

OFFICER DECISION REPORT FORM

1. Decision Made:

For the council to contribute £150,000 from Capital Reserves towards the High Street Heritage Action Zone in Tewkesbury town centre as part of the match funding for the project.

2. Identity of Decision Maker (Post Title):

Chief Executive

3. Date of Decision:

9 April 2021

4. Background (if not applicable please state):

In 2019 the council was successful in applying for High Street Heritage Action Zone status for Tewkesbury Town. The bid focussed on improving heritage within the town centre to revitalise the High Street.

Due to Covid19 the HSHAZ launch has been delayed, as with many other HAZ projects across the country. As a result, the programme is now for a three-year period, rather than four.

Historic England has now put in deadlines regarding starting the project and for completion by March 2024. As part of these new deadlines, a revised Programme Design has been submitted, incorporating a new cost plan. The total value of the project is £2,011,070, incorporating funding of £1,005,070 from Historic England. The match funding incorporates funding from S106, private/landlord investment and in-kind contributions. As part of the match funding a sum of £150,000 has been outlined as a Council contribution from reserves. This sum would allow the Council to provide the requisite match funding to trigger the Historic England contribution.

A two phased approach has been agreed with Historic England. All the below elements would be included within phase one. Phase two would constitute further public realm works, but only on the basis of further s106 triggers being met (for the retail outlet centre) within the lifetime of the HAZ.

The HSHAZ has 6 elements:

1. Public realm improvements
2. Healings Mill – removing barriers to development
3. Traditional skills
4. Upper floor conversions
5. Shopfront improvements
6. Programme Manager

As a result of securing HSHAZ status, a Cultural Consortium has also been formed, which are able to draw down funds for activity in the town centre. This is led by the Roses Theatre. Having HSHAZ status is a prerequisite for a Cultural Consortium to be in operation.

5. Reasons for Decision:

The decision has been made for the following reasons:

- To enable the HSHAZ programme to be taken forward for the three-year duration of the programme
- To meet Historic England's match funding obligations
- To enable the Cultural Consortium to continue to operate and draw down funds for community projects

6. Alternative Options Considered and Rejected:

The alternative is to withdraw from the project. This would have implications for the town centre regeneration, reputation and ability to attract future funding investment.

Other sums of funding have been identified, primarily through s106 for the J9 Retail Outlet Centre and Garden Centre. However, the timescales do not necessarily fit within the Programme.

7. Background Documents:

Executive Committee Report:

<http://minutes.tewkesbury.gov.uk/documents/s38568/Heritage%20Action%20Zone%20Report.pdf>

8. Any Consultation Undertaken:

The item could not be discussed at Committee until June 21. This date would not fit within the Historic England timescales and would therefore put the funding at risk.

A verbal briefing has been held with the lead Members for Community / Economic Development & Promotion / Built Environment. All have given their verbal approval for the approach outlined in this form.

9. Results of Consultation (Where Undertaken):

See above.

10. Any Conflict of Interest:

None aware of.

11. Supporting Report:

Report attached? See Section 7.

* please delete as appropriate

12. Confidential or Exempt Information:

If confidential or exempt please use the appropriate template.

Date:9 April 2021