

**Subject: Gainsborough Town Centre - Heritage Lottery Fund Application**

Report by:	Executive Director of Economic and Commercial Growth
Contact Officer:	Eve Fawcett-Moralee Eve.Fawcett-Moralee@west-lindsey.gov.uk 01427 676535
Purpose / Summary:	To provide a further update on the application to the Heritage Lottery Fund for Townscape Heritage funding for Gainsborough Town Centre, thereby obtaining formal commitment and financial support.

**RECOMMENDATION(S):**

1. That Members agree to proceed with the submission of a Stage 2 Townscape Heritage bid to the National Lottery Fund;
2. That Members approve the release of £0.348m from the Investment for Growth Reserve as capital match funding for the Townscape Heritage Delivery Phase, subject to the Stage 2 bid to the National Lottery Fund being successful;
3. That Members agree to delegate the final signing of the Grant Funding Agreement to the Executive Director of Resources in the event that the Stage 2 bid is successful.

## IMPLICATIONS

### **Legal:**

Any works carried out under the Townscape Heritage scheme will require the owner's consent and statutory consent (in the form of Listed Building Consent). All works will need to be state aid compliant.

All recipients of the funding will receive a grant agreement, a draft agreement has been prepared by Legal Lincolnshire and will be adapted subject to any additional conditions following the award of funding from the Heritage Lottery.

### **Financial: FIN/193/19**

This scheme is built in to the capital programme for 2019/20. The total scheme is £1.8m with match funding of £0.348m which will be funded from the investment for growth reserve. The recommendation is for CP&R to approve the release of funds subject to the match funding being approved from Heritage Lottery Funding.

### **Staffing:**

This project will be led by the Senior Growth Strategy and Projects Officer supported by the Economic Development Growth Project Officer and the Growth Team as part of the agreed work plan.

A steering group has been established to act as a coordinating and monitoring body involving local residents, businesses, council representatives, and representatives from the community, education and voluntary sector.

### **Equality and Diversity including Human Rights:**

The Stage two application form includes a full equalities impact checklist which takes account of the impact of the project upon groups with protected characteristics under the 2010 Equalities Act.

**Risk Assessment:****Risk**

The Townscape Heritage (TH) funding bid is rejected.

**Mitigation**

It is not considered that a third bid for a substantial period of time would be productive; there would need to be a reflection on the organisational lessons offered through Heritage Lottery Fund (HLF) rejecting the application and look for alternative options.

**Risk**

Failure by West Lindsey District Council (WLDC) to accurately evaluate the conservation deficit in the town centre.

**Mitigation**

Consult with the Conservation Officer on our assumptions about the historic environment of the town centre.

**Climate Related Risks and Opportunities:**

Any new development / refurbishment will ensure that current building regulation standards on sustainability can be achieved.

**Title and Location of any Background Papers used in the preparation of this report:**

Prosperous Communities Committee – 7 June 2016 - Gainsborough  
Townscape Heritage Initiative (THI) Bid

Corporate Policy and Resources Committee – 21 September 2017 –  
Gainsborough Town Centre Townscape Heritage Application

**Call in and Urgency:**

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)    **Yes**

**No**

**Key Decision:**

A matter which affects two or more wards, or has significant financial implications

Yes

No

## 1 Background

- 1.1 Townscape Heritage (TH) is a programme administered by the Heritage Lottery Fund (HLF) which seeks to restore historic (both listed and non-listed) buildings in towns. It is a large award of funds to a lead partner (usually a local authority) who operates, in conjunction with partners, a scheme to restore the historic environment of a specified area. This is largely conducted through offering grants to close the 'conservation deficit' (the higher cost incurred through repairs to heritage assets) which are set at a specified percentage of the cost by the relevant officer. The project usually comes with an associated programme of cultural and educational activities, as well as improvements to the local public realm.
- 1.2 This project represents an exciting opportunity for WLDC to act as the catalyst for the heritage-led regeneration of Gainsborough town centre as outlined in the 2017 Heritage Masterplan for Gainsborough Town Centre. This is an opportunity to save some vital heritage assets in our urban core. The project is an important component of the current programmes associated with the Growth Team and with the Mayflower 400 celebrations (the TH area forms part of the Pilgrim Trail planned for 2019/2020).
- 1.3 WLDC previously submitted an application in 2016 but this was rejected by HLF on the grounds that whilst it was very technically accomplished, it didn't have the 'value added' required to distinguish it in that round of applications.
- 1.4 HLF indicated they would welcome a resubmission for Gainsborough town centre, subject to the bid including more additional elements as agreed in a debriefing session.
- 1.5 A second bid was submitted in December 2017, which included a comprehensive cultural and heritage offer. The revised bid also included an extension of the grant area to include the Market Place. The area was extended following public consultation on which areas of the historic town centre should be prioritised.
- 1.6 Following a visit from the Heritage Lottery Fund team in spring WLDC's bid was approved and resulted in the award of a first-round pass in June 2018. WLDC were given a development grant of up to £54,000; 76% of the total eligible development work cost of £71,350. The bid was awarded with the following approved purposes:

- High visibility acknowledgement of the Heritage Lottery Fund on site, online and in all activities. As well as using your project to acknowledge and thank National Lottery players.
- Take proactive measures to be inclusive, remove barriers to access and reach new and diverse audiences through the delivery of this project.
- Carry out the work necessary to develop the HLF second round application to meet HLF TH guidance.
- Devise a brief and appoint an Expert Advisor to support the development of the project.
- Consult with new and existing audiences to develop the Activity Plan.
- Carry out condition surveys and any investigations necessary to fully establish the costs of the capital works and develop your Detailed Scheme Plan.
- Produce detailed costings, cash flow and timetable.
- Provide project management information, including governance and decision-making arrangements, briefs and job descriptions.
- Provide information about how you will calculate grant rates and develop third-party grant application forms.
- Develop evaluation proposals and collect baseline data.
- Engage with owners of vacant properties and upper floors to discuss the potential for bringing them back into use.
- Consider offering 'meanwhile uses' at nil or low rent when there is no demand for a full commercial use, for a defined period.
- Recruit a Project Development Consultant through a fair and open process, and inform and update HLF throughout.
- Explore the production of an owners' manual to ensure sustainability of outcomes around management and maintenance.
- Explore the potential to use Article 4 notices in order to maintain the conservation area in the long term.

1.7 During the development phase the project will create a number of plans and documents to support a second round application including an Activity Statement and Detailed Scheme Plan. However, it is important to note that due to the rules and regulations of the Heritage Lottery Fund, the funding request cannot alter from what was submitted in the round one application as below:

	WLDC Contribution	Lottery Contribution	Total Project Cost
Development Phase	£16,300	£49,000	£65,300
Delivery Phase	£348,000	£1,452,000	£1,800,000
<b>Total</b>	<b>£364,300</b>	<b>£1,501,000</b>	<b>£1,865,300</b>

1.8 The council's work with the Joint Venture Company for Market Street and its progress acquiring a Development Partner for the riverside area has meant that a fundamental period in the town's renaissance has been entered. WLDC have recently expressed their commitment to heritage-led regeneration through the successful launch of a Heritage Masterplan for Gainsborough and organisationally, there are the skills and expertise to support this. The concentration of designated heritage assets in the town centre and their poor

condition is still a cause for concern; having them restored or brought into use by local businesses will support the priority projects currently being undertaken by the Growth Team and others.

## **2 Progress to date**

2.1 The previously established steering group set up to administer the project through the submission of the bid through the delivery phase (subject to the project being awarded the funding) continues to support the project. There have been two steering group meetings in this development phase, including a workshop to help shape the activity statement for the stage two bid.

2.2 The HLF logo has been used on all materials for our project including surveys, webpage, t-shirts, jigsaws and snap bands. An HLF banner and pin badges had been ordered from their website and these were used to help promote the project at a local fun day.

2.3 WLDC attended the South West Ward Family Fun Day in July 2018 to promote the project; the event was attended by many local families. At the event there was a stall promoting the project which included a fun finger painting activity to ensure young families were engaged. Also included was a dressing up area, and WLDC handed out HLF pin badges. These young families would not ordinarily be engaged with this type of project.

2.4 We have appointed Mark Newland Smith as our Project Mentor; this recruitment was overseen by the Procurement Manager and a contract is in place. Mark supported the recruitment of the project consultant and has advised on the consultation strategy.

2.5 A consultation strategy was prepared to inform the activity plan; the steering group attended a workshop to shape the plan in more detail. This included the circulation of a range of surveys to target members of the public, businesses, young people and education providers. Completion of the surveys was encouraged via the Citizens' Panel, Big Draw Event and attendance at Gainsborough Beer Festival. This ensured the attention of a wide range of audiences. All business owners in the area have been notified of WLDC's intentions, and a robust process of consultation has begun.

2.6 The consultation specifically engaged with:

- Local people to determine their appetite for local heritage
- Local teachers for their views on using the built heritage as a learning resource.
- Local young people for their views on the project and its benefits for skills development

563 local people, 19 young people plus 23 local teachers and learning professionals took part in the consultation. In addition, 14 members of the project team and key stakeholders were interviewed by telephone phone or contributed their answers via email.

Responses exceeded the original total consultation target of 370. This level of

response indicates both a local appetite to contribute to decision making about Gainsborough's development but also the project team's commitment in embedding community consultation within the project.

### **3 Outline of the scheme**

3.1 The project will consist of a capital programme which shall seek to restore Gainsborough's historic buildings through:

- Reinstating traditional shopfronts
- Repair traditional joinery (e.g. windows) and reinstate traditional architectural features (e.g. parapets, lighting).
- Replace current paint schemes with schemes which enhance historic buildings, where appropriate.
- Remove inappropriate modern roofs and replace with traditional clay pantile or slate and repair historic roofs to prevent further damage. This will include repair of rainwater goods.
- Remove insensitive signage and replace these with a scheme of historic signage.
- Remove aesthetically insensitive public realm features and replace them with muted street furniture which compliments heritage assets in Gainsborough town centre.

This will all be achieved through working in partnership with business owners, construction companies and the local heritage sector.

3.2 It is also important for the project to go further than the physical restoration of local heritage assets. It is proposed to improve understanding of the local historic environment through a comprehensive cultural and educational programme, including:

- Recruitment of project volunteers
- Consultation with WLDC's Heritage Champion
- Construction skills taster sessions
- Heritage Detective Outreach
- Heritage Talks
- Conservation Awareness On-site Workshop
- Historic Heart Award
- Big Draw
- Top Spots - Gainsborough heritage trail
- The Great Gainsborough Treasure Hunt
- Development of teaching resource packs
- Colour my Heritage - School outreach workshop
- Heritage Open Day
- Historic Heart interpretation boards
- Heritage Skills Day

### **4 Next Steps and Timescales**

- 4.1 A progress meeting will take place with the Heritage Lottery Fund team in February 2019 to determine if the project has satisfactorily met all the approved purposes and is ready to submit a second round application.
- 4.2 Subject to successful approval of this report a second round application will be submitted in May 2019. This will be followed up by a visit from the Heritage Lottery Fund Team in early summer.
- 4.3 It is hoped the results of this round of submission will be announced in August 2019; if it is successful the project will commence in September 2019. It is a five year programme which will run to August 2024.