COUNCIL – 6 JANUARY 2020

STATEMENT BY COUNCILLOR LIZ COLLING

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Pomoc

Early in the New Year the Council will be commissioning a Voluntary Sector Organisation to deliver a pioneering project that seeks to enable Eastern European Communities living in the Borough to access services on an equitable basis to their UK National Counterparts.

Significant research undertaken earlier this year by the Council’s Senior Community Regeneration Officer and the County Council’s Community Cohesion Officer suggests that there are at least 4,000 Eastern European Nationals living in Scarborough Town at present (mainly from Romania, Poland and Bulgaria) yet many of them do not engage with Public or Voluntary Sector Services unless they are facing a crisis situation. Barriers to accessing services revolve around three main areas: language issues, lack of understanding of the ‘system’ and a socialised mistrust of authority.

As such many Eastern European Nationals are turning to Private Sector companies from their own communities to pay for services that most UK Nationals would take for granted and access free of charge. These paid for services include:

- Registering for a National Insurance Number,
- Registering for a school place or with a GP surgery,
- Help with benefits or Council Tax enquiries,
- Assistance with registering for the Government's EU Settlement Scheme,
- Assisting with housing applications.

A multi-agency Steering Group has been established and, building on an initiative first trialled in Leeds, has secured funding for Pomoc; a multi-agency project to facilitate access to services for Eastern European Migrants. £47,167.50 has now been secured to commission the Voluntary Sector to pilot Pomoc for a period of 18 months. Funding has been secured by monies made available to the Borough Council from the Brexit Transition Fund, North Yorkshire County Council’s Stronger Communities, the Police Fire and Crime Commissioners Community Fund and Scarborough and Ryedale Clinical Commissioning Group.

Pomoc will employ two part time workers, ideally with strong language skills in at least one recognised Eastern European Language and demonstrable links into the Eastern European Community to provide information, advice, guidance and signposting to remove the barriers for this community in accessing Public and Voluntary Sector services. The Project Workers will also undertake a programme of
community development to begin to build recognised links, trust and capacity within
the Eastern European Community to enable it to represent itself fully in civic life in
the Borough. It is still largely a hidden community which lacks the organisation,
leadership and representation that other communities in the Borough take for

One of the initial priorities of the project will be to encourage and enable take up of
the Government’s EU Settlement Scheme which guarantees EU Nationals living in
the UK the right of residence, employment and access to services in the UK post-

**Scarborough South Regeneration**

Work continues apace with the ongoing regeneration of Eastfield and the
Scarborough South Area. The Regeneration Pact Partnership is now firmly
established with comprehensive representation from local stakeholders. The
Community Regeneration Officer continues to work with Ward Members and local
residents to establish local residents groups as a catalyst to community engagement
and an appropriate avenue through which to direct issues of concern.

Over the last few months the Pact has been developing a number of potential
community projects that could be delivered through a range of partner organisations
that will provide a stable community foundation to the longer term strategic priorities
identified and delivered through the Scarborough South Masterplan. These include
support for various community hubs, grassroots resident engagement and social
prescription, work around the aspirations agenda and a small community grants
scheme. A report to Cabinet is anticipated in February / March which will identify
various opportunities and projects for which Scarborough South Capital receipts
monies can be allocated. It is anticipated that this report will be presented to Cabinet
alongside the initial findings of the Scarborough South Masterplan.

**Walk With Heritage**

The Whitby Arts Trail Project, now known as Walk With Heritage, has now received
Planning Permission and the Council is in the process of contracting a community
artist following a short tender process. The project, which will create seven life sized
galvanised wire metal sculptures depicting life within Whitby’s Fishing Community,
has been awarded £50,000 from the Coastal Revival Fund along with £5,000
investment from the Council’s Community Fund. Although on the surface Walk With
Heritage is very much a cultural project the motivation and rationale behind it is
economic regeneration as the sculptures will form a trail, beginning at the Swing
Bridge and ending at the Band Stand at the bottom of Khyber Pass, to encourage
both residents and visitors through some of the traditionally quieter parts of the West
Side where footfall is often low. Initial conversations with businesses along the trail
have been encouraging.
The construction of the seven sculptures is due to commence in January and they are due to be unveiled to the public at the 2020 Whitby Fish and Ships Festival. The Council’s Senior Community Regeneration Officer is working with Council colleagues, residents and other stakeholders to begin the development of phase two of the project which will see the creation of an accompanying mobile app that will use geo-tracking technology to complement each sculpture with audio stories and sound bites from current and retired fishermen and those who have an affinity to the Fishing Community. Other supplementary artwork celebrating the fishing heritage is also being considered for the second phase.

The Community Led Local Development Programme – Progress

European Regional Development Fund (ERDF) Capital

All capital funds have now been allocated, a total of £1.2 million to 7 projects across the Scarborough area resulting in 3252 squares metres of public or commercial floor space being renovated – much higher than the contracted target of 780.

Three projects are working towards being contracted – Seagrown, the Skills Village and Scarborough Studios. Funds allocated to these projects will be drawn down during 2020.

ERDF Revenue

The majority of the revenue funds have been committed with 4 active projects in the Scarborough area delivered by Yorkshire in Business, CaVCA, the Construction Skills Village and Scarborough Jobmatch.

A total of 388 enterprises have been signed up across the projects with the following outcomes to date:

- Enterprises receiving 12 hours support – 41
- New enterprises receiving 12 hours support – 24
- Entrepreneurs receiving 12 hours of support - 77
- Employment increase in supported enterprises – 58

An additional expression of interest has been received from an organisation wanting to run pop up business support. This will be progressed to a full application early in the New Year.

Approximately £40,000 of revenue funding is still available to projects.

European Social Fund Projects (ESF)

There are currently 4 ESF projects delivering across Scarborough – Age UK Employment Support, Street Based Youth Work, Scarborough Jobmatch Delivery and SPARKs in Barrowcliff. A total of 390 participants have been signed up across the projects with the following outcomes:

- Progression to education or training – 30
• Progression to employment – 109
• Progression from inactive to job seeking or employment – 14

Over the last quarter 4 approved projects have withdrawn from the CLLD programme prior to commencing delivery – Seafood Social, Yorkshire Coast Sight Support, Offploy and Wave Power. This has led to a significant increase in the available funds with close to £700,000 now available. As a result the project now has a Red risk rating under our corporate performance measures.

However, plans are being developed to ensure that these funds are allocated within the appropriate timeframe. A call was published recently which generated a large amount of interest in these funds:

• Scarborough Jobmatch is working on a proposal to continue with Wave Power on a smaller scale
• Three expressions of interest have been received – Futureworks and Go 4 It training
• Scarborough Borough Council is working on an Eastfield Employment Initiative.

There have also been several other, more tentative enquiries received. Discussions will also be had early in the New Year with existing ESF projects to discuss the possibility of extending their delivery period until the end of the programme term.

Should these expressions of interest gain approval at the full application stage and firmer discussions with other partners result in two more projects then we will have a 90% + commitment of funds. This will result in the CLLD ESF provision being back on track for full spend by December 2021. The project will therefore be removed as a Red risk item.

**Construction Skills Village**

The contract to design and build the new Construction Skills Village at High Eastfield Farm has been awarded, following a recent procurement exercise, to Tom Willoughby Construction. This contract will involve creating the new Construction Business Centre as well as developing additional training facilities. Key timescales are set out below:

• Designs completed – February 2020
• Works to commence – April 2020
• Works to complete – June 2020

The Skills Village will be fully relocated on the new site in readiness for the 2020 academic year.

**The Towns Fund Town Deals**

Scarborough and Whitby have been identified as two of 101 towns nationally to be eligible for securing Town Deals funding from central government.
The Town Deals will be funded through the Government’s £3.6bn Towns Fund Programme. Each town will be eligible to secure up to £25m of funding in support of regeneration activity.

In order to secure this funding each town will be required to establish a representative cross sector Town Deal Board and develop a Town Deal Investment Plan demonstrating why, where and when any such funding will be utilised.

Town Deal Investment Plans will need to be in place by September 2020 for submission to Government and any subsequent funding award.

Subject to the approval of Cabinet on 17 December 2019, Officers will commence the process of facilitating the establishment of Town Boards and commissioning the work necessary to draft up the Town Investment Plans.

It is intended that these plans form the basis of an overall strategic masterplan not only for Scarborough and Whitby but to also include Filey and the wider borough providing the community, our strategic partners and indigenous and potential business a clear picture of the intent and direction of the borough for the next 10+ years.

**Scarborough Future High Street Fund (FHSF)**

Work to progress Scarborough’s bid for the FHSF (£10m) commenced in November with the procurement of consultants Aecom. Subject to approval of Cabinet in December 2017, Aecom will undertake the business planning required to assist in the completion of the HM Treasury funding application and wider strategic plan for Scarborough.

**Scarborough Heritage Action Zone (HAZ)**

On 6 December 2019 Scarborough submitted its final bid to Historic England’s Heritage High Street Fund for the establishment of a HAZ in the Eastborough and Newborough area. If successful the bid will secure up to £2m of HE funding for the restoration, repurposing and regeneration of property, assets and public space within the HAZ area. The fund will also support a cultural programme in support of the capital works. The award of funding will be known early in the new year.

**Scarborough Market Hall**

The Bay City Rollers played at Scarborough Market Hall on 28 November. The event was a sell out and by all accounts a great success for all those who performed and attended. Follow Scarborough Market hall on Facebook for more exciting acts in 2020.

**PLANNING**

The review of the Local Plan has commenced and the first meeting of the Planning Policy Member’s Working Group took place recently, comprising an overview of the
local plan process, and a more detailed look at housing targets and delivery, and sustainability. It is anticipated that the first ‘public facing’ stage - the Issues and Options Consultation - will take place in mid-2020. The review will entail the collation of a wide range of evidence to underpin and support policy development, and this has begun.

SPORTS DEVELOPMENT AND LEISURE

Work has started to develop a new Playing Pitch Strategy for the Borough. This will assist with the effective planning of sports provision ensuring that facilities meet the needs of the local community now and in the future. The development of the strategy will also assist in the assessment of planning applications and provide an up to date evidence base for internal and external investment. Initial scoping has been undertaken and discussions with national governing bodies scheduled. The strategy is expected to take 9-12 months to be developed.

A new Community Sport & Health Apprentice has started work within the Sports Development service. This post is delivered in partnership with leisure operator, Everyone Active and the apprenticeship standard is being facilitated by local training provider, ActivFirst. The apprenticeship will focus on inclusion, customer service, community engagement, developing volunteers and the development of funding applications.

COMMUNITIES

The Council has been working in partnership with the North York Moors National Park to support Raincliffe Woods Community Enterprise (RWCE) in their bid to the Rural Development Programme (RDP) to replace the Forge Valley Boardwalk and undertake associated access improvements. The final bid has now been submitted and we await the outcome. The bid is in excess of £1 million and if successful this will be a hugely significant project that improves the accessibility of this much loved area and will replace the full extent of the existing boardwalk, which is currently at the end of its natural life.

The Community Impact Team are currently attending parent evenings in secondary schools across the Borough to raise awareness with parents about County Lines, including information about indicators and support services that are available if parents have concerns. The team have also been delivering the “Respect” programme in primary schools which focuses on bullying, road and fire safety and the impact of anti-social behaviour. This programme has been very well received by the schools involved to date.

TOURISM AND MARKETING

Counting Down to Christmas

We have been working in partnership with the Scarborough Christmas Town Centre Steering Group led by the Brunswick Shopping Centre Manager, Sue Anderson Brown. We have delivered marketing and organisational support for the delivery of new lighting and tree, a celebrity light switch on event in the town centre, late night shopping with entertainment, and a Victorian Christmas Market. The goal was to
encourage footfall in the town centre and promote seasonal activity in the town through various regional and local marketing. In addition we have been working with the Stephen Joseph Theatre to develop a treasure trail, with prizes awarded from a treasure chest each Thursday late night shopping. We have engaged with numerous town centre business to provide prizes, encourage late night shopping opening and providing flyers/posters and information.

The tourism team have fulfilled all the support requirements agreed with the Steering Group Committee at the outset of the campaign.

**National Armed Forces Day Sponsorship**

Work has been initiated identifying potential national, regional and local sponsors, researching contact details and the decision makers, the best way to approach them, researching company history to identify the best match to our sponsorship categories, targeted email shots, followed by phone calls for feedback. There are a number of prospects in the pipeline which could prove fruitful but the outcomes are uncertain. Firm leads and appointments have been passed to Service Unit Managers to follow up.

**2020 Exhibitions**

The tourism team will attend The Times Destinations - The Holiday and Travel Shows, in Manchester and London in January. Attendance at these shows are around 80,000 over four days. Preparations for these two events are now underway to promote the Yorkshire Coast in these two key target regional areas. Future events include Literature Exchange Days, Yorkshire Coast Expo and the Great Yorkshire Show. Our two key pieces of literature, the 2020 Yorkshire Coast Holiday Guide and Attractions & Events Guide will be taken to these events.

**Fish & Ships Festival, Whitby**

Following the success of the 2019 event, steering group meetings have begun to organise the 2020 event to be held on 16 – 19 May. The 2019 festival was a good example of Whitby businesses and organisations coming together and working with the council to deliver an event. The festival had a strong focus on celebrating Whitby’s fishing heritage and food.