

PROGRAMME DESIGN DOCUMENT: KIRKHAM HS HAZ

Details of high street in context

Kirkham Conservation Area was designated in 1975. A medieval market town with square, burgage plot layout and impressive parish church as a key focal point. A boundary map is included (Page 3). The area contains contiguous built frontage of terraces built to an adaptive pattern extending out from Market Square. A specific building hierarchy presents and undulating roofline, typical of similar market towns. The area contains a mix of retail and service frontage along with terraced residential development. The main employment within the town centre probably equates to several hundred F.T.E. The town has a number of major employers including Fox's Biscuits, Kepak and Ribby Hall Leisure.

In common with many smaller town centres, commercial frontages have closed leading to widespread vacancy (see Appendix 1a: Vacancy map and Appendix 1b: List of vacant units, with commentary) Business confidence is low, but there is optimism that heritage led intervention will reverse its fortunes. The vast majority of the buildings in the town centre, whilst very historic in respect of the street pattern and overall form, have been disfigured over time by unsympathetic alterations and additions. Many need restoration and repair.

The town has the potential to increase housing, especially 'living over the shop'. The broad demographic structure leads to a full integrated, inclusive approach to regeneration such that all sections of the community equally benefit. The population of Kirkham is 7,500 but it acts (and the potential to increase its appeal) as a rural service centre for the adjoining villages and parishes. The town is experiencing peripheral housing growth and so it is appropriate to seek to bring about a sustainable revival of the market town. Importantly, nearby tourism sites, including Ribby Hall Holiday Village, present great opportunities for visitor spend – in a place of a quality, reputation and inherent attractive character.

Regeneration in Context

Fylde Council has developed a highly regarded and successful approach to town centre regeneration, particularly in the context of heritage areas. This has included, but not exclusively, a long programme of physical (and other) interventions in the coastal resort of St. Annes on Sea. From the late 1990's the town centre was experiencing high levels of vacancy, a collapse in business confidence an impoverished public realm, which had seen little investment over many decades, despite a series of plans being prepared. The scheme, commencing in 2000, focussed on the premise that a restoration and understanding of its heritage potential would lead to its revival. A number of key partners were part of the regeneration programme including the former Northwest Development Agency, English Heritage, Tourist Board, Heritage Lottery, Fylde Council, Lancashire County Council, the local Strategic Partnership and the private sector. The Council has been pleased to receive a number of awards.

The St Annes scheme resulted in the restoration of the town park, the restoration to a heritage standard of 47 buildings and the redesign of public space with high quality materials, landscaping, better pedestrian connectivity, the creation of community spaces, car parking, the inclusion of public art as a major aspect of creating distinctiveness and legibility - all to a design guide set out by Fylde Council. The work still continues with about 20% of the town centre to be completed.

The Council, therefore, has a long and successful record of this type of delivery working with property owners, through positive engagement, with every scheme having full support of the businesses included.

In the case of Kirkham, some public realm and building enhancement has taken place in the context of previous schemes with a high rate of take-up. A major part of this successful delivery will be the early engagement of property owners, stressing the important role they will play not just for their own property but as part of the town centre trading environment as a whole. The Kirkham HS HAZ will need to tease out and build interest in the scheme, being very careful in its assessment of the level of grant rate intervention required to encourage take up, but also to keep such

rates at a level commensurate with achieving as many property enhancements as possible. The idea of ‘enveloping’, which is a major strand of the proposals for Kirkham is based on the St. Annes approach, which is not only cost effective and maximises impact, but also encourages property owners to cooperate and appreciate the impact of the full enveloping scheme and how this will benefit themselves, the block, street and town. See also **Appendix 2** – examples of problematic architectural issues in Kirkham HS HAZ area

Town Centre/High Street Renewal: Future High Street Fund (FHSF) and HS HAZ: Leverage

Fylde Council and its partners are in the fortunate position of being at an advanced stage with its HAZ proposals but also shortlisted (to proceed to the next stage) with the development of a detailed business case under the FHSF. Whilst discrete funding ‘pots’ with potential for a different focus, it is stressed that in the case of Kirkham the two potential awards and the approach to town centre regeneration should be seen as being fully complimentary and integrated. The HS HAZ will, of course, be restricted to the conservation area but equally, part of the High Street (Poulton Street), whilst lying outside the CA, nonetheless has heritage value, certainly in respect of its potential following restoration. As a result, the proposals being developed under the FHSF look to reinstate and repurpose buildings to a heritage standard. This will ensure that the proposals to be contained within the FHSF will not undermine the actions achieved under HAZ. It may well transpire that in time, following sensitive development under FHSF the conservation area will be extended.

Likewise, some of the proposed ‘larger scale’ property based interventions proposed within the FHSF bid – for example those for the Market Square, Eagles Court and the Kirkgate centre will also enhance the character and appearance of the conservation area or its setting providing for: an enhanced appearance; additional mixed uses; increased vitality and ambience as appropriate which will, in combination, result in a seamless series of complimentary project interventions.

Some of the survey work, property appraisals and design proposals to be developed through the FHSF will be undertaken as part of the next stage of the bidding process – to commence in the New Year. Much of this data collection, information and economic intelligence gathering/ health checks could inform aspects of the HAZ including building condition, scope/feasibility for conversions of upper floors, potential for traffic management (reinstating the historic street pattern and kerb lines for example) and other enhancements to the conservation area e.g. Market Square building frontage and Eagles Court, both within the conservation area but not directly part of the HAZ. Funding is in place for the FHSF business case development work.

The scheme overall relies on grant but equally private sector investment in the form of match funding for projects such as shopfront/building façade restoration schemes. Likewise the proposals adjoining the conservation area being developed as part of the FHSF will rely on private sector investment but, if brought to fruition, significantly enhance the conservation area and high street.

Considerable ‘in kind’ contributions are to be across the range of projects set out in the bid.

Objectives of the Scheme

OBJECTIVES	MEASURES
1. To understand the SWOT of Kirkham as a place by undertaking baseline studies including: traffic; public perception, business confidence, investment intentions etc.	<ul style="list-style-type: none"> • CAAMP to be completed • other broad survey work / appraisals completed • feasibility studies, business surveys, engagement with community • Perception studies complete and evaluated to form baseline
2. To enhance the physical qualities of historic market town a. Improvement of Market Square b. Improvements to Preston Street, Freckleton St and Poulton St including streetscape / urban design) and building envelopes	<ul style="list-style-type: none"> • Objective measures e.g. visual survey and analysis before and after. • Repairs & Physical works to buildings in conservation area including vacant / under-utilised heritage and public realm assets. 20 Buildings targeted, façade restoration. • Enhancements through reinstatement to Market Square & broader streetscape --- 3,000 -3,500 sq.m completed (see map below)
3. Undertake building envelope restoration to include façades and shopfronts	<ul style="list-style-type: none"> • 20 (projected) • new shopfront design guide for Kirkham
4. Seek out opportunities to provide additional or enhanced units of accommodation to the upper floors of commercial premises. This will not be funded through HS HAZ, however opportunities to provide street access from the frontage will be explored in respect of any building façade / shop front enhancements. This initiative, over the whole of the town centre, will be considered as part of the development of the FHSE.	<ul style="list-style-type: none"> • Number of units created or enhanced • Number of shop front schemes which facilitate enhanced access from street level
5. To improve public perception of Kirkham as a place, thereby enhancing vitality and activity including visitor economy.	<ul style="list-style-type: none"> • Public Perception surveys • Increase footfall by 25%
6. To improve business confidence and attract private sector investment to provide a sustainable future.	<ul style="list-style-type: none"> • Baseline survey of business confidence before and post intervention • 10 new businesses created
7. To facilitate creation of employment opportunities and new business formations through Heritage Skills centre	<ul style="list-style-type: none"> • 5 new business start-ups and number of people trained in specific skills • Conversion of historic building to new mixed use (Hillside)
8. Community empowerment – capacity building local community to support their active involvement in running the scheme	<ul style="list-style-type: none"> • Number of community members actively involved in the HS HAZ • Survey of community members • Enhance the market its scale and frequency
9. Improve health and well-being through the Cultural programme	<ul style="list-style-type: none"> • Number of people referred to heritage themed social prescribing • Scheme evaluation by a University

Context with existing economic development & regeneration policies

The interventions described elsewhere in this bid are fully in alignment with relevant strategies and will contribute to their principal objectives, in so far as they relate to Kirkham Town Centre.

The Fylde Local Plan to 2032, which was adopted in October 2018, is the principal development plan document for the Borough of Fylde and relating to Kirkham Town Centre. The settlement hierarchy in Policy S1 of the Local Plan identifies Kirkham as a Key Service Centre (one of three), the highest tier in the Borough, serving a wide catchment area: the policy states that the role as key service centres will be maintained over the lifetime of the Local Plan; services and facilities will be enhanced. Policy EC5 identifies Kirkham as one of three town centres, the highest level in the retail hierarchy. Policy EC6 states that the Council will plan for leisure, culture and tourism by:

Encouraging daytime and evening business, leisure, cultural and heritage based tourism facilities, such as hotels, restaurants, cinemas, theatres, museums, swimming pools and leisure centres within town centres in Key Service Centres

The enhancement works to the built environment and public realm of the town centre, the development of the HEBSRC and the cultural programme will all contribute to the maintenance and enhancement of the role of the town centre as sought by these policies.

Policy ENV5 of the Local Plan states at its beginning:

Proposals for development should conserve, protect and, where appropriate, enhance the character, appearance, significance and historic value of Fylde's designated and undesignated heritage assets, in particular: ...

- *The historic market town of Kirkham ...*

It also states that proposals within or affecting the Conservation Areas (including Kirkham) should preserve or enhance features making a positive contribution, retain features of interest and reinforce the distinctiveness of the area. The assessment, physical works, Heritage & Eco Skills & Resource Centre and heritage-led cultural programme will all contribute to these requirements and objectives, through a combination of physical changes and raised awareness of and participation in heritage-related activity and leisure.

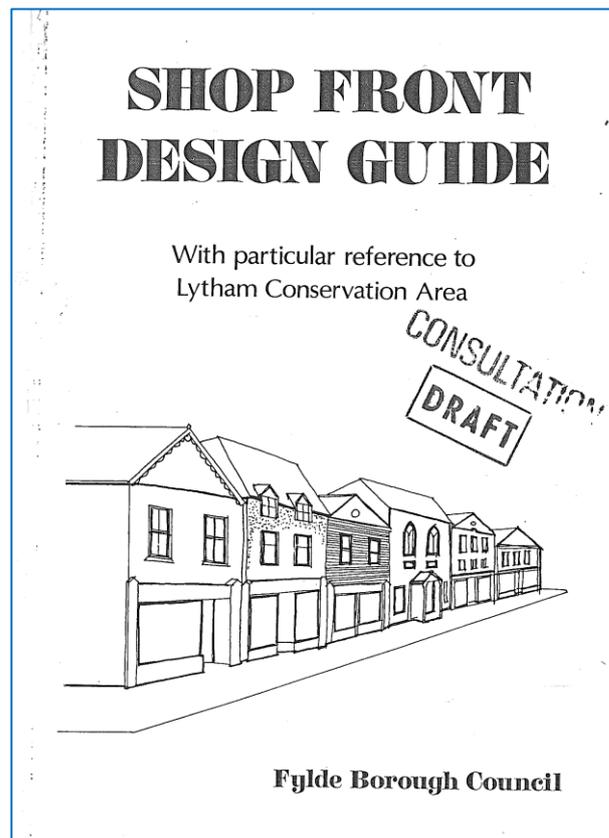
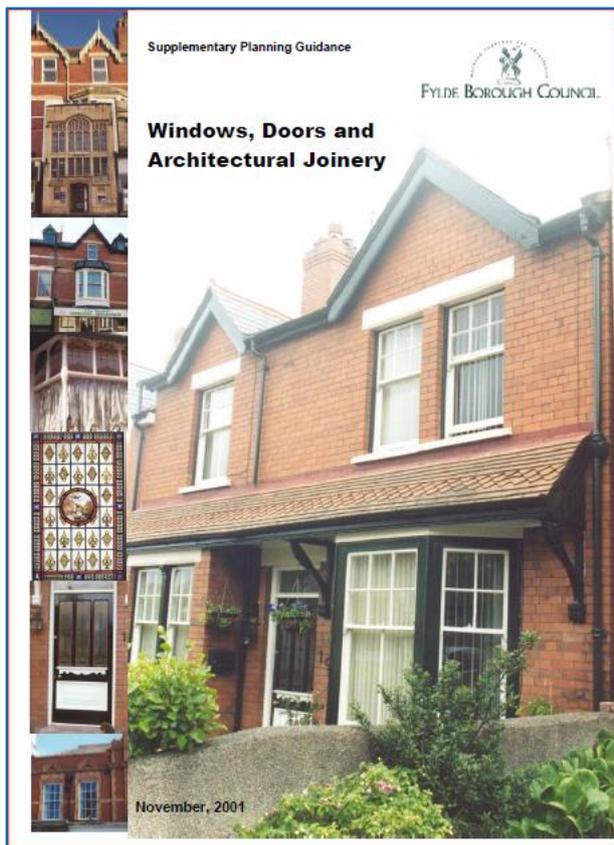
Local Plan Policy HW1 promotes health and wellbeing through the planning system. The Fylde Healthy Living Supplementary Planning Document stresses the role and importance of community-based activities including the learning of new skills as key elements of healthy-living, and stresses the importance of the community facilities that support this. These policies therefore endorse the establishment of the HEBSRC and the provision of the cultural programme that are key elements of the bid that will promote broad public involvement in the heritage of Kirkham as a traditional market town, as these will, in turn, result in broad positive impacts on the health and wellbeing of those participating.

The Fylde Council Regeneration Framework (2010) set out the priorities for the Council's regeneration schemes and identified 12 projects across the Borough, of which Kirkham was project 6. The Council have delivered over £400,000 of enhancements to the public realm. The delivery of these measures demonstrates a history of past investment by Fylde Council and a commitment to capital investment in Kirkham Town Centre. These schemes have been supported by S106 contributions from housing developments in the town, and from the Council's own Regeneration budget. The assessment, works, HEBSRC and cultural programme will build on this to produce transformative effects complementary to the earlier works.

Sustainability – Additional Controls etc.

As outlined in the overall bid, the townscape of Kirkham high street has, in many cases, been the subject of uncoordinated, ad hoc alterations, accumulated over many years. This has resulted in a one of the key interventions proposed within the bid as one of grant aiding building envelope schemes, concentrating primarily on street façade enhancements, reinstating long lost features to an authentic pattern. The Council fully understands the obvious need to set high standards for the future, both in respect of proffering specific policy direction and ensuring the retention and maintenance of grant funded work. In addition, it will be wholly appropriate to bring about design policies and a programme of 'education' to ensure that property owners understand their obligations and requirements in respect of proposed alterations and future management. As an example, many of the buildings in the town centre have been the subject of replacement windows, with many commercial buildings not having permitted development rights such that replacement has required planning permission. It is assumed that the owners acted on poor advice or were otherwise oblivious of the need to apply for planning permission. The Council will deal with this issue to include the following steps:

- The broad policy in respect of the historic environment is set out in the adopted Local Plan and the Councils adopted Heritage Strategy
- Undertaking in the first financial year a full conservation area appraisal and management plan to highlight amongst other matters negative aspects of the townscape that are detrimental to its character and appearance.
- The preparation and adoption (as an appendix to the above) a facades design guide to clearly show the appropriate detailed way in which alterations should be conceived and detailed.
- The introduction of Article 4 Directions to remove potentially harmful categories of development by bringing them under planning control.
- The Introduction of an Area of Special Control of Advertisements to restrict the level and type of display on buildings and other locations.
- Community engagement (including building owners) as regards the importance of the history and significance of buildings and the importance they play and will play in the regeneration of the town centre and the importance of façade enhancements.
- Legally binding obligations in respect of retention of improvement works where grant aid has been given.
- The production of a public realm design guide to include specifications for paving, street furniture, signage, landscaping, boundary treatments - to be agreed with all of the relevant parties including the highway authority and the utilities.
- A Stewardship Policy for the future maintenance and management of the public realm across the town centre as a whole.
- Images below are current approved Fylde BC documents as an example of existing guidance.



Access and Interpretation

A key objective of the HAZ process and especially relevant to Kirkham, is the need to enhance public perception of the heritage of the town as evidenced in the conservation area and its listed buildings. In view of unsympathetic changes to the built fabric of the town centre over decades, the heritage value is probably undervalued. The general detrimental impact of such changes and redevelopment has had unfortunate consequences, contributing to the present character and appearance, being detrimental to its popularity as a place to visit and invest.

A major aspect of the bid is one of significantly enhancing local knowledge and appreciation of the heritage of the town and highlighting how, with appropriate well considered physical interventions, Kirkham can become a place that is renowned as a historic market town.

The bid proposes a number of projects that will run for the life of the project. These are set out in the table below. One of the principal ideas is one of working with a local property owner to create a ‘meanwhile use’, possibly the former Natwest bank. This could host an exhibition, events and project space. Schools projects and working with other groups could well be included.

A range of resources will be developed to maximise physical and virtual access to the town by residents and visitors, which will support increasing their understanding and enjoyment of the town’s rich heritage offer and history. Below is a table identifying key themes of the HS HAZ and its proposed interventions. These are discussed further in the project templates.

No.	project	description	year
1	Local heritage centre :	A vacant locally listed former bank on Poulton Street, which is fully physically accessible, is proposed to be rented and used as local heritage centre probably for the duration of the project. It will be run	2020-21

		by volunteers as a focus for celebrating the long and interesting history of the town. Exhibitions by local groups and schools, historic photographs, leaflets etc. will be developed.	
2	Health and Heritage trail	A health and heritage trail (see map below with footpaths) will be created to link Kirkham's listed and locally listed buildings, possibly with a small plaque at each location with a brief history of the building and also link the town centre with the new NHS Health Centre (proposed location Wesham see small inset map number 3). See letter from NHS (Appendix 4) the route will have heritage interpretation and way-marking and also have fitness offer e.g. trim-trail etc. (TBC)	2020-21
3	Interpretation boards	Suitably designed heritage interpretation boards will be sited in key locations with information ranging from Kirkham's medieval beginnings as a market town to its time as an industrial centre with several textile mills.	2020-21
4	School learning and Kirkham markers app (for mobile phone)	There are four primary and two secondary schools within walking distance of the town centre. Information packs will be developed for teachers to support local history learning. In addition, work will be undertaken with the secondary schools to develop a mobile phone app to support the heritage trail which can be used on site or remotely for virtual access.	2021-22
5	Website	A Kirkham heritage website will be developed which will feature a range of historic photographs and an audio history of Kirkham. The creation of an App. to provide for digital access of buildings, spaces and townscape in general	2021-22
6	Oral history project	Schools will also be encouraged to develop an oral history project with local care homes to produce information for the heritage centre and the website	2021-22
7.	Understanding Place	Community events arranged as part of the development of the Conservation Area Appraisal/Management Plan to assess and appreciate the Historic environment of the town.	2021-24

Social inclusion

During the development of this proposal we have been scrupulous in engaging groups and individuals from all sections of the community. See section entitled 'How we engaged the community in programme design'. The letters and emails of support in the EOI and herein will show the breadth of engagement and inclusive approach we have taken. When the full scheme is underway we will undertake a full Equalities Impact Assessment.

Training & Skills

Like you, we consider the development of conservation skills & crafts to be of immense importance. This is why we have, as one of our key projects, developed the Kirkham Heritage & Eco Skills & Resource Centre. The HESRC will provide live site training in the vital heritage building skills and techniques. Given the many synergies between traditional heritage building techniques and modern eco/ green and self-build methods we will also offer training in this field. Not only is this a virtuous end in itself (given the ecological crisis), it hugely enhancing the HESRC's overall training offer, but it also offers important, perhaps vital, potential additional future revenue and funding streams, improving its long-term sustainability and viability. We know from our own research and from speaking to other Heritage Skills Centres e.g. Lincoln Castle that the type of person who trains in heritage skills is also likely to have interests in the eco side and vice versa.

The type of qualifications we might offer are:

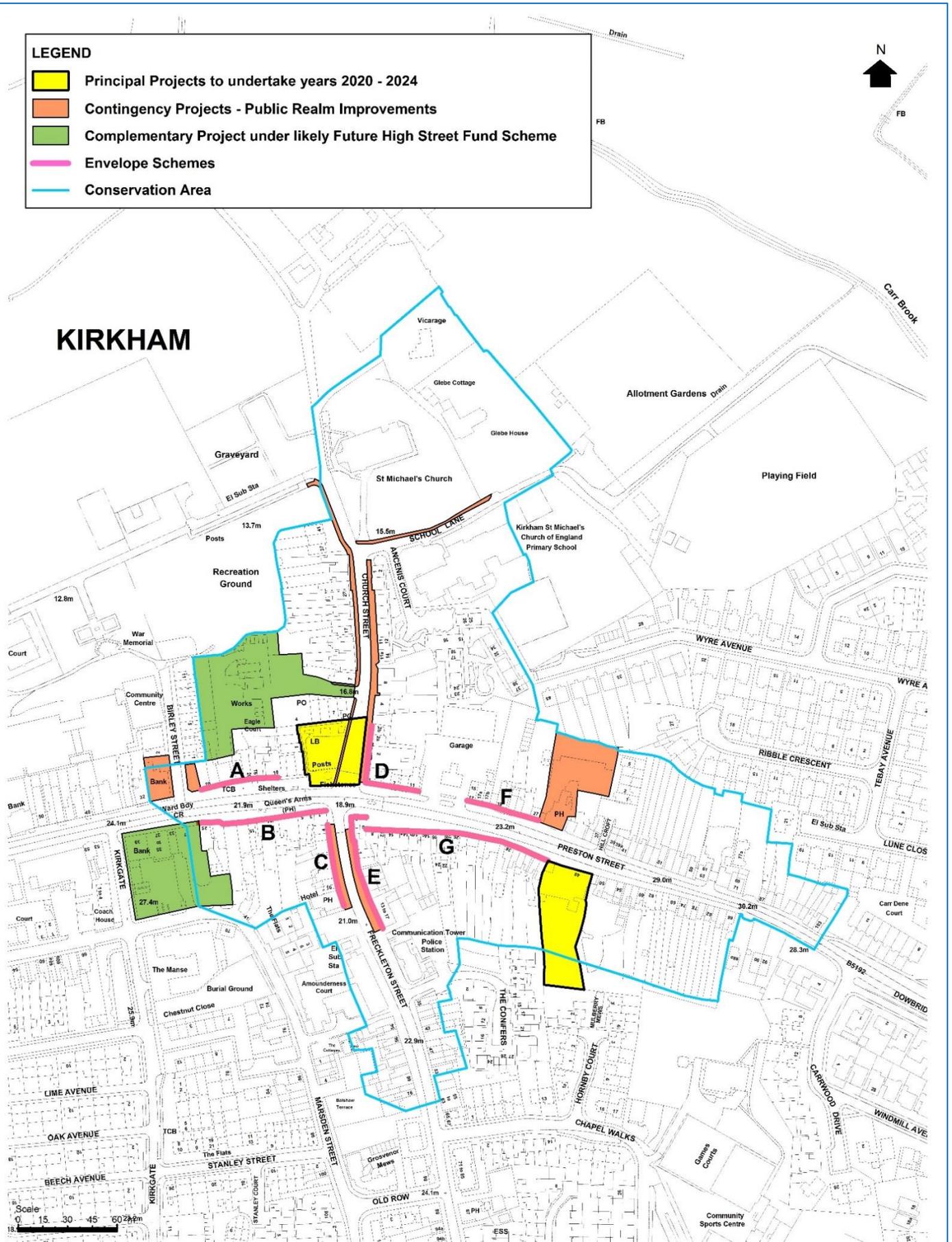
- NVQ3 Heritage Skills (aimed at the contractors engaged in the project, so that the students can achieve the Heritage CSCS card).
- Level 3 award in Understanding Repair and Maintenance of Traditional Pre-1919 Buildings and Structures. A 2-day course that can be delivered to construction tutors, students, workers with limited heritage experience.
- Level 3 award in Energy Efficiency Measures for Older and Traditional Buildings. Another 2-day course that introduces construction workers to the nuances of traditional buildings, especially when being upgraded for energy efficiency. This might be of interest to your local housing association.

LEGEND

- Principal Projects to undertake years 2020 - 2024
- Contingency Projects - Public Realm Improvements
- Complementary Project under likely Future High Street Fund Scheme
- Envelope Schemes
- Conservation Area



KIRKHAM



HAZ Programme of Planned Interventions

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Detail of planned works and scheme management: Please refer to the Planned Interventions Map (above) and LOGIC MODEL (Appendix 3)

1. Heritage Assessment Work

As described in the **Project Template 1 (Appendix 7)** form there is no conservation area appraisal and management plan for the Kirkham Conservation Area. This initial stage will involve a detailed analysis of the morphology of the area, its character and appearance and issues relating to preservation and enhancement. To follow a detailed management plan will be prepared which will in turn set out a short, medium and long term strategy. The implementation of the HAZ will form an integral aspect of the delivery of the management plan. The process for the study will follow the 'Historic England Advice Note 1 (Second Edition), 2018'. Other assessment work that may well be relevant to the HAZ will form part of the commission of the development of the Future High Street Fund bid for Kirkham, including potential traffic and pedestrian movement study, the potential for repurposing upper floors, including feasibility and the reuse of vacant sites and premises either within the conservation area or adjoining it, that if implemented will be of conservation benefit.

There is potential for architectural and archaeological research in the Heritage Action Zone, and possible potential for a review of Listings. The idea, detail, timing and outputs will be explored with Historic England's Architectural and Archaeological Investigators and Listings Advisers as the HAZ is developed further in 2020, but it will help achieve outcomes around understanding and appreciation of local heritage as well as delivering an output in the form of a research product to be agreed (e.g. a publication), or updated listings.

2. Hillside – Re-development of Hillside into Heritage and Eco Traditional Skills Centre

As described in **Project Template 2 (Appendix 5)**. We will establish a centre at Hillside (an empty Grade II Listed building in the Conservation Area, Kirkham) to provide specialist training in traditional heritage skills and also eco / green build techniques.

The building is in need of repair and restoration which of course will be done to Historic England conservation standards. Given the need for repair we propose making this an active repair project, offering site based learning to students in traditional building techniques through a series of short courses, workshops, taster days etc. We will offer placements to students at Blackpool & Fylde College and other HE institutions to so T level apprenticeships training.

Hillside has a very large rear garden area circa 300sqm (part of its historic plot) completely overgrown and in a poor state. In the rear we will build an Earthship – a low cost 'off-grid' earth sheltered building to provide an weather base for the outdoor activities and provide space for teaching, socialising, toilets, kitchen, recreation storing tools, equipment and so on. Earthships are considered the most sustainable buildings man has ever developed and for this reason an entirely new nomenclature had to be invented to describe them – 'biotecture', such was their complete harmony with nature. An Earthship functions as a living organism itself, capturing & storing solar energy, harvesting and filtering rainwater and even producing year round food. Made, almost entirely from recycled materials, the construction of this centre will itself provide unique training and learning opportunities for students.

Traditional building & crafts techniques like lime mortar, lime plastering, stonemasonry, woodwork, plastering, blacksmithing, bricklaying, thatching etc. are inevitably messy and thus we require external space for students to practice. There is also the potential to undertake some archaeological assessments and digs here to explore what lies beneath. The Cultural Consortium will be able to use this space to run archaeological awareness and taster sessions, as well as all the heritage and eco action.

The Heritage and Eco Skills Centre will enhance the high street by bringing some much needed vitality and activity. We are working with the owner on options for a potential mix of uses including residential above (to accommodate students), café area, resource centre and so on.



Partners: In addition to the **20** letters of support at EOI stage please also see **12** new letters of support (Appendix 4) from our partners in support of the Hillside and well-being projects.

Kirkham & Wesham Holdings	Thomas MacDonald (Owner of Hillside)
Blackpool & Fylde College	Carl Sure, Head of Construction
Construction Industry Training Board (CITB)	Andrew Bridge
Groundwork Cheshire, Lancashire & Merseyside	Jon Hutchinson, Communities Programme Director,
The Prince's Trust, Pennine Lancashire Centre.	Mark Whittaker, Operations Manager. (Prince's Trust run traditional building skills programmes)
Preston Vocational Centre	Mark Bench
Heritage Trust North West	John Miller
Conservation Skills North West	Austin Grady
NHS Blackpool, Fylde & Wyre CCG	Peter Tinson, CEO
HMP Prison Kirkham	Rob Hawes, Reducing Re-Offending Manager

Lancashire County Council Museums Service	Heather Davis
Architectural Heritage Fund	Anoushka Deighton

Project outline:

- 2020 Feasibility & business case development work (2020). Looking at commercial viability of potential acquisition and future of operations of centre. Active repair project begins offering site based learning in heritage building skills. All relevant consents/permissions in place.
- 2021-24 Centre up (depending on feasibility study, concluding that the scheme is viable) along with a mix of complimentary uses appropriate for the listed building.

3. Public Realm and Place making scheme of which: See Project Template 3

The Project Template 3 (Appendix 7) describes this part of the bid in more detail but this part of the proposal involves physical enhancement to the public realm by the use of high quality durable materials to reinstate historic paving, landscaping, removal of street clutter, potentially introduce better quality street lighting and street furniture – all based on a design code to be included within the Conservation ASREA Management Plan.

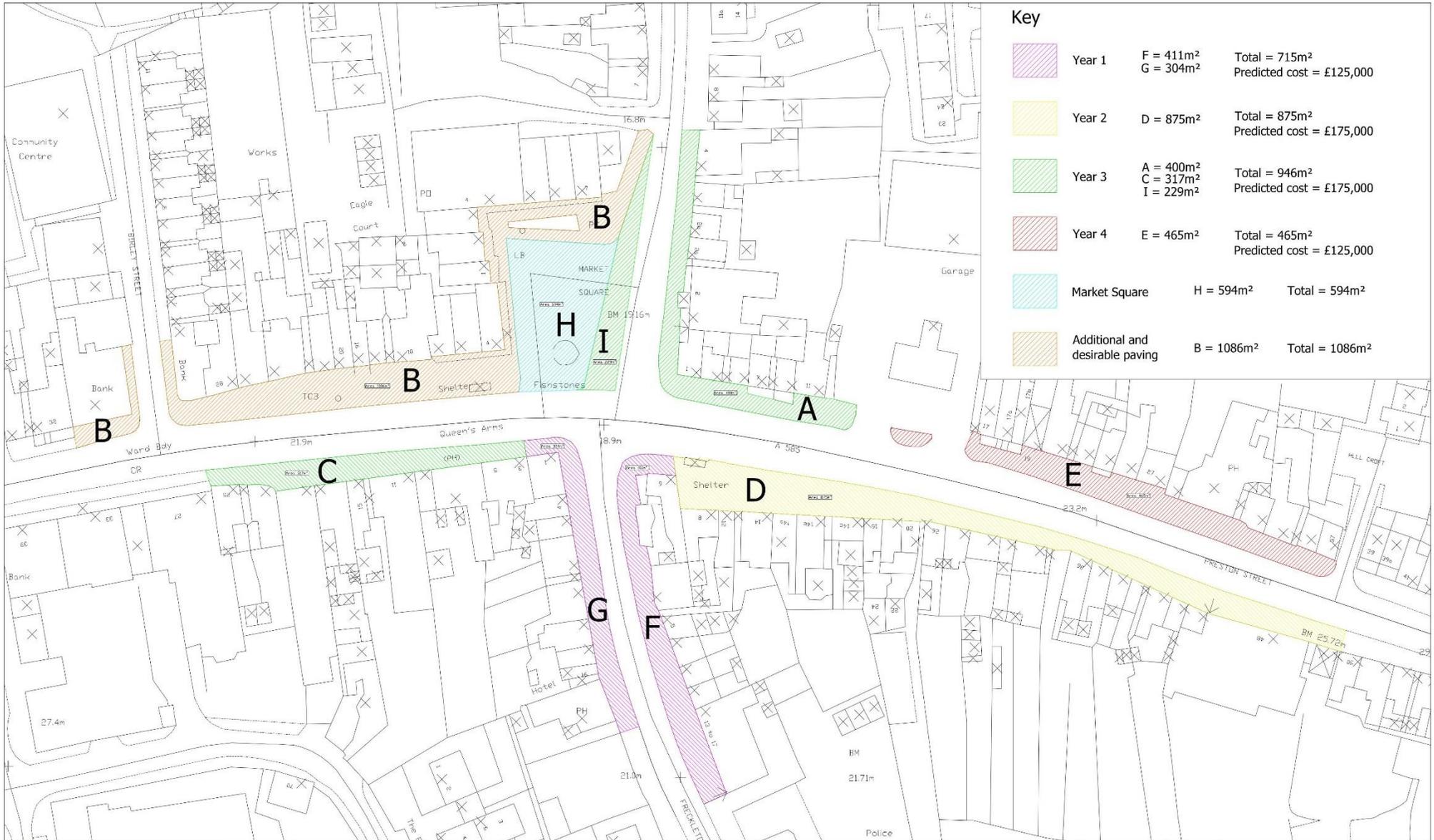
- i. Potential extension to create shared / events space in conjunction with refurbishment and extension of frontage of 60’s retail units (that component to be done under FHSF)
- ii. Re-instatement of traditional materials to enhance the streetscape to compliment façade enhancements and also to include appropriate soft landscaping
- iii. 2021 Urban design work produced and building contract undertaken
- iv. 2022 Capital scheme begins
- v. 2023 Work complete
- vi. 2023 – 24 Heritage themed Community events programme underway
- vii. Further details set out in the project template

Market Square



- the centre of the medieval old town. Grade 2 listed fishstones & standard lamp.
- However it is enclosed on two sides by 1960s shop units which detract massively from the historic character.
- Consider potential for new uses & redevelopment, incl. upper floor housing, re-facing front elevation in brick to provide more appealing building





Key		
	Year 1	F = 411m ² G = 304m ² Total = 715m ² Predicted cost = £125,000
	Year 2	D = 875m ² Total = 875m ² Predicted cost = £175,000
	Year 3	A = 400m ² C = 317m ² I = 229m ² Total = 946m ² Predicted cost = £175,000
	Year 4	E = 465m ² Total = 465m ² Predicted cost = £125,000
	Market Square	H = 594m ² Total = 594m ²
	Additional and desirable paving	B = 1086m ² Total = 1086m ²



Regeneration Team
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Project: Kirkham High Street HAZ

Title: Public Realm Interventions
Project Template 7

SK	12/19	Divided into annual financial spend	
Drawn By:	Date	Revision	Date:
SK			Dec 2019
Checked By:	PD	Scale:	N.T.S.
Drawing Number:	RT - 19/HAZ/01 Rev1		

4. Building envelope schemes – (see Project Template 4 (Appendix no.5))

Refurbishment and reinstatement of historic character, including introduction of authentically designed historic shop fronts / display windows etc. to enhance overall character & visitor appeal (streetscape views of example envelope blocks are show in Appendix 5 and Appendix 6 details interventions required and current condition appraisal for all buildings within the envelopes).

- a. Restoration & renovation of upper floors including replacement of UPVC with traditional wooden fenestration e.g. sash windows, rainwater goods, re-roofing, re-instatement of chimneys, removal of clutter, re-pointing / rendering as appropriate. (Part of the FHSF proposals to be developed propose the repurposing of upper floors, repairs and enhanced frontages – outside the conservation area hut to a heritage standard.)
- b. Installation of ‘new’ shopfronts to traditional designs. Research project will seek to establish the style and format on shop frontages historically present in particular buildings suggested to be traditional in respect of openings, fascia’s, stall risers, fenestration, cornices, capitals and pilasters etc. The Council will adopt the guidance not only where grant aid is offered and taken but also to apply to other all properties within the high street including those parts outside the designated conservation area.

The interventions as proposed are based on a series of defined envelopes as described and on a priority basis following a survey undertaken in connection with this bid – see appendix 1 that shows panoramic views of a sample of the existing envelope blocks and their condition. The ultimate objective is to enhance all of the facades within the conservation area as identified as envelope schemes A-G. The property frontages vary in respect of use and style, some being commercial and some residential. For the purposes of the bid it is proposed to target façade restoration on a priority basis, relative to their physical condition and where the greatest heritage need presents itself. Therefore you will note that there are a total of 74 properties are present however some will require minimal or no intervention.

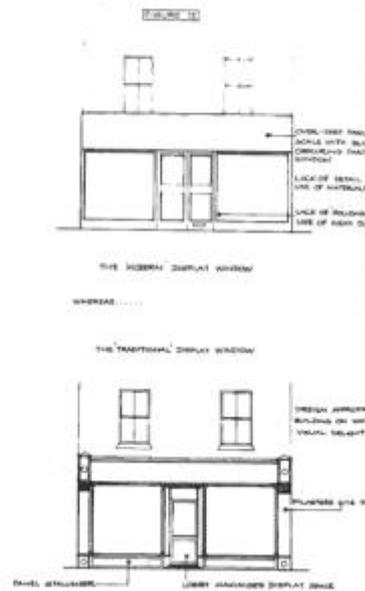
Year	Number of facades restored	Cost per year (£)
2020-21	3	130,000
2022-23	7	290,000
2023-24	7	290,000
2024-25	3	130,000
TOTAL	20	730,000

- Unit cost of façade enhancement = estimated £30-40k: midpoint for purposes of calculation (including professional & in kind contributions)
- Scheme implementation depends on: a) owner participation rates; b) individual costings per unit, c) level of financial intervention rate to be determined. For the purposes of the budget we have assumed a 70:30 split.
- If the unit cost is below £40k, the contingency plan for implementation of additional frontage improvements above the 20 specified would generally be prioritised towards restoration of the frontages identified as Category 1 urgent and then Category 2 (see map below p.18). We will prioritise commercial frontages.

Envelope	Number of facades
A	10
B	15
C	5
D	8
E	8
F	7
G	21
TOTAL	74

'Building envelope' / shop front enhancements

- Shopfront and upper floor repairs
- Some structural repairs
- Timber repairs
- Re-roofing, including repairs to chimneys,
- Lead-work and rainwater goods
- Brickwork and stonework repair & re-pointing
- Render repairs and re-rendering
- Joinery repairs
- Specialist treatments



St Annes building refurbishment programme co-funded by English Heritage. Scheme was fully completed.

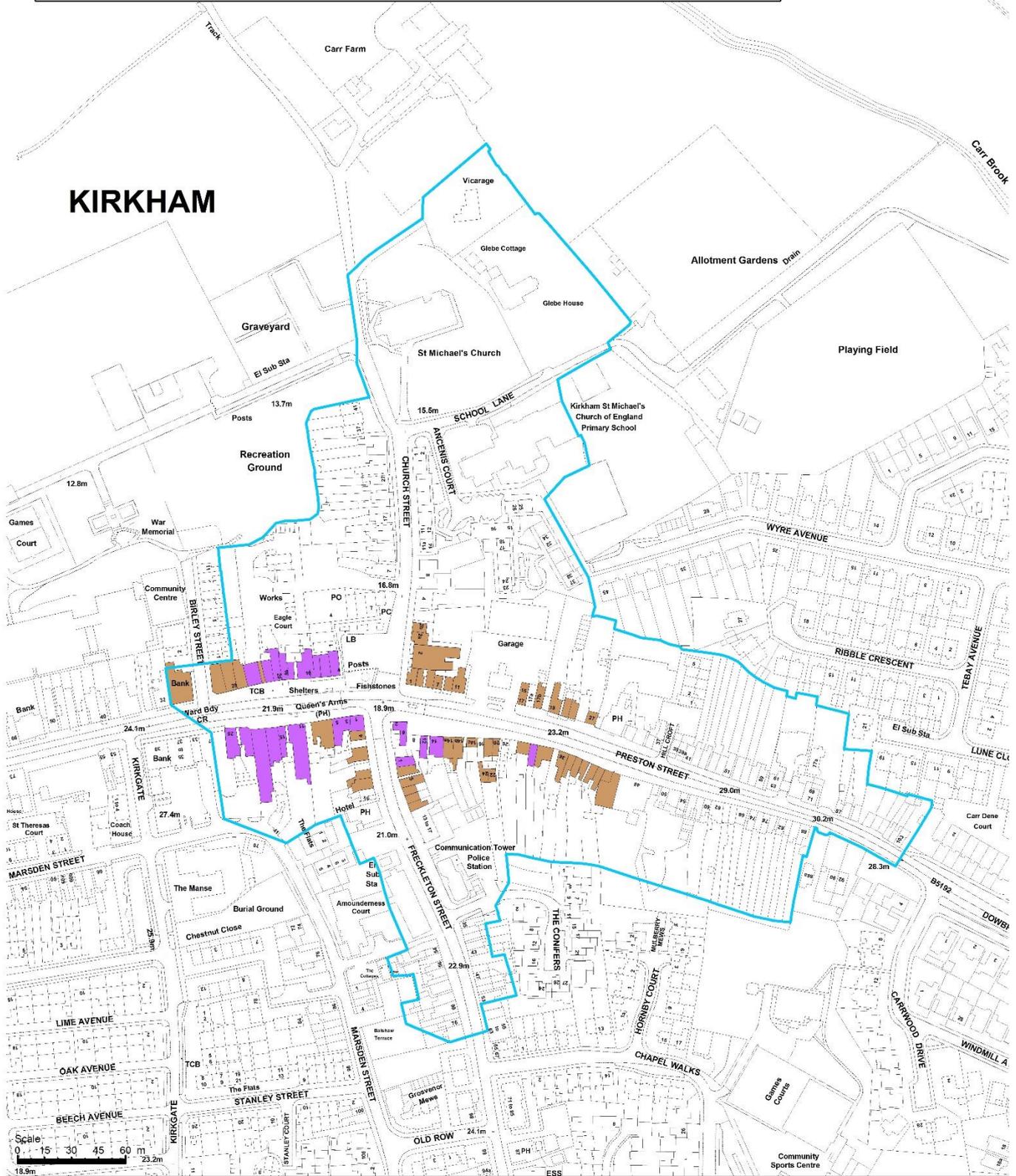


LEGEND

- Category 1 (urgent) - significantly detrimental to Conservation Area appearance 2020-22
- Category 2 (less urgent) - improvements desirable 2022-24
- Conservation Area



KIRKHAM



Building Condition Survey

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5. HS HAZ Cultural Programme (Project template 5, Appendix 5)

The Kirkham HS HAZ cultural programme will be a mixture of locally and nationally commissioned activities designed with the following principles in mind.

- Community involvement is central to success
- Breadth and diversity of said community involvement will enhance everything we do
- Our interventions will enhance and enrich community wellbeing
- Communities will feel that they have been listened to and engaged and we are happy for external evaluators to test us on this
- Upskilling communities in heritage related matters is an important end its own right (and we will do this directly see for example Heritage Skills Centre)
- Capacity building to develop community groups will also be vital to our work and overall success
- Local communities will be integral to stimulating local economic growth especially by re-engaging with activities on the high street
- We will provide high street cultural and social spaces for all of the above to happen

Note:

The HS HAZ Cultural Programme currently includes the Heritage and Well-being aspects however as the scheme starts to develop at the beginning of the programme it may well be advantageous to sub-divide the programme into well-being and regular arts work.

With all this in mind one of our key projects under the Cultural Programme will be the **Heritage, Arts Health & Well-being (see Template 6, Appendix 5)**

Proposed Approach (TBC)

Initially, we will commission a feasibility study which allows us to assess the different audiences & their needs, identify barriers to engagement, test some ideas about proposed activities with potential user groups to make sure that they are wanted or needed, get a clear understanding of the costs and resources needed - and which partners will be involved in delivery, and then develop the briefs for the different activities so that they can be tendered. Doing this as a separate project means there is an opportunity to reflect on the results of the feasibility work before commissioning the actual delivery side of it (in stage 2).

Project 1

- HAZ officer writes brief for consultant to undertake feasibility study to investigate and cost options
- HAZ procures consultant to prepare feasibility study
- Consultant delivers feasibility study including considering what activities are wanted and needed, costs for delivery, outcomes
- Subject to approval of HAZ/steering group the consultant writes briefs for commissioning delivery of activities as final part of feasibility process

Project 2

- HAZ Officer & steering group use results of feasibility study to confirm which activities should be taken forward
- HAZ officer uses briefs from feasibility study to commission activities for delivery by consultant
- Consultant delivers projects and collects monitoring and evaluation information (overseen by HAZ officer & steering group)
- The activities and projects being delivered would be cultural and linked to the high street, rather than actually meeting patients to refer them.

Underpinning all of this, there will be a strong high streets element, because the regeneration and ongoing use of the high street is, of course, the core vision for the HSHAZ programme, so activities will of course need to be based around this concept too, e.g. using these activities to increase footfall, reuse vacant buildings (or getting active use in temporarily empty buildings through meanwhile uses), getting people to enjoy walking & increasing understanding areas of the high street that are currently under-valued etc.

The learning point of this project will help determine appropriate revenue commitment under partners e.g. NHS Social Prescribing Link Workers – considering relative take up of the project & referral rates to the HAZ well-being interventions. We will consider whether, with a dedicated heritage worker and activities, good links can be made with patients which work. We will seek to understand if this can be demonstrated, given the resources constraints faced by e.g. NHS and county council. This will be a good way of testing future models. This allows us to explore what works in Kirkham with the hope of being able to encourage similar activity elsewhere.

Key partners:

Peter Tinson Amanda Bate	CEO Acting Head of Communications and Engagement	 Blackpool Clinical Commissioning Group Fylde and Wyre Clinical Commissioning Group
Community reps & patient groups	Kerry Mills & John Richards	
Heather Davis Fiona Cruchley	Museum Service Conservation & Collection Manager Libraries, Museums, Culture & Archives Community Projects Manager Public Health Team	
Culture, Health & Well-being Alliance	Rep tbc	
Dr Franklin	Assistant Practice Manager Ash Tree House GP Surgery	
Susan Laycock	Practice Manager Kirkham Health centre	
Dr Linda Monckton	Historic England	
Andrew Chatterjee	Regeneration, Fylde Council	
University	TBC	

Governance for heritage & well-being programme



Kirkham High Street Project: proposed Heritage Based Activities referral programme

From previous based experiences there are a number of heritage based activities which would link into community activities. These are an indication of the sorts of activities which could be included. These are all active participation opportunities which the community can get involved in, and when appropriate, run themselves. We will encourage a diverse mix of the community, irrespective of faith, gender, race etc. We will seek out hard to reach and minority groups and elevate their aspirations.

This is not a complete list and other opportunities would occur as the project arose many of which could be linked through the Lancashire Museum Collections and our Heritage skills. All costs below are approximate at this stage.

- **Primary Level -**

Develop a **local history and hero's session** to be delivered to primary schools. This would include the creation of a handling and resource box. The session would be designed by the LCMS Heritage Learning Team & curatorial staff and would cost approx. **£3200**.

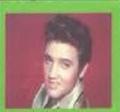
This has long term legacy as the session would then be delivered by our freelance learning staff to any school or community group and the only cost would be the hourly rate for these staff at £15.00. A session takes about 2.5 hours we could include 5 sessions during the project £200 and then link to local curriculum. Total for this element – C £4000

Memory Sessions and oral history

Train local people, – possible those subject to isolation or those referred by social prescribing – in conversation and interview techniques and then link to care homes and local history groups (Kirkham Local History / U3A is a busy group). Oral Histories to be lodged in the Lancashire Archives reinforcing the idea of Kirkham as a local community within the Lancashire Community. This takes time and needs the input of the Heritage Co-ordinator post but it develops skills and community links. It needs to be advertised and includes a need for equipment. An estimate from previous experience would be in the **£8,000 - £12,000k** – Using our equipment but the costs would include some training from Lancashire Archives.

As part of this we would arrange a tour of the Lancashire Archives for the volunteers to see what is already held there. Costs would also include volunteer costs and printing material


Lancashire Memories

REMINISCENCE - *Providing high quality reminiscence sessions through old objects, music, film, images and conversation.*

TRAINING - *'Valuing people, their stories and lives' is a module that provides support and reminiscence training for staff in care settings as well as encouraging relatives and friends.*

EDUCATION - *'Sharing Precious Memories' - an educational resource that empowers and challenges young people, to value time with their older relatives and build foundational life stories.*

TALKS - *delivering inspiring talks on 'The Power of Reminiscence.'*

LIFE STORIES - *valuing, listening to and preserving people's stories.*

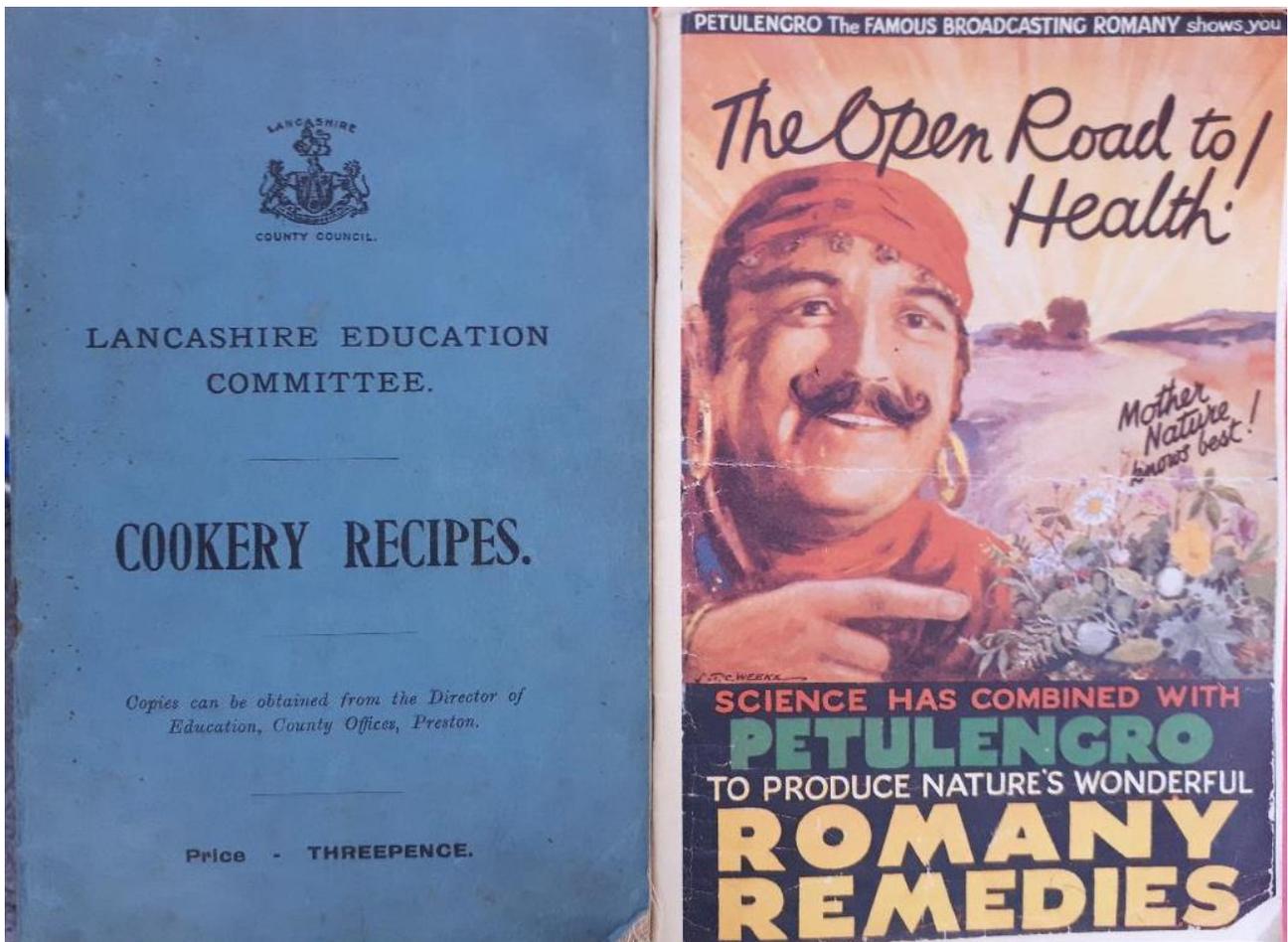
Jimmy O'Donnell - Mobile: 07761-071696
Email: lancashirememories@hotmail.com
www.lancashirememories.com



 Lancashire Memories
  @lancsmemories

A Heritage Cooking Session and other sessions linked to the shops on the high street– possibly using some of our handing collections to get experience of what it was like to cook in the 1900's.

This would be completely new to us but could be linked to the various shops which were on the high street in about 1890 and 1930's. We could use Mrs Beeton's recipe book, Lancashire Education Cookbook (dated 1931), the 1934 'Open Road to Health: Romany Remedies' (below) and link to good nutrition today. Mrs B had a monthly meal suggestion both for meat eaters but also a vegetarian option! We will examine historical diets and compare them to modern diets, exploring the growing problem of problem eating and obesity. Approximately **£2200** per session developed including getting specialist cook to deliver session. Across 5 shops this could be **£11,000**



Heritage Industries in Kirkham – a session led by Lancashire Industrial Curator on Kirkham delivered free as part of our public programme in the County. Kirkham has a fascinating textile history to explore.

<https://lancashirepast.com/2019/03/03/the-last-loom-kirkham/>



Heritage Skills – Joinery, Lime Plastering, specialist decorative techniques

Linking with organisations such as the Jerwood Foundation, Historic England, West Dean College- Cirencester to arrange for A) to get Lectures up to explain about historic techniques

And B) to fund several individuals to learn these techniques at short intensive courses.

This could include work shadowing with the Lancashire Museums Technical team as they create a bespoke exhibition and would provide an opportunity for real life job experience. **Costs C£30-£40k**

Kirkham Museum Collection Documentation Volunteers - creation of two documentation volunteers to work on Kirkham related material within Lancashire Museum Collections. Posts would be created through Lancashire Volunteer Partnership but would be supervised by Conservation & Collection team at our sites in Preston. Costs would be to cover volunteer expenses and individuals would have an opportunity to receive e-learning administrative training sessions and some specialist museum training. **C £600**

Handling Sessions at the Lancashire Museums delivered by the Conservation & Collection team. Half day session linked to a particular decade of Kirkham's History. These would be created for this project and would include delivery of the session. **£1400 per session**. Max participants would be 12 per session – if a session was to be delivered twice the second deliverer would only cover staff baseline costs so would **be £200**. **Sessions could be – 1960's, 1930's, 1880's, and pre 1700. Estimated max costs £6-8K**

Learning to retouch - A session to develop hand eye co-ordination and an understanding of colour – this is a session developed for this project for only 1, 2 or 3 individuals. Working with our painting conservator to have an opportunity to retouch the design or pattern on a Victorian ceramic or possibly picture. This is a quiet session **£300 per ½ day** including preparation.

Pop up Museum – Creation of a display within one of the shops on the High street linking to the history of the type of shop. One case, 4 display boards - **£2000 material costs** all research and installation/ de-installation costs covered by Lancashire Museum Service staff.

Health & History – Develop a number of sessions and activities linking with local artists who have worked with both ourselves and local health trusts to allow participants to talk / express their feelings through the creative art and /or writing linked to local heritage. **£4,000 - £6000**.

Kirkham Archaeology Club - Initiate a couple of sessions to see level of interest in creating a young archaeologist club. Would link to Council of British Archaeology and the British Museum funded Portable Antiquities Scheme (PAS) LCC host this scheme in the NW - within this we could undertake a local finds day linked to National Archaeology Week. Suggest **approximately £1500 - £1800**

Links to National Heritage Events -- This would include Heritage Open Day, The Big Draw, Black History Month. Science Event. Circa **£500 - £700 per event to cover basic costs** times 4 times per year **£2800 x 3 years?**

Kirkham High Street Exhibition at the end of the Project- This to cover themes discovered and learnt throughout the project. Designed to be one major venue but with potential for individual display boards to have legacy by being displayed in the relevant shop, building, centre after the exhibition. Curated by the community supported by LCC curators - costs include full design, production installation etc. up **to £35,000**

There would need to be a project co-ordinator and volunteer supervisor to undertake the communication and administrative requirement to ensure activities and participants were well matched. Suggest local authority grade 7 for 3- 5 day a week contract. This would need to run 3 months beyond end of the project to allow for full evaluation of the project. Suggested costs listed above exclude VAT.

Public Art

Together with the community and Arts Council we will commission an exciting programme of heritage themed public art, including murals, activities & events.

Public art, murals, interpretation trails etc.



6. Contingency projects – See Project Template 6 (Appendix 5)

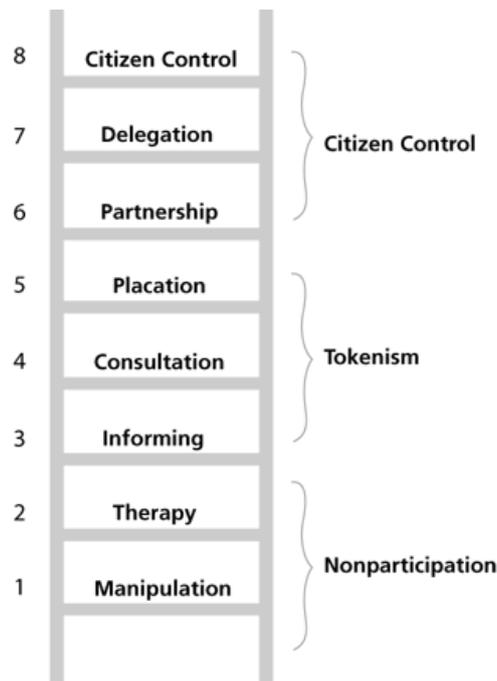
We have identified a number of contingency projects to be activated in case of unlikely underspend which will nonetheless enhance the overall character and appearance of the conservation area (all projects below are within the conservation/HAZ area)

1. Church Street /Poulton St / Preston: heritage street lighting
2. Public realm improvements – extensions to the scheme
3. Building refurbishment's / additional properties including residential
4. Black Horse public house
5. Former Nat West bank

The contingency projects & indicative costings are considered further within the project delivery templates.

Statement of Community Engagement

We, at Fylde BC, believe that the local community are absolutely central, indeed crucial to, the successful delivery of the Kirkham HS HAZ programme. Right from the beginning, we have engaged and involved local people in this project, soliciting their opinions and encouraging their active participation in shaping it. Our ambition, medium to long term, is for the local community to take complete ownership of the programme and, with our support as the accountable body, run it themselves through a democratic and independent HS HAZ Partnership Board. If we refer to Arnstein’s ladder of community participation (below) we will help develop the community to ascend to the top of the ladder, with citizens managing the programme, fully empowered and their capacity developed to ensure full community control of decision making.



Arnstein’s Ladder (1969)
Degrees of Citizen Participation

How we involved local community in Programme Design

We have had regular monthly meetings with all key community stakeholder groups: Kirkham Town Council & Kirkham Business Forum both preceding the initial EOI and throughout the post EOI stage. This has enabled us to ensure that we had community buy-in throughout the application process. The Business Forum is a monthly meeting organised by local shopkeepers who all have a direct interest in the high street. In addition the Principal Regeneration Officer is on ‘Kirkham Shops’ WhatsApp group with 35 members, where regular informal discussions take place regarding the town’s regeneration and the HS HAZ bid (see below)

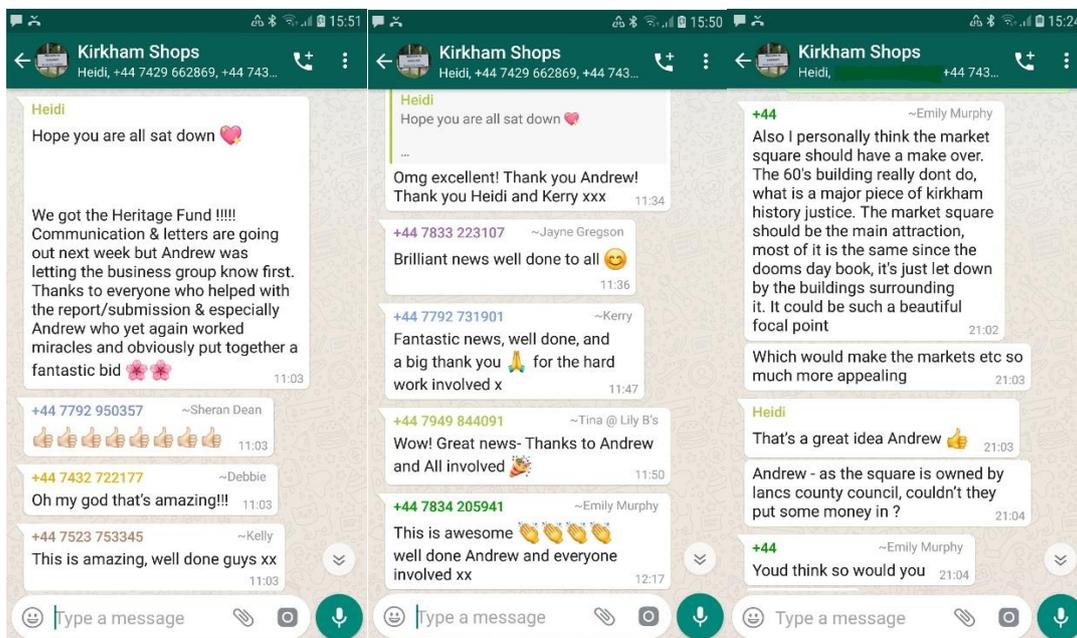
Breakdown of communities in Kirkham who we already have, and will, involve moving forward.

Community of interest	Detail
William Segar Hodgson Trust	This is a charitable organisation based in Kirkham. They attended the consultation event and have also been actively involved in the HS HAZ from the beginning. They provided a letter of support which can be found in original
Health service staff and users	At present Health service staff from NHS CCG, Lancs CC and from Ash Tree House GP Surgery have been directly involved in designing the Heritage & Well-being programme. We will absolutely work with health service users once the Programme is up and running. At present, for obvious reasons, we do not know

	who they are (patient confidentiality). A patient group will be set up and active within months of getting the green light for funding. These will largely be patients referred by their GP to the Heritage & Well-being programme under the Social Prescribing scheme.
HMP Kirkham	Rob Hawes. The Prison are very keen to be involved in the HS HAZ and have offered many ideas at the consultation event – these included pop up shops selling fruit & veg
NEETs	We will work with hard to reach / NEET groups which we will engage with through partners in the NHS, social services and other organisations
Refugees	We have consulted with the Refugee re-settlement officer at County Council regarding working with Syrian refugees and we will further develop this as we move forward. See email below
Shopkeepers – Kirkham	Kirkham Business Forum is an active group made up of shopkeepers. See WhatsApp group messages
Kirkham & Fylde 41 Club	Community Group & Charitable organisation. They attended the event held on
Veterans	WE will work with veterans especially as part of the Hillside Heritage Skills Centre. The owner, Mr MacDonald is himself a veteran and very keen to support this group of people
Kirkham Methodist Church	Attended the Community Consultation event
ST Michael's CE Primary school	Schoolteacher was very keen to get children involved in heritage projects
Willows Catholic Primary	“

Cultural Consortia Community members (exact make up of group TBC). All these members have expressed a desire and commitment to be involved should the bid be successful

name	group
Jenni Conway / Heidi Hopkinson (Co-chairs)	Jenni runs Kirkham Christmas lights and Heidi chairs Kirkham Business Group. Both are experienced community organisers with a track record of organising cultural events like Kirkham food fayre.
David Gaffney	Arts Council
Kerry Mill	Kirkham Business Group
Debbie Parkinson	Fylde Coast Youth TheatreWorx
John Richards	Community Member, Interests: Heritage & Wellness, Folk Music
Kerry Kearney	ICON Hairdressing
Annette York	Kirkham singers
Terry Williams	St Michaels bell ringers
Stephanie Wood	Kirkham Library
Helen Shuttleworth	Kirkham Grammar Juniors
Rhiannon Jones	Head Kirkham & Wesham Primary School
Nick Long	Carr Hill school



- Andrew C has liaised with Jack Dinsley, a local journalism student at UCLAN on a short film about the HS HAZ and FHSF, a sequel to a film he made about Kirkham’s FHSF regeneration bid which is available [here](#)
- On 21st November 2019 we held a public meeting attended by over 40 local community members from local residents, headteachers from local primary schools, shopkeepers & property owners, HM Prison Kirkham, various interest groups and clubs. An attendance register was taken – see screenshots. The meeting was very successful and after a presentation about the scheme, we split into groups to have an in-depth discussion about the HS HAZ. This helped us to:
 - ✓ Identify individuals and groups who had a specific interest in a particular aspect of the HS HAZ e.g. cultural programme or heritage skills centre and collect their contact details for the future.
 - ✓ Understand community vision and align our programme with community priorities
 - ✓ Discuss proposed governance structure for the HS HAZ and participation model for a truly community led partnership board
 - ✓ Explore more about the town’s history and it’s meaning to local people. We could see, even in that short event of a couple of hours a real pride in the town, an enthusiasm to engage with the scheme, and a sense of excitement and expectation that Kirkham had been selected for this.
 - ✓ listen to some of their many ideas and learn more about the history of Kirkham, it’s distinctiveness and explore what it meant for them and their friends & families growing up in Kirkham, e.g. that prison stands on land that was a WW2 air base and post war the largest de-mobilization (de-mob) base in the country, also stories about ancient tunnels, Roman roads in shop cellars, Priest holes, folk music and many other subjects!
 - ✓ This will help us, in the future, develop themes to investigate in more detail and shape future interventions (especially re the cultural programme) around local community members’ special interests and skills. Kirkham, like much of Fylde Coast, has a slightly higher than average proportion of professional retired people who have time and interest to volunteer – compared to say busy working people. In attendance, were retired schoolteachers, members of the Twinning Association, local singers and people from all walks of life.
 - ✓ Some of the ideas they suggested at the meeting and in focus groups are listed in the table below:

HS HAZ – Community Engagement – Meeting 21/11/2019 Kirkham Community Centre

What they want:

- More restaurants
- More free parking
- Possible park and Ride scheme
- Cinema / Bowling alley / indoor Crazy Golf / Play Barn

Market Square:

- Extend Market Square
- Pitched Canopy Cover to make it more of a usable dry area
- Possible Bandstand
- Stop parking and fix damaged cobbles
- Make it into a nice seating area with surrounding restaurants / cafes
- Create a community area feeling
- Pedestrianised area
- Historical information – Tunnels, Roman roads in shop cellars, Priest hole

Highways

- Pedestrianised – Businesses for and against this idea??
- Buses – create bus lay-bys as traffic bad
- Create one way system through town centre
- Stop Parking on High Street
- Waiting / Loading only
- No HGV??

Shop Frontages

- Possibly form a shop fronts committee
- Uniform frontages

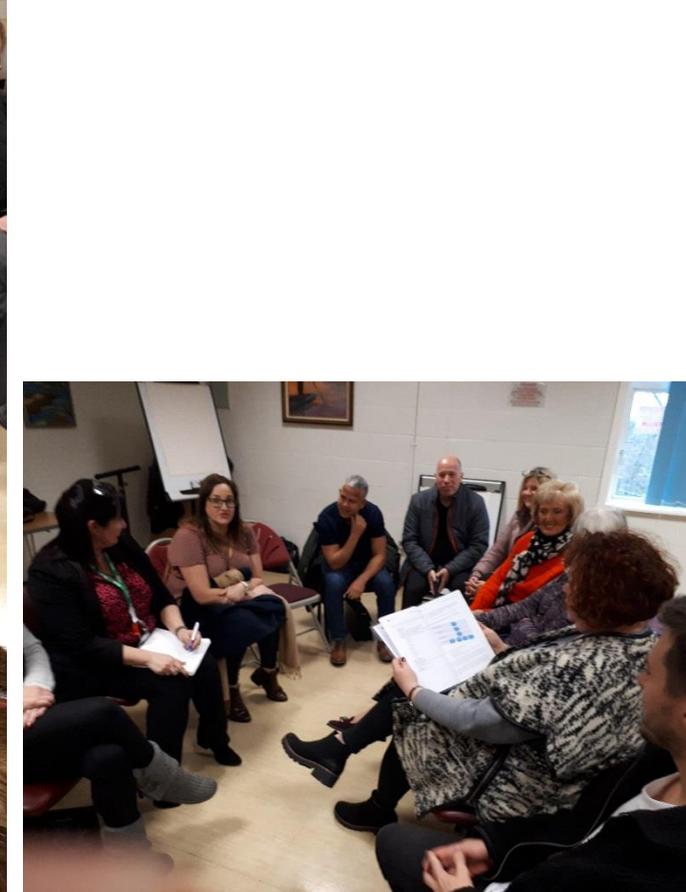
Heritage Skills Centre

- Along with heritage skills
- Weekly / Daily /Quarterly Craft/Sewing/Art Fairs / Pottery skills
- Museum
- Schools involvement
- Fitness / yoga studio
- One Stop Shop / Wellbeing Centre / Community Hub – run by volunteers

Around Kirkham

- Park – update Café / Skate park Etc.
- Pedestrianised link from the Park to the High Street
- More Signage for Walks (a round walk around the town with historic displays)
- Cycle loop around the town

- AFC Fylde are keen to be involved. See below
- On 26th November we met with **Mark Whittaker**, Operations Manager at The Prince's Trust to discuss Prince's Trust involvement in the whole HS HAZ and in particular the Heritage & Eco Traditional Skills Centre. Mark was very interested in the project and keen for Prince's Trust to be involved. Given Prince Charles's well-known interest in heritage, architecture & conservation this would be a very good fit. They are writing a letter of support (include in final bid)





Many thanks for inviting Matt and myself to the HAZ meeting yesterday. So sorry I had to nip off early, I had to rush to a meeting at 13:15.

Following on from the meeting, I am enthused and excited about the opportunity presented through the HAZ project.

Specifically relating to the project, I would very much welcome the opportunity to hold a further meeting with yourself in order to explore the following:

- Social prescribing- The Foundation has a mutually beneficial working relationship with both Kirkham surgeries and key stakeholders. I would be keen to explore how the HAZ can develop bespoke Social Prescribing opportunities, and what budget is available for this element of work?
- Eco/History Hub- this is an opportunity I am keen to explore further. I would welcome the opportunity to discuss/explore how AFC Fylde Community Foundation may be able to support this initiative/potentially run on behalf of the project.
- Shop development subsidy- AFC Fylde Foundation has interests in opening a community hub on Kirkham high street. I would be keen to explore what support we can gather in order to develop a community hub on the high street.

If you are able to spare some time to explore the above opportunities moving forward, that would be hugely appreciated.

Kind Regards,

Tom Hutton
Director
AFC Fylde Community Foundation

T: 07739796101
W: www.afcfyldefoundation.co.uk

High Street Heritage Action Zone Meeting					
List of Attendees					
Thursday 21st November 2019, Kirkham Community Centre 12pm					
Privacy Agree	Name	Organisation	Address	Email Address	Contact Number
✓	TONY KAY	William Segar	27, Donbridge Kirkham	tony.kay@btinternet.com	0751816263
✓	IAN SCOTT	Kirkham & Fylde 41 CLUB	23, OXFORD DRIVE KIRKHAM	ian.scott@bt.com	01772 683757
✓	MARK HERRINGTON	41 colder close Kirkham	MUTTON KIRKHAM	Sales.emy@kirkham.gov.uk	07961 504032
✓	Diana Gray	Kirkham Street	33, 17th St Kirkham	dianagray@kirkham.gov.uk	075510057
✓	Lion Rimate Hodges	Rural L203 club	2 Oxford Drive Kirkham	remothed@bt.com	01772 419311
✓	P J Hooson	Kirkham F.C	Kirkham	phooson@bt.com	01772 419311
✓	Chithersall	Kirkham Methodist Church	79 Sheffield, Charlz PRT108	chithersall@bt.com	01772 419311
✓	COWLEY	Kirkham Sings	9 Hill Crescent Kirkham	carolej@bt.com	01772 419311
✓	S CHAPMAN	Kirkham Sings	9 Hill Crescent Kirkham	scchapman@bt.com	01772 419311
✓	Adrian Long	Kirkham Sings	164 Kirkham Rd Fylde PA 11W	adrianlong@bt.com	07710 403506
✓	Heidi	Kirkham Sings	66 Butcher Kiln	heidi@kirkham.gov.uk	01772 672893
✓	Jenni Conway	Kirkham Christmas Lights	33 Garswain Rd Nally Westham	jenni.conway@bt.com	077919 51011
✓	Andrew Barker	Top Vent	26 Panther St Kirkham	accounts@topvent.co.uk	07808 879942

High Street Heritage Action Zone Meeting					
List of Attendees					
Thursday 21st November 2019, Kirkham Community Centre 12pm					
Privacy Agree	Name	Organisation	Address	Email Address	Contact Number
✓	IAN BISHOP	LIGHT Church	50 St Michaels Road Kirkham, PR4 2TA	ian@lightchurch.org.uk	07545 814053
✓	John McCredie	ALLOTMENT ASSOCIATION	7 BATHURSTON CH WILSON	maccrediejohn@bt.com	0783561146
✓	Tom Hutton	AFC Fylde Foundation	1772 683757	tom.hutton@afcfylde.org.uk	07739796101
✓	Mace Andrew	AFC Fylde Foundation	1772 683757	maceandrew@afcfylde.org.uk	07739796101
✓	Annelle York	Kirkham Singers	22002 Hill View Road	annelle@kirkham.gov.uk	01772 672893
✓	SP Richards	Resident	121 Kirkham Rd	richardsp@bt.com	01772 672893
✓	Lucy Spence	Lincs Police	715 @hambletonpark	lucy.spence@lincs.gov.uk	01772 672893
✓	Richard Fisher	''	706 R Lancashire Way	richardfisher@bt.com	01772 672893
✓	Eillian Womersley	Kirkham Methodist	806 Lee Wilson Rd Kirkham	gillian.womersley@gmail.com	07551 37809
✓	Nolan Burns	The Kirkham Methodist Church	806 Lee Wilson Rd Kirkham	nolan.burns@kirkham.gov.uk	01772 672893
✓	SUE LAYCOCK	KHC	33011 Laycock Centre	sue.laycock@kirkham.gov.uk	01772 672893
✓	Joe Dryland	St Michaels of Fylde	School Lane PR4 1SL	head@st-michael-of-fylde.org.uk	01772 672893
✓	RS Jones	KWOS	Kirkham PR4 2TA	rs.jones@kirkham.gov.uk	01772 672893

High Street Heritage Action Zone Meeting					
List of Attendees					
Thursday 21st November 2019, Kirkham Community Centre 12pm					
Privacy Agree	Name	Organisation	Address	Email Address	Contact Number
✓	John W Richards	PUBLIC	1 MUTTON GUEST HOUSE KIRKHAM PR4 2AZ	richardsw@bt.com	0799 29 725628
✓	MARIAN RHEAD	TARGET	96 RUBY RD KIRKHAM	marian.rhead@virginmedia.com	07720 235066
✓	ROSEMARY KAY	TARGET	27, Fox Grouse Road Kirkham	rosemary@target.co.uk	07720 235066
✓	ROB HAWES	HMP KIRKHAM	Foxgrouse Rd Kirkham	rob.hawes@hmpkirkham.gov.uk	01772 675572
✓	RAMONA COFFIN	SUBSIDY	17 St John Rd Kirkham	ramona@afcfylde.org.uk	07740 674000
✓	STUART JONES	PUBLIC	56 St Michaels Rd Kirkham	stuart.jones@kirkham.gov.uk	01772 672893
✓	KERR KEARNEY	ICON HARDWARE	53 Poulton St Kirkham PR4 2AQ	enacorey@gmail.com	07774 932355

From: Cwerner, Saulo [<mailto:Saulo.Cwerner@lancashire.gov.uk>]
Sent: 29 November 2019 14:12
To: Catherine Kitching <catherine.kitching@fylde.gov.uk>
Subject: RE: Syrian refugee families Kirkham - community engagement project opportunities

Hi Catherine,

Sorry I didn't respond before!

The bid and plans look fabulous. It's possible that the two Syrian families may wish to get involved – but how do you envisage that? If you have specific plans for that, we can run them by the families. They are still settling in, but reaching out to the community is part of that, and this project could create great opportunities.

Many thanks and best regards,

Saulo

Saulo Cwerner
Equality and Cohesion Manager
Coordinator, Lancashire Refugee Resettlement Programme

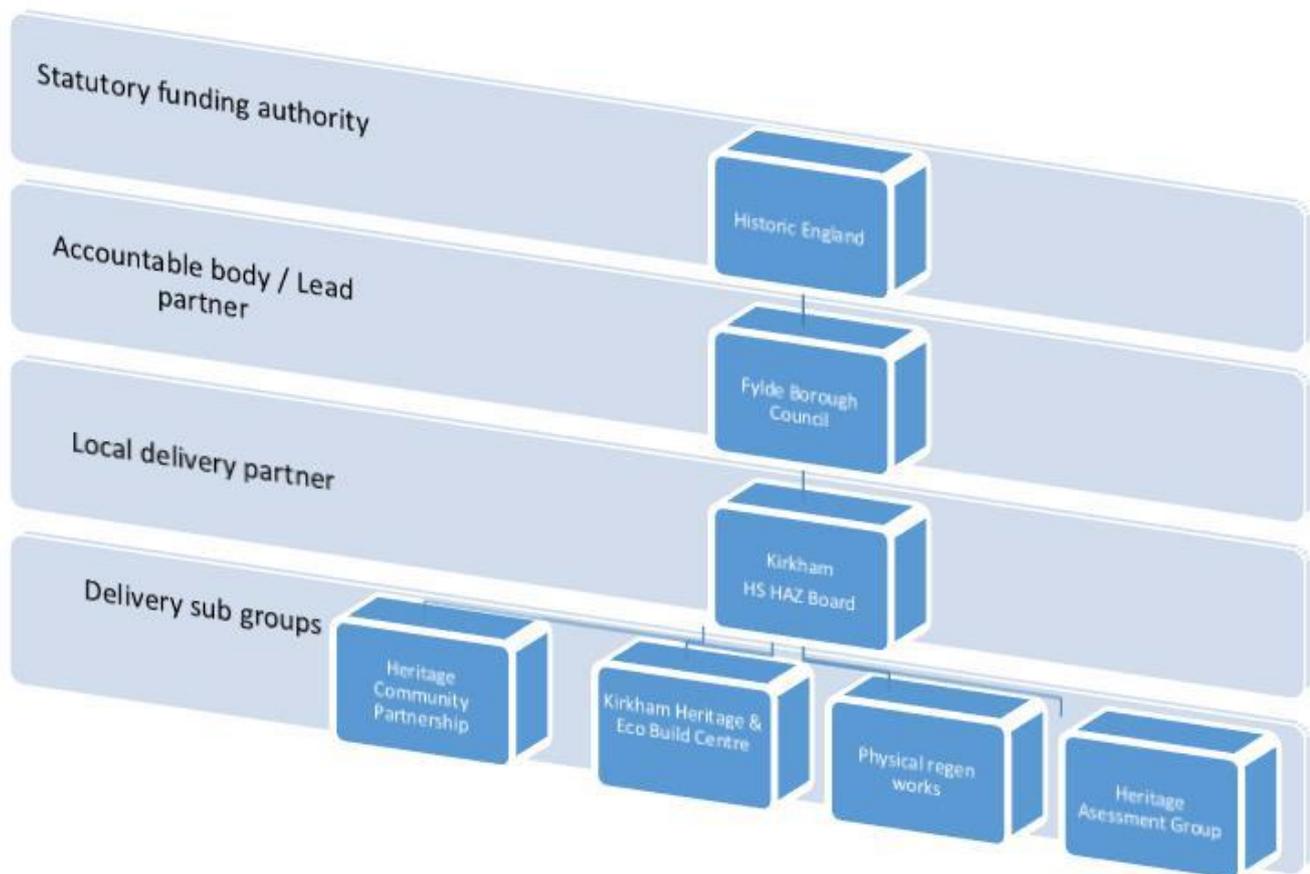
Lancashire County Council
County Equality and Cohesion Team

CCP Level 2
County Hall | PRESTON | PR1 8XJ

Tel 01772 535875
Mobile 07958 513158

Governance –

Overall model showing relationships between all partners Proposed HS HAZ Board



Getting the governance right in community regeneration programmes is absolutely crucial. One of the biggest causes of programme failure in these type of schemes is individuals falling out, sometimes over petty reasons. Stronger voices and personalities can dominate weaker and more timid ones. The New Deal for Communities programmes in the early 2000s for example, were plagued with community differences – to the extent that Government Offices had to shut down schemes for several months in certain cases.

It is of the upmost importance therefore, to mitigate against this by creating a governance structure which maximises harmonious community relationships and provides a platform for a diversity of voices, views and opinions, from which a consensus emerges, via debate and a democratic structure. It takes time, a lot of careful thought and planning to ensure the groups have the right people on and that a suitable Chair is found who is fair and commands the respect of all parties.

At this stage in the process, the HS HAZ Board / Steering Group governance and well-being group model (below) should be seen as indicative. We believe it is nearly there but need further time to commit to a definitive membership. We have identified communities and groups bursting with enthusiasm for the scheme, but there will be more people to reach. This is extremely encouraging and there are, in fact, so many people who have expressed an interest in participating in some way in the HS HAZ that, we will have our work cut out matching interests and skills to a particular group. One of the first jobs, following approval of this bid, will be to undertake more detailed stakeholder mapping and intensive community development. Another community meeting will be held as soon as funding is confirmed.

In order to give the scheme the very best chances of success the overall governance structure needs to do achieve a number of things:

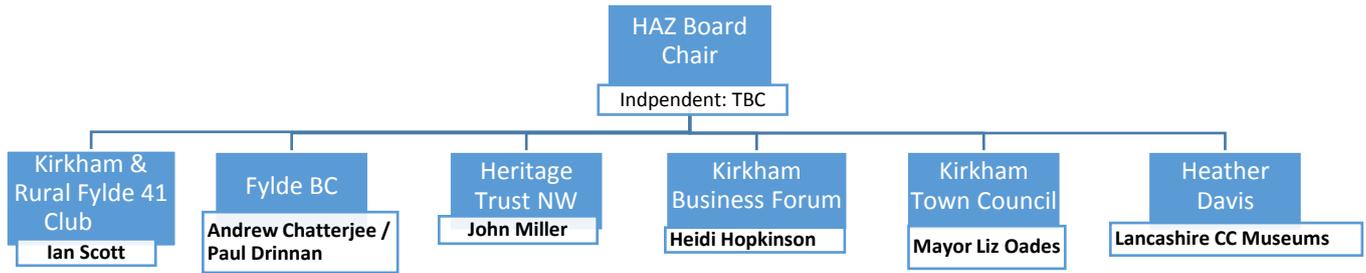
- Offer representation to all key stakeholders and provide a forum to properly voice and reflect their ideas, interests and aspirations
- Be democratic, well-balanced and fair with clear Terms of Reference (ToR) to be agreed and signed by all

The scheme taken overall will clearly involve a broad range of interest groups, various sectors, community engagement and significant levels of professional time. Fylde Council will be the lead partner from the point of generally overseeing the project and ensuring that projects and programmes are delivered in a timely manner. The professional input will require the skills of public and private sector representatives, on behalf of Fylde Council, other public sector partner organisations, community organisations and the voluntary sector.

Professional disciplines that will input into the scheme will include planning, urban design, landscape, architectural, arboriculture, highway and contractor specialisms when schemes are devised in detail. Fylde Council will be the accountable body in respect of finance and grants offered etc. will be subject of the procurement and audit procedures.

Project management skills will be paramount to ensure delivery, management and monitoring. The Council has extensive experience of project evaluation and management including town centre regeneration, building refurbishment schemes and public engagement.

Where required by Historic England it may be necessary to draw in consultants with particular specialisms.



HS HAZ Headquarters on the High Street

An accessible high street HQ is needed from which to run the HS HAZ programme in Kirkham. As stated in the EOI, a 'meanwhile use' has been negotiated with Hallmark Properties, the owners/agents of one of the units in the Kirkgate Centre (see email below). For a peppercorn rent, we will use the vacant unit at 35 Poulton Street to run our operations. See <https://www.eckersleyproperty.co.uk/properties/35-poulton-street-kirkham/>

We propose basing the HS HAZ Project Officer there. Fylde BC will equip the HS HAZ office with everything they need to run the office. Having a base right on the high street will enable the community to drop-in and make direct community engagement much easier. We will put plans and exhibitions in the windows and develop appropriate branding & marketing with Historic England and Fylde BC logos.



Thu 12/12/2019 14:23

Gabriel Kada <Gabriel@thehallmarkgroup.com>
Kirkgate Centre

To Andrew Chatterjee

i You replied to this message on 12/12/2019 17:24.

Message  Heads of Terms Unit 35 Kirkham.docx (26 KB)

Dear Andrew,

Hope you're well. I understand you've been in contact with Andrew McFarlane.

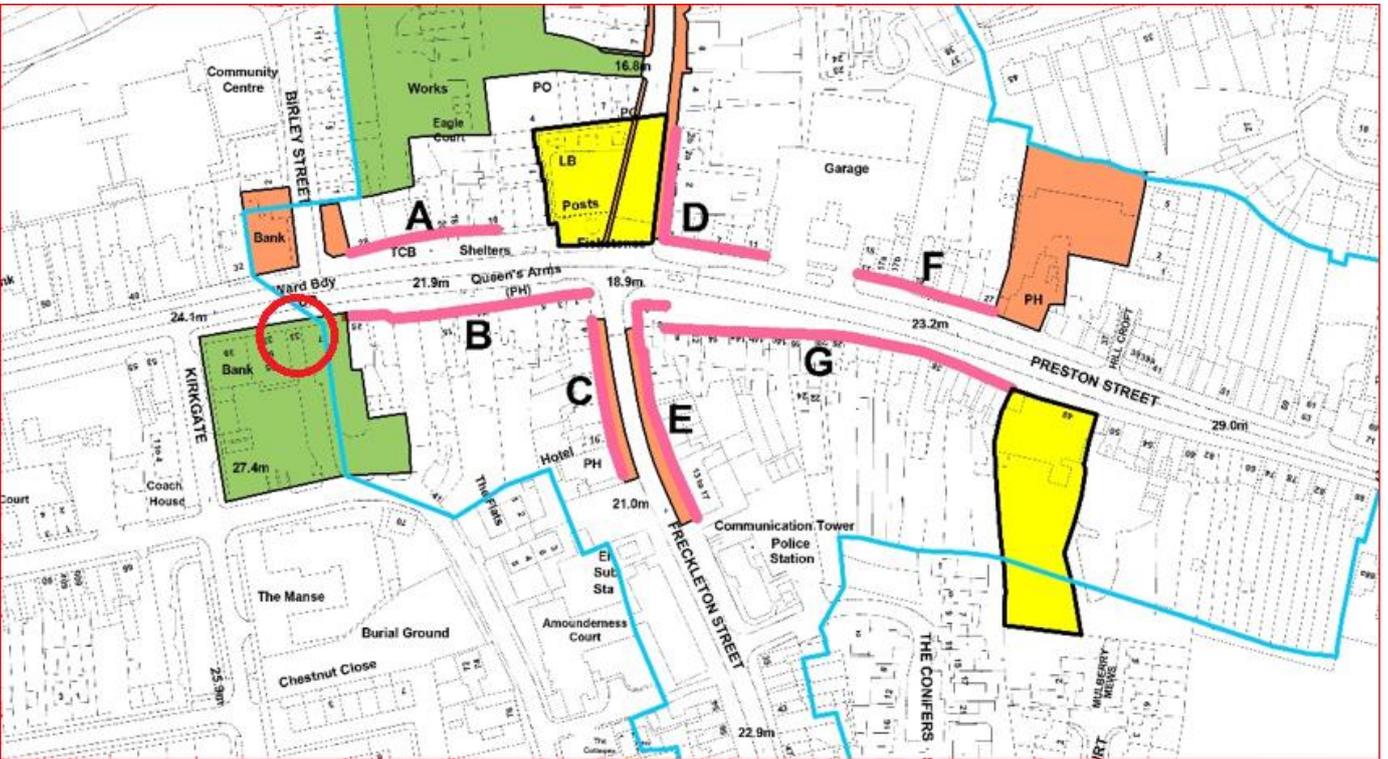
I've discussed the idea with the landlord and they would consider a short term let to Fylde Council rent free, but covering associated running costs. Would you kindly fill in these Heads Of Terms and I can then get this processed. Do you have a legal team that can prepare a lease?

Regards



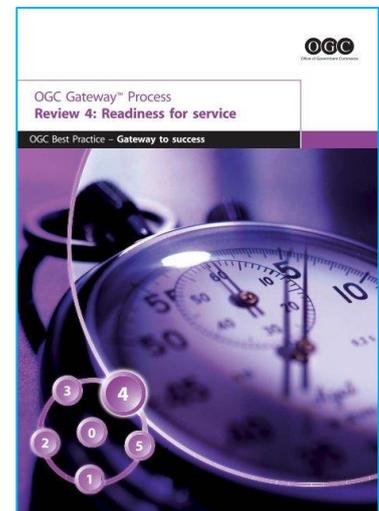
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PROGRAMME / PROJECT MANAGEMENT METHODOLOGY

The entire Kirkham HS HAZ programme will be overseen by Andrew Chatterjee of Fylde BC who both a Managing Successful Programmes (MSP) Practitioner and Prince 2 Practitioner. These are robust, Civil Service standard methodologies for managing large programmes and individual projects. In addition, we will broadly follow the OGC Gateway Review process, whereby projects must pass through a series of project ‘gates’ – reviews by, in this case the HS HAZ Board, to get approval and draw down funding.



Budget

An indicative budget (below) was submitted to Historic England at EOI stage back in early Summer, seeking c. £1.56m contribution from HE. This was obviously a very rough estimate, an educated guess at that stage.

Q3.12 What is your broad estimate of the total cost of the eligible work required for your scheme (broken down by year in which that cost will fall)?

Estimated Costs	Year 1	Year 2	Year 3	Year 4	Total
Sum	£460	£1078	£1078	£460	£3120

Q3.13 How much funding in total are you asking us for (broken down by year)?

Request from HS HAZ Fund	Year 1	Year 2	Year 3	Year 4	Total
Sum	£230	£540	£540	£230	£1560

Following invitation to proceed to next stage were asked in November to provide another estimate of costings and furthermore to reduce the overall cost by 10-15% (because we were told the amount of money the NW region had been allocated was not thought to be enough). We sliced c. 12% of the budget (below).

Project title	2020-21	2021-22	2021-23	2023-24	Combined Total
Project Officer & running costs	42,500	42,500	42,500	42,500	170,000
Heritage Assessment Work	20,000				20,000
Physical heritage interventions public realm & shop front enhancements	132,500	530,000	530,000	132,500	1,325,000
Heritage & Eco build Skills & Resource Centre	102,500	410,000	410,000	102,500	1,025,000
Culture & Health Programme	25,000	100,000	100,000	25,000	250,000
	322,500	1,082,500	1,082,500	302,500	2,790,000
HE contribution	161,250	541,250	541,250	151,250	1,395,000

We were subsequently informed that, following a re-appraisal, that a reduction would no longer be necessary and to work up figures based on actual costings as they emerged. In the recent weeks we have done a considerable (huge) amount of work refining and developing the projects and costings in detail. Take the Heritage Skills Centre for example. In the last few weeks we met on site with architects and conservation specialists from Heritage Trust NW to undertake a full condition appraisal of the interior of the building and seek more accurate and detailed project costings for repair, refurb & fit-out. Thus the original estimate of £1,025m has increased to £1,671m.

Project	Overall		
	Total cost of scheme (incl.match)	Total HE contribution	% HE contribution
HAZ Project Officer	£172,000.00	£93,500.00	54%
Heritage Assessment Work	£24,000.00	£12,000.00	50%
Building Refurbishment/ shop front enhancements	£730,040.00	£370,000.00	51%
Public realm / streetscape interventions	£595,480.00	£300,480.00	50%
Heritage Skills Centre	£1,671,000.00	£830,000.00	50%
Culture & Health Programme	£340,000.00	£185,000.00	54%
Total	£3,532,520.00	£1,790,980.00	51%

The final budget (below in colour) is based on the latest and most advanced figures we have. *If we are deliver all this work we need the full budget allocation of **£1.790m**.*

However, if we were to receive the lower allocation then inevitably, we would either have to trim the scope of some of the projects or delete them altogether. Having built up very positive and productive relationships with the local community there would be an obvious disappointment if all of the schemes in the bid could not be delivered.

The full budget is in the spreadsheet Appendix 6

Evaluation:

We will comply the monitoring and evaluation timetable set out in Appendix 7. Throughout the project we will collect evaluation data and report as required to Historic England. For particular projects e.g. Heritage and Well-being we will do detailed project specific monitoring and evaluation and look at getting a University in to do detailed research.