

WHITBY TOWN DEAL BOARD

DATE: FRIDAY 19th JUNE 2020

TIME: 2PM UNTIL 4PM

VENUE: VIA ZOOM VIDEO CONFERENCE

Join Zoom Meeting

<https://us02web.zoom.us/j/81154275500?pwd=RnJtanVWQy9HdjlmL1dGcHhJZzVUUT09>

Meeting ID: 811 5427 5500

Password: 864955

AGENDA

1. APOLOGIES
 - Richard Flinton, NYCC
2. MINUTES OF LAST MEETING (ATTACHED) AND MATTERS ARISING
3. A GREEN WHITBY PROPOSAL FROM WHITBY TOWN WARD CLLRS (ATTACHED) – RB
4. WORK STREAM PROJECT REVIEW / MAPPING & NEXT STEPS – AR & BM PRESENT – FOR DISCUSSION BY ALL
5. COMMUNICATIONS UPDATE – EA
6. AOB
7. MEETING SCHEDULE
 - 10am Friday 17th July 2020
 - 2pm Friday 14th August 2020
 - PROVISIONAL 10am Friday 11th September 2020

WHITBY TOWN DEAL BOARD

FRIDAY 22nd MAY 2020

10AM VIA ZOOM VIDEO CONFERENCE

DRAFT MINUTES

IN ATTENDANCE

CHAIR Gareth Edmunds GE Anglo American	Clare Harrigan CH Beyond Housing
James Farrar JF YNYER LEP	Robert Goodwill MP RG
VICE CHAIR Barry Harland BH Whitby Seafoods	Mel Bonney-Kane MBK CAVCA
Richard Bradley RB SBC	Paul Fellows PF NYMNPA
Alex Richards AR SBC	Mike Greene MG SBC
Cllr Steve Siddons SS SBC	Rosie DuRose RDR Beyond Housing
David Bowe DB NYCC	Kerry Levitt KLV MINUTES SBC
Michael King MK WTC	Ian Vasey IV Port Authority
Dr John Field JFi Whitby Civic Society	Ed Asquith EA Four Tigers Media
Becky Mathers BM Aecom	Patricia Kane PK MHCLG
Dan Maher DM Aecom	Liz Small LS NYCC
Billa Duggal BD SBC	Vicky Bolton VB SBC
Pen Cruz PC Whitby Secondary Partnership	Matthew Joseph MJ (until 11am) SBC
Gareth Brown GB Aecom	

SUMMARY OF ACTIONS

- Work stream project managers to forward project assessments and any background information to Aecom when completed

- ALL – to circulate engagement leaflet EA has produced and uploaded to workplace to respective contacts.
- EA to prepare a draft press release for the Whitby Gazette.
- EA to look into physical messaging options.

1. APOLOGIES

Richard Flinton, NYCC
Cllr Linda Wild, WTC
Simon Riley, Caedmon College

2. MINUTES OF LAST MEETING & MATTERS ARISING

Minutes of the meeting held on Friday 24th April 2020 agreed as a true record.

No matters arising.

3. WORKSTREAM PROJECT TEAM UPDATES

3.1 Skills & Enterprise

Project team focussed on the maritime training centre which also achieves the outcomes for a thriving harbour and a digital hub / co working space. The centre will primarily concentrate on maritime skills but will also look at providing training for other skills. The preferred location for the centre would be on the harbour but a harbour revision order would also need to be included to allow for this.

3.2 Heritage, Culture & Special Places

The project team are working on three projects;

- Arts centre on the West Cliff
- Creative industries workspaces
- Expanding the existing museum offer

There is an overall theme for creating space for both the creative sector and heritage. The next steps for the team are to receive expert advice on the viability of the ideas and how they could be funded.

BH asked if the group were considering any projects around existing heritage e.g. the Abbey / 199 Steps.

DM and JF advised the team are concentrating on culture and the hidden assets of Whitby that are not well represented looking at underused heritage buildings

such as the Chapel on Church Street and how they can be repurposed for the creative sector.

3.3 Connectivity

The project team are focussing on four key areas;

- How to reduce cars within the centre of Whitby – highways engineers are looking at options for reducing traffic on the swing bridge
- Linking up the cycling and footpath network
- Digital connectivity
- How to use this digital connectivity – e.g. enhancing visitors experience with things such as wayfinding and augmented reality apps

The workstream needs to work closely with the other workstreams e.g. skills to ensure projects such as the maritime training centre are well connected digitally.

GE asked if any thought had been given to consultation around the reduced traffic project idea.

DB recognised this was required but at a stage when the project has a clear vision with all negatives and positives identified.

3.4 Community Wellbeing

The project team are completing strategic assessments for each of their projects.

The Whitby Town Hall and Market Square is a strong project with some background information and consultation already collected.

The team are struggling to obtain background information on the Whitby Outdoor Centre project and this project requires a lot of work.

The seafood fishing and locally sourced produce is already covered well within Whitby so the team are not progressing this as a stand-alone project but recognise the links with Whitby Market.

Additionally, the team have included the Eastside Community Centre (ECC) as a project. There is already work progressing around the centre but the team will look to develop as a physical wellbeing centre and incorporate surrounding areas such as Calla Beck into the project.

3.5 Live here, work anywhere

The two emerging projects for this work stream are;

- State of the art carbon neutral village development;

The project team have linked up with the Civic Society to identify what a carbon neutral development looks like. There is a planning application in for a housing development at “Broomfield Farm” and there is a real opportunity to work with the developers to make it an innovative carbon neutral development.

- Digital Hubs and shared workspace / learning

Caedmon College and Coventry University are involved with this project. The team are working with Aecom to identify the demand for business and shared learning space. The team are also linking in with the trustees of Flowergate Chapel and looking at how this building can be utilised for shared workspace.

3.6 Sustainability & resilience

The team are looking at three project themes;

- Green / Blue spaces
- Improving water quality
- Resourceful communities

The team are also looking at existing projects and exploring how the themes can fit in with these. Conversations are being held with Whitby Esk Energy and Dalby Offshore with regards to new green energy infrastructure.

Green tourism e.g. scooter hire and green leisure craft is also been explored and links made with connectivity around the walking & cycling network.

4. NEXT STEPS

4.1 BM shared the milestone slide. The Board are currently at stage 5 – refinement of projects.

Once the project teams have returned the project proformas, Aecom will look to map the projects and see where they fit within the masterplan. This list will then be presented to the Board and will be an opportune time to carry out further engagement. Aecom will then look to carry out viability testing for the projects that require it.

4.2 PK advised further guidance is still expected early June..

Government have just appointed a national consultancy agency (Arup) to provide a resource for shortlisted towns. They are currently at inception period looking at how LAs can access the support available and what this will look like. It is envisaged this support will sit alongside existing consultant support.

4.3 EA provided an update on engagement to date and the proposed next steps.

The youth sector has been engaged with through Caedmon College and Whitby Boxing Club. EA has contacted a number of businesses and created a

dedicated twitter page which is gaining followers. EA requested if Board members could circulate the revised leaflet on workplace amongst respective networks.

EA suggested the Board release a broad generic article in the Whitby Gazette within the next couple of weeks letting the public know this process is still ongoing and can still get involved.

The Board agreed the community of Whitby need to feel a sense of ownership with the projects.

DB informed the Board an engagement session carried out by NYCC in Harrogate used signs on the road side and this received a lot of significant feedback.

EA to consider physical engagement options such as banners and road signs and prepare a press release for GE, BH and MK (WTC) to approve.

5. AOB

MG requested an item on the next agenda to discuss the economic recovery plan post covid-19. The Chair approved.

GE thanked the Board for their time.

6. SCHEDULE OF MEETINGS

- 2pm Friday 19th June via Zoom video conference
- 10am Friday 17th July @ TBC
- 2pm Friday 14th August @ TBC
- 10am Friday 11th September @ TBC

A Green Whitby Town Fund Bid Proposal

Introduction

Anecdotally at least, from the point of the author(s) Whitby is seen by many as being an attractive place to live. How many residents, on telling a new acquaintance of our place of abode have been told how lucky they are to live in the area, and how much they themselves would like to live in Whitby too? The stunning coastal location and surrounding countryside together with an architecturally diverse townscape reflecting the town's rich industrial and cultural history, act as a magnet for tourists from the rest of the county, the region, the country and internationally many of whom return again and again. For large parts of the year, the historic centre is a crowded, vibrant place.

Despite all of the above, Whitby has problems reflected in the fact that the UK government has identified it as a location encouraged and supported to bid for central funds of up to £25 million alongside other towns who are seen as having been "left behind". This fund is to be used to remedy the situation by helping to facilitate capital projects which will stimulate inclusive growth which builds community and enhances opportunities for residents.

Problems

The town's demographic profile has seen an increase in the elderly population with many younger people leaving the area. Demand for accommodation from retirees, those looking for second homes, and investors in tourist accommodation has pushed up house prices in an area where land supply is limited for geographic reasons and the nearby National Park constraints. A double whammy for the younger population is that the restricted employment opportunities in the area are among the lowest paid in the UK. This combined with seasonality and precarity makes achieving the work satisfaction, home/ living conditions and lifestyle aspired to, and available to contemporaries in other areas, very difficult. As already mentioned, these issues lead many younger people to leave the area and result in reduced educational achievement, fuel poverty and elevated health and social problems among the resident population. There is no getting away from the reality that these are issues of poverty brought about by the structure of the local economy. The preceding decade of austerity has exacerbated these problems. Reduced incomes and much diminished public services including transport have had real negative impact on people's lives such that the West Cliff ward of Whitby had the eleventh most deprived in North Yorkshire in 2015 (Index of Multiple Deprivation).

Reduced bus provision either leaves residents isolated or drives up costly car ownership. The latter issue produces ongoing tensions in parts of the town closest to the centre where the lack of parking sets residents against visitors. This is not a healthy development in a tourist destination, but is a sentiment often encountered by local councillors and an understandable one for those who remember times when the town was less crowded and congested but economically more diverse and a cheaper place to live. Quite recently one of the high street banks closed in the centre soon to be replaced by "yet another" fish and chip shop. Many locals commented that there were many other uses or even types of restaurants which were "needed" more. It is worth pointing out that the diversity in local

eateries overall has increased as the tourist industry has grown, but how many residents can afford to eat in them?

It is essential that, together, the Towns Fund resources, combine to address the structural economic problems of the town.

Mostly “Green” Solutions

It is now widely accepted that a radical socio-economic transformation is required locally, nationally and globally in response to environmental issues such as climate change, biodiversity loss and resource depletion. Recovery from the ongoing coronavirus crisis is likely to prioritise “green investment”. It is proposed that Towns Fund resources be directed at capital projects which would put Whitby at the forefront of this transformation. Such a transformation would have multiple benefits in terms of a fully inclusive development of the town by;

- Allowing Whitby to add health and green credentials to its already strong brand and increase the size of the tourist economy and the wages of those working in it.
- Broadening its touristic appeal with benefits spread throughout the year and away from the already saturated historic centre to less visited areas, beauty spots and attractions with benefits for the sustainability of nearby village communities.
- Providing skills development, university-links, good employment and niche business opportunities in the green economy with knock-on benefits in terms of educational engagement and outcomes.
- Reducing fuel poverty.
- Improving well-being by enhancing opportunities for exercise, local leisure and healthy eating.
- Attracting professionals and non-tourism related business based on it enhanced evidence for the current borough claim to be a “great place to work and live”.

a)Retrofit and Zero Carbon New Development

(i)[Energiesprong](#) or “energy leap” is a proven business model developed in The Netherlands which recognises the need to drive retrofit to the standards demanded by climate change targets via the social rented housing sector using low carbon technologies and



industrialised techniques. A guaranteed net-zero energy dwelling outcome is procured.

The retrofit provider warrants a 30-year construction and energy performance. Tenants are required to make regular payments i.e. a comfort plan, based on the measured provision of stipulated room temperatures and quantities of hot water. Comfort plan payments plus savings in landlord maintenance costs are used to finance the retrofit. Subsidy finance is projected to fall to zero as innovations, including, for example factory production of insulation panels and reduce working time on-site, reduce project costs. Tenants are included in the design process allowing for additional life-changing improvements which helped to secure tenant and community buy-in. In the UK, the model has been used successfully in Nottingham in an EU-funded project subsidy per dwelling of £20K required in Nottingham though projects in The Netherlands run subsidy free.

Beyond Housing is the largest registered housing provider active in both Whitby and Scarborough. By adopting the scheme, or one based on a similar business model, in both places using Towns Fund monies, significant efficiencies could be made and thus boost the numbers of properties retrofitted overall.

(ii) Whitby's long and interesting history has left it with a wide range of historic buildings and an aggregate number of listed buildings greater than York. The effective preservation of this stock should be considered vital to the town's future Even without the need for improved energy efficiency due to the Climate Crisis there is clearly a need for knowledge and skilled workforce within the property maintenance sector and the educational and training infrastructure to match. In fact, the scientific and engineering understanding of retrofitting older building is still evolving with a regional university i.e. [Leeds Beckett](#) a pioneer in the field. It is suggested that this institution and the skills village in Scarborough would be ideal partners, perhaps alongside improved local school or new college provision in Whitby to begin an **expert-led grant funded scheme to improve the level of carbon emissions from historic housing stock**. Green technology (including off-shore wind) requires the development of STEM subject learning in schools. The remaining local fishing and shipbuilding industry also require these skills and there may be the potential to develop a local educational facility combining Towns Fund resources and those from other stakeholders.

(iii) Flagship Passive House (or equivalent) New Development

The aim of establishing Whitby's green credentials and attracting like-minded professionals and business owners could more easily be achieved by the marketing of a flagship project to the highest sustainability standards. [York City Council](#) is currently developing two such projects suggesting which may help to overcome local and regional unfamiliarity with new technology and techniques. Any cost premium to such a proposal which could possibly hold back such a development and Towns Funding could be used to bridge this gap and both costs and design outcomes would be most easily controlled if land owned by the Borough Council was used. SBC is currently looking to enter into arrangements with suitable developers to secure greater quantities of affordable housing on presently owned land and this experience could be used in bringing forward a project incorporating some higher profile premium housing.

Existing and new local businesses should be supported to become part of supply chains for (i), (ii) and (iii) and develop capacities in green technology of e.g. heat pumps and energy

storage. Such business would be in a strong position to benefit from the inevitable growth in these sectors both regionally and nationally and could be accommodated on the expanding industrial estate.

2 Green Transport

Perhaps more noticeable to tourists would be capital project resulting in cleaner, healthier transport arrangements for the town.

(i) The town centre is a congested place at many times during the year despite operation of the Park and Ride Facility from Easter till the end of October. The need to social distance in response to the coronavirus pandemic has drawn attention to the large amounts of space devoted to motor vehicles and central government has already signalled extra funding for roadworks which make walking and cycling easier. Streets such as Pier Road, New Quay Road, Flowergate and Bridge Street should be pedestrianised with consideration to widening pavements and use of one-way systems in other areas of the town.

(ii) Harbour Car Parks and West Cliff Car Park should have charging points and reduced charges with higher “deterrent” parking charges for more polluting vehicles. This could be operated and enforces using number plate recognition technology. Visitor will be incentivised to use the existing Park and Road and the works should be carried out at the Abbey Car Park to make it into a second Park & Ride. Bus Services should be usable by local people and continue through the Winter at reduced frequency with the introduction of electric vehicles (staged, if necessary). Some of the central car parking could be allocated to users of tourist accommodation in order to relieve pressure points on the Ropery and Fishburn Park where evening parking permits would be available to local residents only. Real time parking capacity signage could also be used to reduce problems of congestion and the accompanying unnecessary harmful emissions.

(iii) Capital grants should be used alongside adjustments to local licensing conditions, to incentives the use of ULEV by local taxi and private hire firms. [Leeds City Council](#) is already doing this. Suitable charging infrastructure should be provided maximising other available funding sources.

(iii) SBC is in the process of upgrading the Cinder Track both for commuting and as a visitor attraction. Whitby can become and may need to become in order to remain competitive, a centre for “cyclo-tourism” by seeking to open up other routes into the town. Sleights, identified as a main service village in the local plan should be linked with a safe cycling route possibly alongside the railway line, and a route along the West Cliff to Sandsend would open up the surrounding area for greater exploration, potentially boosting marginal businesses in Sneaton, Ruswarp, Sleights, Newholm, Lythe and Mickleby and making some of these communities more sustainable in the long term. The hill terrain away from the bottom of the Esk Valley make electric bikes a more attractive option for many users and especially the older population. The [Peak District](#) has used this approach successfully in a sustainable way. National Park Funding could dovetail with Town Funds money to initiate a scheme with reconfiguration of the Town Centre and Car Parks allowing for the use and storage of standard and electric bikes. Together with the changes in 2(ii) the aim should be

to develop a digitally enabled [transport hub](#) linked to local towns, villages, Park & Ride Sites, GP surgeries, hospitals etc. as seen in other parts of Europe (see diagram below). Speed restrictions throughout the town should be reviewed, for instance reductions from 30 mph to 20 mph in all but the main arterial routes, to make active transport a secure option for a great majority of the population.

Both tourists and the local population would reap health benefits from improved cycling facilities. Reinstating the tennis courts at Whitby Leisure Centre and using some of underutilised open green space on the West Cliff for more active pursuits would do the same. New facilities catering for a range of ages such as outdoor gym equipment, climbing walls, adventure playground could reinvigorate this part of the town.

3 Market, Small Business and Cooperative Enterprise Hub

Opportunities for start-up small business and co-operatives in Whitby are restricted by high property values and business rates thus restricting alternative employment opportunities. Unlike most North Yorkshire Towns there is no place for the local population to buy locally produced fruit and veg. A building or space (e.g. the site of the present Cliff Street Car Park or perhaps Endeavour Wharf, should be developed to cater for these and other community needs e.g., pay what you want café using local products and unwanted food from supermarkets.



Conclusions

We believe that many ideas contained in this document have become increasingly relevant in the wake of the coronavirus pandemic.

Clrs Mike Stonehouse, Sue Tucker and Stewart Campbell

June 2020