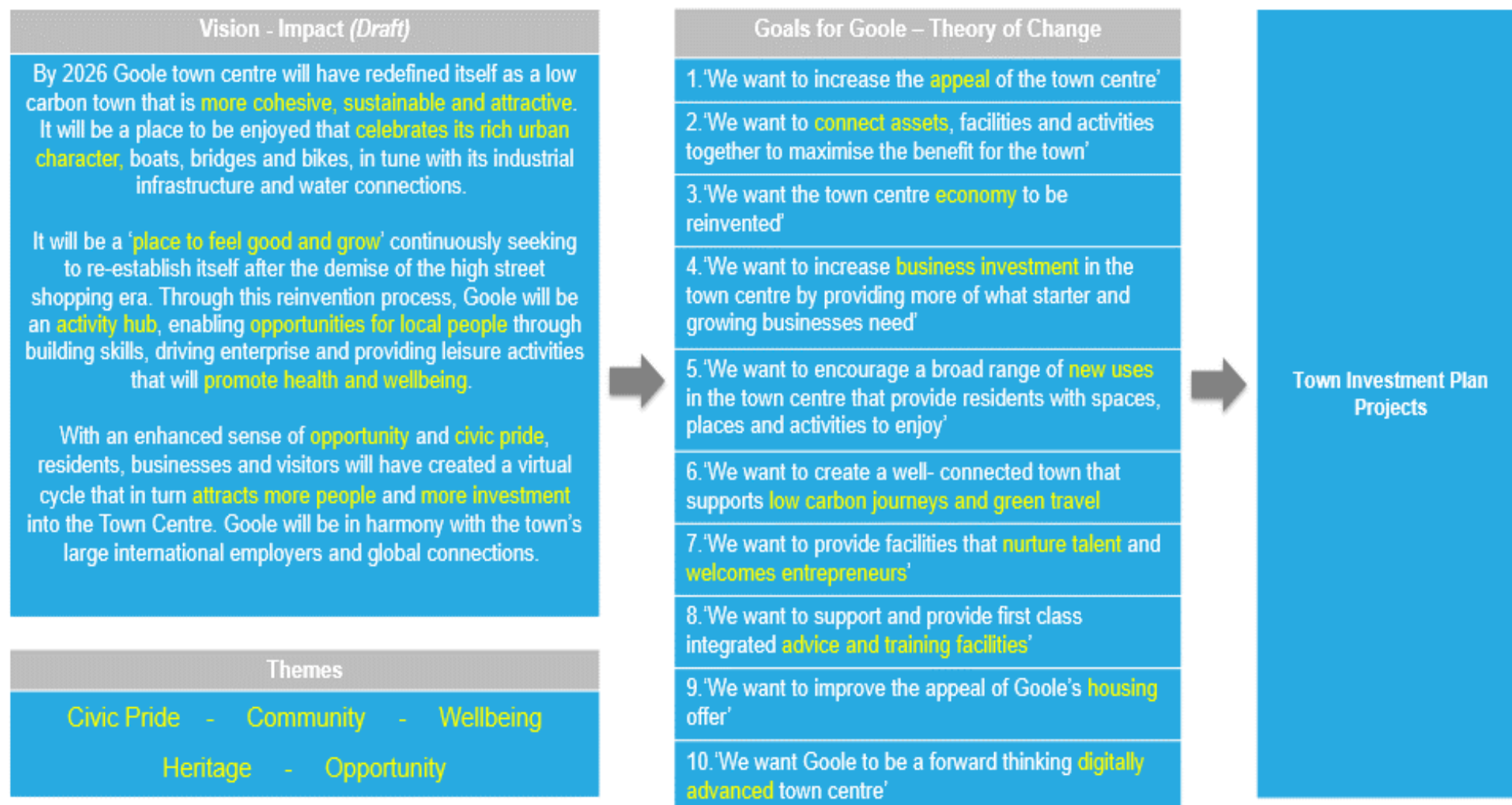


Vision for Goole and Theory of Change



Goole Town Deal proposed Interventions

Intervention: Market Hall Reinvention	Objective	Outcome
This Market Hall sits in the heart of the town centre and, despite being a high profile and architecturally impressive heritage building, it is currently empty. There is an economic market failure due to the extent of the renovation costs which currently make it unattractive to investors and new uses The Town Deal Board recognise the importance of reusing existing heritage buildings and bringing them back into use whilst making them more accessible to local people. There is also a need in Goole to support new leisure and culture enterprises and helping to bring forward new spaces for trading, events and festivals. There is potential to use the Market Hall to support the growth of these and other uses. The Market Hall is a local landmark adjacent to Junction Theatre and Arts Centre contributing to the cultural offer. At the heart of the Goole town centre, investment in this building and surrounding area is an important catalyst for wider regeneration of the town centre.	This intervention will build on the £190,000 of Towns Fund accelerated funding that has already been granted to conduct initial repairs to prevent further decay to the buildings fabric. Through refurbishment it is intended that part of the hall could feature fixed units, where local entrepreneurs can be regular occupiers, offering food and beverage services or sell locally made products. Part of the inside space will remain open plan allowing a range of events to take place. The outdoor area will also provide space for town-wide events and festivals through the year. It is intended that the events programme at the Market Hall will be coordinated with and complementary to the offer at Junction (a busy mixed-use Theatre and arts facility which successfully hosts a wide range of live events and activities, next door to the Market Hall). The improvement of the space therefore intends to improve the cultural and social offer within the town centre. There is a strong feeling amongst residents that the building is important to the regeneration of the town centre (evidenced through local consultations conducted by the Civic Society). Its regeneration therefore seeks to signal that the town centre is back open for business, generating footfall and investment in neighbouring areas such as Boothferry Road pedestrian plaza. The Market Hall is also identified as an important anchor in the Conservation Area Management and Maintenance Plan (adopted by the Council in 2019) The proposed redevelopment of the Market Hall will provide a central venue that will support a range of activities and be a community space for all to enjoy.	The refurbishment will result in the creation of a flexible community and cultural space for both residents and visitors to enjoy and will involve improvements to both the interior and exterior spaces. Bringing the Market Hall back into use will create an anchor point, drawing in people from across the town and addressing the low levels of footfall which were depleted even prior to the COVID 19 pandemic. Creating an attractive, unique space for flexible use in a strategic location in the town centre will help reposition the perception of Goole and encourage growth directly within the town centre. Regeneration of the Market Hall will provide a vibrant destination, based on the success of historic pop-up events such as the Goole Town Beach Day, for the town establishing the area as an attractive proposition for investment and community activity.

Intervention: Town Centre Public Realm	Objective	Outcome
Public realm has a significant impact on the perception of place. The right impression can make town centre streets safer, more attractive and better connect areas within town centres. These improvements will create a more animated town centre to increase footfall, drive retail, services and leisure spend, which have been impacted by the multiple lockdowns, and in doing so contribute to the success of other Towns Fund interventions such as the Market Hall Reinvention. Goole town centre needs to provide a complementary service centre offer to match the level of investment made by the private sector at Goole 36. Goole town centre needs to be a place that the local residents can enjoy and value and that offers space and activities for families. A lively town centre will encourage people to spend more time in the town centre through the creation of more social spaces, which in turn will attract people working at Goole 36 to come into the town centre and help to drive a more varied lunchtime and evening economy.	The proposed public realm improvements will make Goole's town centre streets safer, more attractive and better connect the areas across the town centre. It will provide informal places for people to meet outdoors, mindful of the benefits of outdoor space for both mental and physical health, and the increased demand for outdoor space for interaction following the COVID 19 pandemic. The enhancements will also encourage the café culture through increasing visibility of activity in the town centre and improving the town centre environment and sense of community. The public realm enhancements will also include 'greening' the town centre- connecting people with nature to improve health and wellbeing. It will make it more viable for cafés and restaurants to provide 'spill out' outdoor space where people can meet family and friends. The public realm improvements will be designed with pedestrians and cyclists in mind, to encourage more active travel within the town. Gear Change 'A bold vision for cycling and walking' (2020) produced by the Department for Transport highlights the many benefits of cycling and walking investment including improving health and wellbeing, addressing inequalities, tackling congestion and improving air quality. According to this strategy, there can be an up to 40% increase in shopping footfall by well-planned improvements in the walking environment. Upgrading the public realm across the town centre around Boothferry Road pedestrian plaza and Paradise Place will drive footfall in the town centre and increase dwell time.	High quality lighting and CCTV is proposed for key locations across the town centre which will increase perception of safety and design out vandalism and anti-social behaviour. Soft landscaping will introduce greenery within the town, improving perception of place. This will build on the investment received through the Accelerated Towns Fund for Leisure Spaces. The advanced funding will be used to purchase new tables, benches and accompanying street furniture, and for a deep clean of the public realm, which will increase the attractiveness of the public realm, give confidence to the public and aid the COVID recovery effort 12 pop-up market stalls will boost trade and footfall. Hosting these trial market events will also provide an understanding of the feasibility of market events and which events prove most successful so that Market days can become a weekly highlight again for the town. Improving the Public Realm in the centre of Goole will improve the environment and make Goole a more attract place for further investment. This new high-quality public realm will provide space for more community events and festivals and pop-up activities aimed at families and young people. There is also the opportunity to design in an area for informal play, creating a space cognisant of the early years demographic within Goole.

Intervention: Station Hub	Objective	Outcome
This important intervention contributes to the vision for Goole, with improved station frontage supporting Goole's ambitions to be an activity hub and a town that residents can be proud of and modern onward travel links and information. Funding to contribute to a feasibility study and a contribution to the works for lift and bridge access to the northern platform. Current access to this platform is not currently DDA compliant, and disabled users must use the subway to change platform. This intervention also includes funding for a feasibility study into a more regular direct rail connection to Leeds. This would provide the opportunity for Goole residents to access employment within Leeds City Centre, including high-value / knowledge intensive business services jobs. At a regional level, there is a recognised need for the creation of "<i>more better-paid, higher-skilled jobs</i>" (Humber Industrial Strategy Prospectus, June 2019).	The proposal comprises a range of objectives including: New high-quality public realm at the frontage to the station and the subways Improvements to the pedestrian crossing areas that provide access to the station. Provision of new bus stops and shelters to improve passenger waiting experience. It is intended that the onward travel options will improve connection from the station to Goole 36, a key employment area. It will also encourage workers at Goole 36 to visit the town centre to spend time and money. Cycle parking facilities, including for electric bikes, to further encourage the use of sustainable modes of travel and increase convenience for residents. The proposal also intends to develop an electric bike rental scheme providing affordable transport solutions and assisting with accessibility to employment sites. Digital screens providing real-time public travel information and smarter technology tools to improve user experience and encourage the use of public transport and more active forms of travel. Improvements to the subways to make these critical access points more attractive, and safer for pedestrians. This will involve improving the lighting, installing CCTV and making the inside walkways more aesthetically pleasing. Design ideas include 'living walls' to introduce more greenery into the town centre. This will be tied into existing proposals by Network Rail for replacement pumping arrangements to address the flooding risks within the subways.	Improving the frontage to the station will increase the attractiveness of the key arrival gateway into the town centre and positively enhance perception. These improvements will signal to both residents and visitors that Goole town centre is 'back open for business' following the detrimental impact that COVID 19 has had on the high street and footfall. The proposal also responds to the growing number of commuters in and out of the town expected in the near future. More specifically, growing investment at Goole 36 means more commuters are expected into the town, and the proposals for a more regular direct rail link to Leeds (with this project contributing to the feasibility study) may mean that more Goole residents commute to Leeds in future. The improved aesthetics of the station frontage will enhance the attractiveness of the key gateway into the town centre and increase footfall. The provision of secure cycle parking and an electric bike rental scheme will capitalise on Goole's flat landscape which makes cycling a suitable and attractive transport option. In combination with improvements to the waiting facilities, the initiative will promote the use of public transport and active travel, and therefore realise Goole's vision to be a more sustainable town. The project will also improve the subways to make them more attractive, accessible and safer, a proposal that would be strongly welcomed by residents.

Intervention: Property Investment Fund	Objective	Outcome
Evidence shows that Goole needs a local capital grant programme open to landowners, developers and tenants to improve the buildings and vacant sites across Goole Town Centre. Stakeholder engagement identified that there are commercial property owners, many of whom who have been affected by the impact of COVID, who are seeking to exit and own commercial property within the town centre. This adds to the current high volume of vacancies. The fund is proposed by way of building on, broadening and extending the East Riding of Yorkshire Council, Love Your High Street Fund, which was used to support new business ventures and innovative projects that help re-establish the high street. An Action Zone has been defined where the fund will apply; selected as the area where investment in properties is most needed and will have the most significant overall impact on Goole town centre. Applications are proposed for building improvements and alterations ranging from the acquisition of land and buildings and construction of new-build property to smaller scale projects such as improvements to the frontage of properties, pathways and paving immediately surrounding the properties. Consideration will also be given to increased alteration costs due to meeting flood risks.	This fund will be able to be accessed by businesses for both building improvement and strategic development opportunities within the town centre. Applications will be invited for grants of varying sizes subject to meeting defined eligibility and scoring criteria. Whilst a key objective is to increase the attractiveness of areas and help to ‘activate’ spaces in the town centre, it is recognised that there is also a need to address the limited diversity of housing stocks and the deficient aspirational housing offer within the town centre. As such, the fund will also be used to support the upper floor conversion of commercial properties into residential uses. Goole is part of the Environment Agency’s Flood Zone 2 and 3 therefore there are going to be additional requirements for Developers to add flood mitigation into new developments. This may be prohibitive to Developers and new businesses considering locating in Goole Town Centre. It is therefore proposed that the Fund could be accessed by those businesses and individuals for flood mitigation that would not be required elsewhere, which will encourage investment in the town centre. Part of the eligibility assessment for funding applications will include an element of matched funding by the land/property owner or tenant. The percentage of funding from the fund will be linked to the level of strategic impact on Goole Town Centre and benefit to the town centre and the local community.	The Property Improvement Fund will have a key role in realising Goole’s vision, particularly “a ‘place to feel good and grow’ continuously seeking to re-establish itself after the demise of the high street shopping era”. The Fund will improve buildings across Goole Town Centre, including those with historic architecture and industrial heritage, which will help to create a more attractive town centre that residents can be proud of and drive footfall. The capital fund will also be available to support new business ventures and innovative projects, building on the pockets of entrepreneurship that has emerged in areas such as Pasture Road. It is envisaged that the fund will therefore help to create jobs as well as re-establish the high street as a destination and support diversification of the high street.

Intervention: Flood defences and improved green corridor routes	Objective	Outcome
Flood defence assets in Goole provide critical protection for our existing infrastructure. These defences are essential for the future success and growth of the town. They also have a clear link to social, recreational and leisure aspirations, and provide a great opportunity to improve connectivity for green and sustainable transport.	In partnership with the Environment Agency (EA), the Board would like to contribute to and bring forward two separate but interdependent projects: Dutch River Flood Defence Refurbishment and Goole Greenway. The first project is to refurbish the Dutch River flood defences with a proposed contribution from the Towns Fund towards this work. A strategic review of the defences around Goole is currently underway to identify and formalise priority areas. A Towns Fund contribution would mean the required works protecting Goole from flooding would be brought forward and completed several years earlier than planned by the EA. The Flood Defence Refurbishment project is essential to the delivery of the 'Goole Greenway' project. Ideas for greener travel and recreation opportunities came through clearly during community engagement. 'Goole Greenway' will offer the potential to integrate blue-green travel and leisure corridors around the town, local villages and key leisure and business areas. This will be the beginning of a Cycle Network that can be delivered in phases, over a number of years. A visioning map is being prepared identifying 6 strategic links to create the 'Goole Greenway', which will encourage cycling and walking. The route aims to embrace riverside and green space, adjoining with key highways routes. Sections alongside highways would be improved over time, enhancing and continuing blue-green routes into key urban areas. The Towns Fund monies would be used to incorporate and integrate a cycleway for approximately 4.7km, from Rawcliffe Bridge to Lower Bridge Street in Goole.	This will provide additional green space, leisure and recreation facilities and offer residents an opportunity to enjoy open spaces and aid health and wellbeing. The cycleway will benefit from Goole's flat landscape, providing an accessible route for active travel including commuting to work and connecting residents to employment opportunities including those being created in the surrounding area. As well as being a potential commuter route, the cycle way could be used by families, providing a leisure activity and exercise in green spaces. The funding also contributes to bringing forward essential flood defence maintenance which ensures flood risk is not an impediment to growth and more investment is attracted into the town centre.

Intervention: Goole Leisure Centre	Objective	Outcome
Goole Leisure Centre was built more than 30 years ago to serve the leisure and recreational needs of Goole and area. It is outdated and requires modernisation and investment to respond to changing leisure interests. East Riding of Yorkshire Council will be the main funder but a lever from the Town Deal will enable more commercial leisure interests to be delivered. East Riding of Yorkshire Council will continue to manage the Leisure Centre but seek to introduce new activities such as ten-pin bowling, tag active, climbing, and adventure play. The Leisure Centre will bring new offerings into Goole that will serve the local community, pull in visitors, increase footfall and improve the image of the town to help re-establish a more vibrant town centre. Modern building design, reducing energy consumption through the introduction of new mechanical and electrical equipment and more efficient solutions will contribute to decarbonisation and net zero ambitions for Goole. This will also provide more sustainable solutions for long-term operation and maintenance.	The Leisure Centre redevelopment supports inclusion and community cohesion by providing more opportunities for a larger number and wider range of customers in terms of age, ability, interests and background. As the facility will be operated by East Riding of Yorkshire Council it will guarantee access to facilities that improve health and wellbeing are affordable and accessible to the whole community. There is a need to support and strengthen physical health and mental well-being in Goole. Improving quality of life by providing modern, fit for purpose leisure facilities and activities in which people want to participate delivers on this need. It is estimated that the cost to society for mental ill health is £105 billion annually (Public Health England, 2019) and 1.2 million life years are lost each year as a result of excess weight (Public Health England, 2019). More activities and facilities available to children and young people will encourage participation in sport and fitness which aims to support and inspire children, raise aspirations, foster an environment where children and young people reach their potential and reduce anti-social behaviour.	The Towns Fund contribution will expand the range of activities and bring a wider recreation and leisure offer to the town centre. Proposals include the creation of a new entrance to the Centre leading directly into a bespoke catering area, to maximise footfall and create a large space that parents/guardians can use whilst their families take part in activities. The redevelopment will seek to include ten pin bowling, tag active, climbing, adventure play, a crèche and party room. The redeveloped Centre will provide fresh opportunities for Goole's residents and visitors engage with active pastimes. The broader offer of the Leisure Centre will also attract renewed interest into the town and the other Towns Fund interventions such as the regeneration of the Market Hall are expected to encourage wider footfall and circulation of people. Enhanced facilities will contribute to a new town centre 'destination' with state of the art facilities and encourage visitors from the whole of the East Riding and surrounding areas.

Intervention: Victoria Pleasure Grounds (VPG)	Objective	Outcome
The Victoria Pleasure Grounds (VPG) is Goole's town centre community sports and events asset, home to the town's football team Goole AFC and other local sporting teams and athletics. The ground has a legacy of 100 years of community use and is now suffering as a result of its poor condition. Despite this, it retains a high level of community interest and uses including football, rugby league and athletics. The success of VPG, and the activities it offers, was previously founded on it being inclusive to both Goole and Old Goole. It is therefore viewed as the vehicle to bring about greater community cohesion and participation and, draw visitors into the town for events and sporting fixtures. The proposal is to build on the advanced towns fund funding of £110,000 that is being used to modernise the flood lighting and refurbish the changing facilities and public conveniences.	Proposals for the VPG include replacing the natural turf winter games pitch in the middle of the athletics track with a rubber crumb 3G artificial grass pitch to FA and Football Foundation standards along with a shock pad beneath the 3G carpet to allow contact rugby to be played on the same pitch. The 3G surfaces will allow for nearly unlimited use whereas natural grass shows wear and cannot be practiced and played on in the same week. Goole sports teams such as the football and hockey teams must frequently travel outside of Goole to play on other team pitches due to the poor condition. Although previously an events space, public events have had to be excluded in order to maintain a playing pitch standard as demanded by The Football League. The athletics track would be resurfaced, and additional lanes added to meet competition standards, this would then be the only athletics track of this type within East Riding. The 3G surface and the running track will offer opportunities for school and charity sports events, the provision of a classroom-sized space in a new standalone pavilion would also cater for learning outside the classroom, something much valued in the teaching profession. There are also opportunities for schools, sporting groups and colleges to access the improved facilities which will be especially useful for those with limited outdoor facilities. Renewable energy is proposed for this scheme as Solar panels will be integrated into the design to provide light, heat and hot water improving VPG's energy efficiency and reducing operational costs that in turn should aid groups paying to hire the facility.	The new surface will enable more events to take place at the ground. The improvement of VPG will enhance the community offer providing more social and cultural activities for the town's residents and establishing another 'pull factor' adding another reason for people to visit and spend time in the town. The redevelopment of VPG includes employment opportunities due to the potential for letting out space for example a sports injury clinic to a local physiotherapist or franchising café space. There could also be Physical Trainer led exercise sessions, Yoga class teachers, and martial arts instructors, who will all may want to use space at the VPG and, other than earning income, would pay for room hire. While they are small-scale, these are opportunities for small businesses that have an economic and employment impact on the financial sustainability of the VPG as well as the individuals themselves. This intervention will significantly improve the grass roots sports provision within Goole and provide local facilities. It will create an improved environment for a wide range of sports and leisure activities building on the Town's 100 year history of football. Concept Design work can commence immediately once funding has been awarded. It is anticipated that it will take 12 months from receiving the funding to starting on site, subject to accommodation of the football fixtures as Goole AFC plays in the Northern Counties East League Premier Division.

Intervention: One Stop Skills Shop	Objective	Outcome
Skills support provision is fragmented in nature making it challenging for Goole's residents to establish what support is available and how it can be accessed. This intervention aspires to overcome that by offering a 'one stop shop' for skills and employment support within Goole and in direct response to the recovery effort as a result of the pandemic. The funding requested has two key components, firstly to combine the existing skills support offer across the town and wider region into one service hub. Secondly, the creation of a flexible skills fund to be used to fund any identified gaps in skills provision, where a clear need is evident and not accessible anywhere else. The Towns Fund would provide a contribution towards staffing costs, in addition to the lease or purchase of a vacant target high street property. Some of the funding would also be used to improve the appearance of the building frontage to ensure there is a welcoming front door and bring a vacant property back into use. It is recognised amongst partners that this proposal will not replace existing offerings, it will be a hub of information and referral point. Likewise, the facility will also look to cater to the needs of business wanting to enquire about training and recruitment of employees.	The skills shop will provide a high-street 'drop in' triage support service directing those seeking support; a space to host events for target groups such as post-childcare returners and older workers; a flexible work-space for people to write CVs and complete applications and internet facilities. These services will be operated from a currently vacant property on the high-street, enabling good accessibility and visibility. It is known that not all people who need help access this through the Job Centre. This choice of venue will enable this project to be implemented quickly and will be well placed to address the large-scale unemployment resulting from the COVID 19 pandemic. The proposal will also seek to collaborate with existing skills providers, the Skills Shop will be able to signpost local employers to better match routes to employment and training opportunities. It will seek to ensure that the skills supported are those required by local businesses, providing greater integration between local residents, local businesses, the town centre and the large-scale investments at Goole 36. The One Stop Skills Shop also intends to bring in a voluntary offer which will enable community and charitable organisations to advertise volunteering opportunities to local residents. This One Stop Skills Shop and Fund will be critical in response to job losses caused by the COVID 19 pandemic. It is envisaged that the One Stop Skills Shop could be operational within 6 months of funding being acquired.	This intervention is seen as Goole's immediate response to the COVID recovery effort, it will also play a significant role in achieving the vision for Goole, particularly by <i>"enabling opportunities for local people through building skills and supporting new enterprises"</i>. By coordinating existing skills services, and providing funding to support any gaps in skills provision, this intervention will enhance access to jobs, skills, learning and well-being for local people. Providing this support will enable Goole to maximise the benefits of the significant levels of investment happening at Goole 36 and help local businesses recruit the people they require from within a local catchment. The opportunity is particularly apparent given the emerging younger demographic in the town and the opportunity to connect people and opportunity. Emerging pockets of entrepreneurship in areas such as Pasture Road will also be capitalised upon by providing skills support to entrepreneurs. The recovery effort requires action both sides; helping people into employment and, helping to stimulate new job opportunities.

Intervention: Ultrafast Broadband Infrastructure to Old Goole	Objective	Outcome
Digital connectivity is essential for all, and whilst ultrafast infrastructure is being installed across Goole, the community of Old Goole is not included from the current rollout by the private sector. Goole Town Deal Board is currently unaware of any commercial plans to deliver full fibre connectivity to the Old Goole community, and believes public funding is essential to support Government's target of a minimum of 85% gigabit capable coverage by 2025. The COVID 19 pandemic has brought a greater understanding of the vital role digital connectivity has in our lives and our increasing reliance on digital for social connections, working and learning from home. The benefits of digital connectivity are also recognised within the National Infrastructure Strategy (November 2020) which states that "fast, reliable digital connectivity can deliver economic, social and wellbeing benefits for the whole of the UK".	Providing good connectivity will enable access to improved home learning and working and, provide businesses and entrepreneurs with the digital infrastructure they require. This is in alignment with the Government's commitment to levelling up <i>"raising productivity and growth in all nations and regions, creating opportunity for everyone, and addressing disparities in economic and social outcomes"</i> (HM Treasury Budget 2020). The ability to harness the career opportunities digital technology brings is vital. This intervention aligns with the UK Digital Strategy published by the Department for Media, Culture and Sport which states <i>"Every individual and every business should have the skills and confidence to seize the opportunities of digital technology and have easy access to high-quality internet wherever they live, work, travel or learn"</i>. Providing broadband to Old Goole will ensure these residents and businesses have this access and are not digitally excluded in an area where there are already higher levels of deprivation. COVID 19 has only reinforced this need with many businesses accelerating their digital transformations and people continuing to learn and work from home.	Access to ultrafast broadband will drive the benefits of digital inclusion, enable access to online skills and education and increase opportunities for start-up businesses in Old Goole. Digital inclusivity is vital now and for the future, as more services are taken online and more people are working and learning from home. This intervention will create opportunities for local people through building skills and driving enterprise. Completion will significantly improve the internet connections enabling the Old Goole community to have the same opportunities as the rest of the town. An improved environment for online learning, start-up/small businesses and support for home working and streaming for those individuals living and working in Old Goole will be created. Ground works on the site will begin within 12 months from receiving the funding.