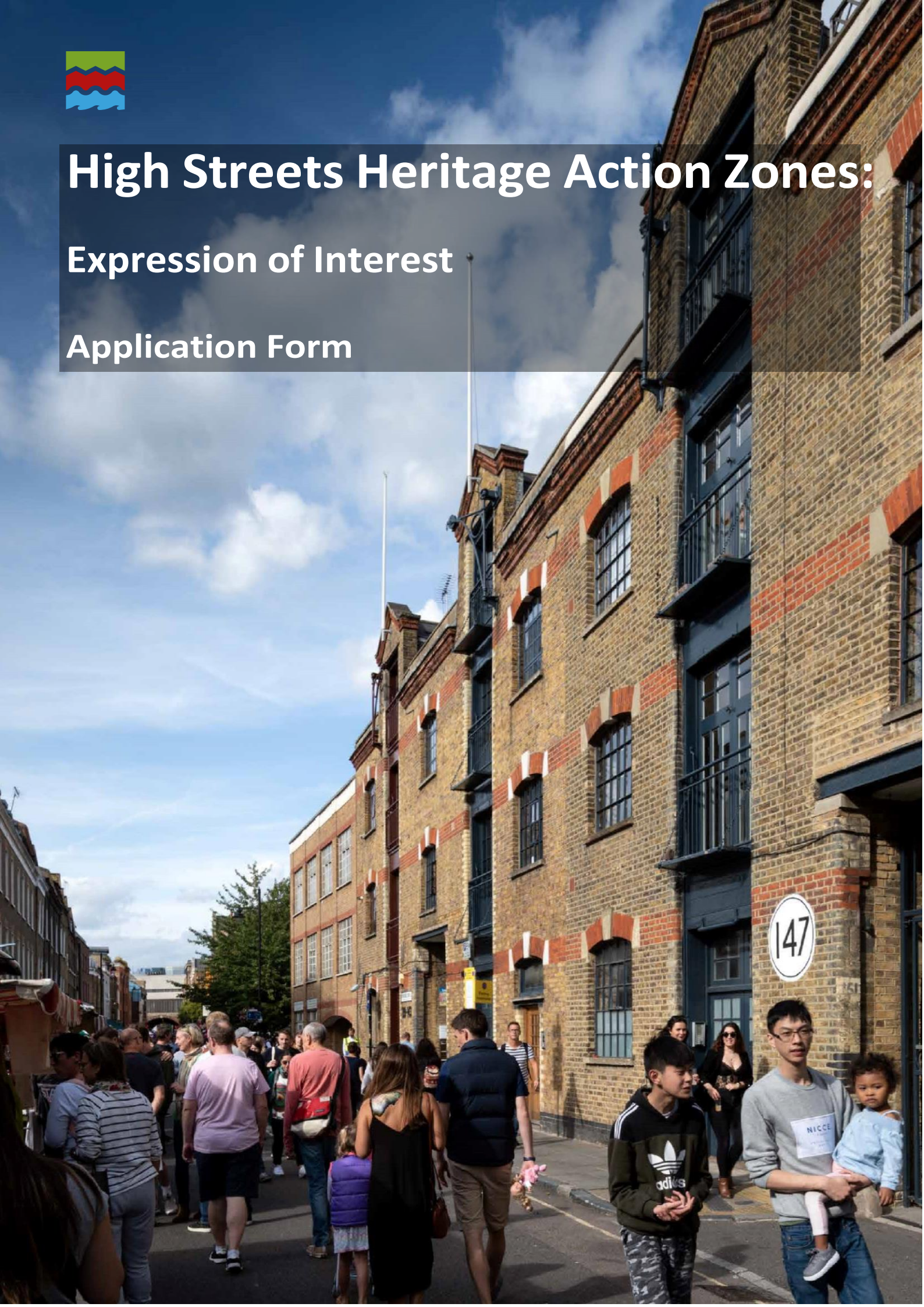




High Streets Heritage Action Zones: Expression of Interest Application Form





Please refer to the accompanying High Streets Heritage Action Zone (HSHAZ) Guidance Notes while reading this HSHAZ Expression of Interest Application form.

This Expression of Interest is the only opportunity to apply and will be competitive.

The closing date for submission of your application is 12:00 noon on 12 July 2019.

Q1.1 Lead Applicant details

- a. Name of Lead Applicant Organisation:
Fylde Borough Council
- b. Name of Lead Applicant contact:
Mr Paul Drinnan
- c. Job title of Lead Applicant contact:
Head of Regeneration
- d. Business address of Lead Applicant contact:
The Town Hall
Lytham St Annes
FY8 1LW
- e. Daytime telephone number for Lead Applicant contact:
01253 658434
- f. E-mail address for Lead Applicant contact:
Paul.drinnan@fylde.gov.uk



- a. Location of your proposed High Streets HAZ:
Kirkham, Lancashire
- b. Conservation Area and wards covered by your proposed High Streets HAZ:
Kirkham
- c. Name of Regional Historic England Office to which your proposed High Streets HAZ relates (see Guidance Notes for full list):
**3rd Floor Chepstow,
Canada House
3 Chepstow St
Manchester
M1 5FW**
- d. Name of Local Authority Area within which your proposed High Streets HAZ is located:
Fylde Borough Council
- e. Name of your scheme:
Kirkham High Street HAZ

Q1.2 Scheme details

Please refer to the accompanying High Streets Heritage Action Zone (HSHAZ) Guidance Notes while you are completing your Expression of Interest (EoI).

Essential Criteria	Question	Applicant to Confirm
2.1 High Streets HAZs must be in a Conservation Area.	Have you included evidence to show that your proposed High Streets HAZ is in a Conservation Area?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
2.2 High Streets HAZs must be delivered through a partnership, and include the local authority as a partner (the local authority does not need to be the lead partner, but there needs to be evidence of their commitment to the initiative).	Have you included evidence of commitment from partners to your proposed High Streets HAZ (e.g. signed letters of support from senior representatives)?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
2.3 High Streets HAZs must be delivered with demonstrable support of the local community.	Have you included evidence of support from the local community for your proposed High Streets HAZ (e.g. assessment of community support, letters of support from community bodies)?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
2.4 High Streets HAZs must be capable of delivery (scheme completion) in four years (April 2020-March 2024).	Have you included evidence that your proposed High Streets HAZ is deliverable within a four-year period (e.g. a high-level programme)?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

If the above are met then the application will move to the next stage of assessment below.

A. The Place

Q3.1 Please briefly describe your proposed **High Streets HAZ area as it is** (750 words maximum, *include maps and supporting evidence as annex documents if required*).

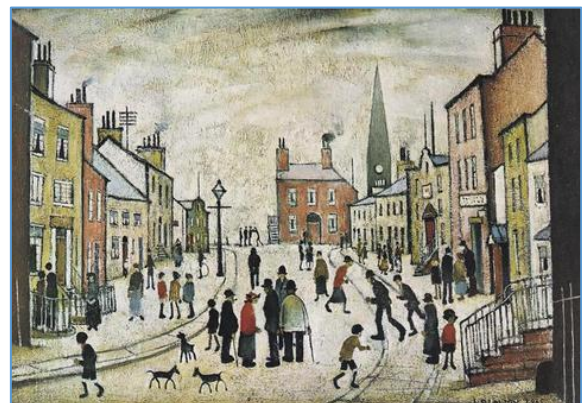
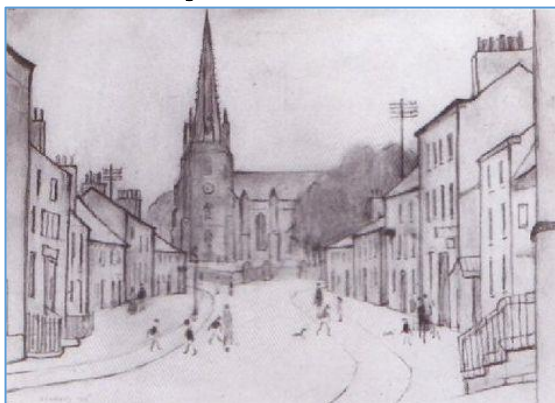
- Kirkham is a very historic market town, pre-Roman in its origin. Its market charter was granted in 1269–70 and its Grammar School dates back to the 13th century. In its heyday, from the late 17th to 20th century, it was a thriving textiles centre. Historically it is Fylde's only market town. It is roughly equidistant between Blackpool and Preston. The popular Ribby Hall holiday village is close by. A major part of the town centre is a designated conservation area – (See Map 1 in the Appendices). The Conservation area is based around its historic core and medieval street pattern centred on the Market Square, linked by Church Street to the listed St Michael's Church. The area includes attractive groups of town houses along Preston St.
- There is strong evidence within the conservation area of its medieval plan and burgage plot layout with long linear plots and narrow frontages. This is further evident when analysing the pattern of development illustrating its planned yet 'adaptive' format with narrow fronted properties set to prescribed building lines. Undulating rooflines, are a feature the town developed relative to local topography and plot owner requirements. (Please see Figure 1 below). Many of the buildings express a vertical proportion reminiscent of their Georgian origins or later Victorian adaptations. The conservation area has a defined building hierarchy with larger townhouses, churches and later banks expressing their status and significance.

Figure 1: Market Square, Kirkham c. 1905



- The underlying townscape still demonstrates this quite exceptional historical development. The topography is an important component part. When viewed from long range vantage points, the townscape form is intact – building lines, vertical proportions, undulations, roofscape and skylines are key elements. It is only when buildings are inspected at closer range do the later additions reveal many unfortunate alterations. The public realm, also requires enhancement, although there have been improvements. The town centre has an important small park forming part of its setting and is home to the listed St. Michaels Church (see Figure 2 below)

Figure 2: Sketch of Church St, Kirkham by L.S.Lowry (1925). Re-interpreted and painted in colour by Lowry ten years later, & entitled 'A Lancashire Village' (1935)



- It is clear that many building owners have undertaken ‘improvements’ without an understanding of conservation issues and significance. The ‘educational’ process will be important, something that the Council’s Heritage Strategy contains as a major theme. The town centre environment is blighted to some degree by traffic intrusion. To achieve a cordial ambience, it will be appropriate to look closely at traffic circulation, access, parking and servicing, taking appropriate and proportionate measures as part of the overall urban design/conservation approach.
- The HS HAZ scheme seeks to create a new perception of the town. Many similar towns which have retained their historic visual qualities are performing well economically. The town requires urgent strategic intervention. It has the potential to be regarded as a sustainable centre for the community that will be experiencing relatively significant residential and employment growth. The town centre should meet the expectations of its population in the future. A key element of the scheme would be one of creating civic pride in the town, to all sections of the community, promoting a greater understanding of the importance of heritage, and its significant economic and community benefits.

Health services

- The future of health services in the town centre are uncertain as NHS Fylde and Wyre Clinical Commissioning Group (CCG) are considering moving both town centre health service facilities – (importantly Ash Tree House (Figure 3) which occupies a pivotal location in the town centre) and Kirkham Health Centre to a new out-of-town healthcare facility. This would result in a further vacancy and likely be accompanied the loss of pharmacy services in Kirkham.

Figure 3: Ash Tree House GP Surgery Grade II listed, c.1765



Figure 4: Hillside, Grade II Listed, empty for many years



Leisure and entertainment

- 2 Cinemas closed since the 1960s.
- 8 Pubs have closed in last 30 years. Including Hillside (Figure 4) and Black Horse over the road

Retail:

- 130 commercial units in the Town Centre. Vacancy rate of 15-20%. See Vacancy survey Appendix 4
- At least 15 empty shops on Poulton Street and Preston St. Atmosphere of decay is precipitated by empty landmark buildings. Loss of all 5 banks. Potential loss of 2 GP surgeries.
- Considerable upper floor vacancies, or underuse. This offers the opportunity for maximising reuse to a high standard, enhancing vitality and maximising revenue, incentivising maintenance of the building fabric.
- The adverse consequences of more longstanding alterations to historic ‘period’ buildings including discordant shop fronts, render, removal and replacement of traditional windows, highly visible at ‘eye’ level, thereby having a disproportionate visual impact on character and quality. The lack of proper stewardship of some public and private spaces results in a poor quality appearance.
- Weak and declining footfall.
- Poor evening economy. Reputational problems don’t help. High quality evening/ weekend offer needs to improve to attract locals who work elsewhere during the week.

Please also provide the following specific data:

Index of Multiple Deprivation	3179 Kirkham South 5699 Kirkham North	IMD Ranking 5 IMD Ranking 8
Community Wellbeing Index	https://communitywellbeing.coop.co.uk/#-2.87163998794249,53.7828709973942	Wellbeing Score 60
Vacancy rates within the high street	17	% units vacant 15-20%
Designated heritage assets within proposed High Street HAZ area	<ul style="list-style-type: none"> • 14 Preston St c.1729 • St Michael's Church, c.1822 • Sundial, St Michael's Church, c.18th C • Tomb, St Michael's Church, c. early 19th C x 3 • 2 Church St, Ash Tree House, c.1765 • 4 Church St, c. early 19th C • Hillside, c.early 19th C • Fishstones and lamp standard c.1829 • Jubilee Lamp • 32 Poulton St, c.19th C • Former Trustee Savings Bank, Poulton St, c. • Telephone Kiosk, K6, c.1935 • United Reformed Church 	No. of assets: 15

Q3.2 Please briefly describe, with evidence, the **untapped potential** of the high street/ town centre (750 words maximum).

- Kirkham has considerable untapped potential to, once again, become the thriving and bustling market town it used to be. The current town population is 7,476 and that of the wider catchment area, including surrounding villages is 32,983. There are some major employers nearby such as Universal Products, British Nuclear Fuels, NHS, AFC Fylde, Driver & Vehicle Standards Agency, who collectively employ significant numbers of employees. The perception is that there is considerable untapped potential and spend that it not directed at Kirkham Town Centre. Ribby Hall is a major tourist attraction. Such visitors using the centre would add significantly to growing its economy and sustainability. The town is a Tier 2 settlement growth area, with over 1300 new homes in development. It is essential that future residents are attracted to the centre.
- There is a clear need for a decent and distinctive town centre which serves not only the immediate local population but also the rural hinterland. Our research indicates that many local people choose to eat and drink elsewhere, as there are very few restaurants in Kirkham. There is a weekly street market in historic Market Square which, at present, is under-performing and in danger of folding with only a few regular stalls. However, we know from cultural activities and events such as Kirkham Club Day (still going after many years - see Figures 5 and 6) and other events that there is great community spirit and potential for greater heritage based cultural development. Growing the events calendar will be vitally important, part of the proposed cultural programme.

Figure 5: Kirkham Club Day, early 1900s



Figure 6: Kirkham Club Day, 1979



- There is an unfulfilled demand that is not being met. LCC, Fylde and partners are keen to explore regular events such as street markets and fairs to bring people in. It is known that there is much potential for bringing unused floor space, e.g. above town centre shops, back into use. There is also estimated potential to create new homes. This would significantly add to the transformation, enhancing the vitality of the town centre.

- Kirkham is being held back by a number of factors – poor overall offer, empty shops, low quality public realm, which, if remedied, could easily be overcome by the proposals in the document. An attractive, old town with a number of interesting heritage features has the potential not only to attract more locals but also to appeal to day trippers and visitors ‘en-route’ to holiday destinations elsewhere, given it is only 15 mins from the M6 motorway. The opportunity for a large scale overhaul of the town centre is the only way of changing the town’s fortunes. The overall enhancement of the town’s conservation legacy is a major aspect of its future success.
- There are a number of vacant properties and units in the town which could be re-developed for alternative community uses. The historic Hillside building for example (Grade II listed). The empty units in the Kirkgate Centre, right in the middle of the high street, in which there are sadly three empty units (including a former bank, one of five that have now closed). A ‘meanwhile use’ has been negotiated with the agent to allow community groups to use space rent free until a permanent tenant is found. If the community ventures are successful (and with this fund’s support we hope they will be) these spaces have the potential to become permanent community assets in the form of an independent cinema/ theatre, heritage skills centre, art gallery and museum. There is a lot of community interest in an independent / neighbourhood cinema and we would work with the British Film Institute on developing this via their [neighbourhood cinema programme](#).
- Given that, in the next couple of years, both town centre health facilities may be closing and services moved out of town, there will be a major opportunity to repurpose existing community based heritage assets like Ash Tree House.
- Potential of heritage and well-being project:
 - Improved understanding of role of historic environment in improving health & well-being and community participation.
 - Strengthen the evidence base around community based culture, health & wellbeing by undertaking a 4 year staged evaluation (beginning, middle & end) of the long term health impacts around social prescribing. There is a dearth of good quality evidence of the long term impacts of such interventions. The ability to monitor people over long periods of time would enable researchers to undertake academic research into long term behaviour and associated lifestyle changes.
 - Improving public awareness & appreciation of the vital work Historic England does in respect of heritage, the historic environment, and, increasingly for its heritage based well-being work.

B. Your Proposed High Streets HAZ

Q3.3 Please briefly outline your proposed **High Streets HAZ, the scheme and high-level vision** for the high street / town centre. This will need to refer to the challenges and potential referenced in 3.1 and 3.2 (750 words maximum).

“In 2024, Kirkham is a thriving traditional market town in which its heritage legacy has played a pivotal role. It has a vibrant, attractive, ambient town centre with refurbished historic townscape. It will appeal to its resident population and visitors. The community understanding of heritage will have been significantly enhanced. The regeneration of the town centre will be physically evident supported by a community run programme of interactive events, cultural activities and initiatives involving health & well-being. The Heritage Skills Training centre would have an extensive national reputation for excellence, creating a significant number of jobs.”

[The Fylde Local Plan to 2032](#) identifies Kirkham as one of the three main Key Service Centre in the Borough.

[Kirkham Town Council's Draft Enhancement Plan 2018-2023](#) identifies a number of key actions which will help deliver improvements in the town. Both these strategies align with the vision for the HS HAZ. Please also see Appendix 9 – FBC Local Plan Map for Kirkham.

A summary of the bid is available in Appendix 2.

This vision will be achieved by:

1. Heritage Assessment Work: Key Aspects

- Working with Historic England to undertake a full Conservation Area Appraisal/Management Plan of the designated area. Also to fully understand the Heritage significance of the Western part of the HAZ with a view to its potential extension. The community will be integral to this work. (See Map at Appendix 1). Physical interventions as described in the bid will be restricted to the existing designated area.
- Produce a new Shopfront/Building Design Guide to inform improvements
- Traffic study and managed proposals
- Produce a public realm design strategy and stewardship protocol
- This research and documentation will form the basis for heritage led improvements by identifying the key issues and informing an achievable action plan.

2. Physical Works:

- The major components to the physical regeneration of Kirkham centre comprise:
 - 1) Building frontage enhancements, including repair, reinstatement of lost architectural features e.g. listed K6 box. This might be most successfully achieved by undertaking 'building envelope' schemes.
 - 2) Public realm / streetscape works including new paving, tree planting, to extend the previous improvement schemes.
 - 3) Enhance the linkages between public car parking areas and the high street.
 - 4) Enhancements to the Town Centre Park (Mawson designed aspects).
- The overall aim of these enhancements is to create an attractive, distinctive built environment – protecting and enhancing the historical features of the high street. The streetscape works and traffic measures will be complimentary. The centre will become a destination of choice.
- A number of shop fronts (18 in total) in the Conservation Area, have been identified for repair and enhancement and re-instatement of architectural features. Fylde Borough Council has worked very successfully with 'English Heritage' in the past on similar heritage led restoration projects in St. Annes. The grant scheme to enhance shop fronts through landlord contributions will:

- ✓ Bring old and vacant buildings back into use – first and second floors becoming accommodation
- ✓ Significantly enhance the general townscape
- Meanwhile / pop-up based heritage schemes – for ground floor uses. Artists in residence initiative.

Please see Appendices 2 and 4: Vacancy / ownership survey & Bid Summary prepared for consultation purposes

3. Heritage and Eco-build Skills & Resource Centre (HEBSRC) – the North West’s only specialist training centre for traditional heritage and eco building training and skills development. Potential locations are shown in Appendix 1.

Kirkham HEBSRC will train and develop people in historic, environmental and traditional artisan skills to [Historic England Conservation Standards](#):

- stone-masonry & heritage brickwork with imperial / hand-made bricks
- lime mortar & plastering
- stained glass restoration and design
- traditional roofing including thatching, slating / tiling
- traditional / bespoke joinery & carpentry
- traditional interior decoration techniques
- historic building restoration project management
- green architecture, eco and self-build, including earth sheltered housing, straw/hemp bale construction
- off-grid energy production and rainwater harvesting

Fuller details are set out at Appendix 5 (Heritage Resource Centre).

4. Cultural /programme: with a focus on Historic Environment & Well-being

See section 3.17 for more details

We will develop a Heritage Community Partnership (HCP) sub-group of the HSHAZ Board. With a particular focus on *Well-being and the Historic Environment* and *Arts, Heritage and Health* partners from the NHS CCG, County Public Health & Museums Team, local GP practice and VCS groups will together identify and develop a number of exciting and innovative heritage themed cultural activities, events, workshops and sessions to place in the HS HAZ area. There is a good and growing [evidence base](#) that historic places and assets can have a wide range of beneficial impacts on the physical, mental and social wellbeing of individuals and communities. Also see Appendix 11. A particular focus of our programme will therefore be to bring partners together to:

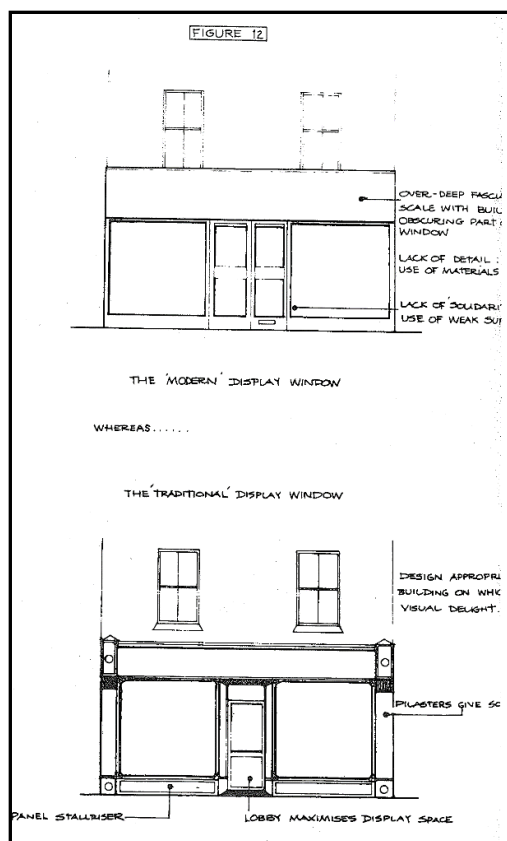
- ✓ develop programmes that address directly the main priority areas outlined in the [JSNA](#)
- ✓ co-produce social prescribing programmes and interventions.
- ✓ re-purpose heritage based community assets to support community health and thus address social derivation and inequalities create more resilient communities.



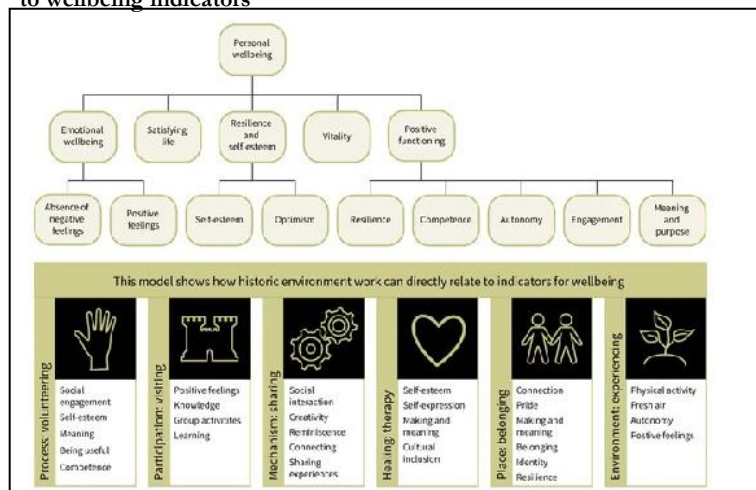
Q3.4 Please briefly outline the anticipated impact of delivering your proposed scheme and how these outcomes will develop into a sustainable legacy (750 words maximum).

- The HSHAZ is a rounded scheme which is far more than physical enhancement as outlined in this document. Nonetheless, public space and building refurbishment accompanied by the desire to create a distinctive townscape with a particular ambience, requires drastic physical intervention.
- The positive reputational changes envisaged through the proposed schemes including public realm and building enhancements, which would leave a longstanding permanent legacy, aimed at attracting investment and securing sustainable overall economic benefits. At its conclusion, there would be improvements to key townscape frontage, public space, a diversification and mix of use to provide variety, thereby appealing to broader sections of the community on a continual basis. Addressing the under use of buildings is a key objective. The expansion of the market and a full programme of events, managed by the community is a further key objective.
- The physical outputs will be able to be measured on a cost benefit basis and the leverage of private sector match funding will be fundamental. In a relatively small town such as Kirkham, the impact of relatively smaller scale interventions will be considerable as its commercial centre is based largely on its linear high street. The projects undertaken should also act as a catalyst for future planning management, setting the scene for how future development will be expected in respect of design standards.
- Precise costings will be derived as the scheme develops, setting out priorities for action to have the most immediate, medium and long term sustainable benefits. It is strongly anticipated that new jobs will be created, attributed to new businesses and the use of under occupied space and in respect of other initiatives referred to in the bid. The scheme will deliver multiple impacts listed in the table below. Some of the key outcomes will include (not an exhaustive list)

Indicative shopfront enhancements (Refer to Q3.3 (1))



Historic England model showing how the historic environment relates to wellbeing indicators



Project name	Expected outputs	Expected short term outcome	Expected longer term outcome
Heritage Assessment Work	<ul style="list-style-type: none"> • CAAMP • Shopfront design guide • Extension to conservation area. • Public Realm Strategy based on HELM principles. 	<ul style="list-style-type: none"> • Conservation area potentially extended • High quality urban design • Identify buildings at risk/condition surveys • A greater understanding of Heritage principles and significance 	<ul style="list-style-type: none"> • Conservation area extended, historic buildings at risk preserved • On-going Community education
Physical heritage works	<ul style="list-style-type: none"> • Zones of public realm improved • New or improved commercial space • Underused floor space brought back into use, underused/vacant buildings and upper floors • Traffic and parking studies 	<ul style="list-style-type: none"> • Increase in footfall, • Improved public perception of the high street • Number of housing units unlocked, leverage and inward investment 	<ul style="list-style-type: none"> • Decrease in vacancy rates • Reduced shop turnover • Increase in satisfaction of area as a place to live and visit. Civic Pride enhanced • Increased private sector development • Market yields enhanced • High quality maintenance • An understanding by the business community and public of the importance of place and the heritage aspects
Heritage Skills Centre	<ul style="list-style-type: none"> • Number of people trained in heritage skills • Number of new jobs created 	<ul style="list-style-type: none"> • Increase in employment • Increased opportunities for NEET groups 	<ul style="list-style-type: none"> • Heritage Skills Centre becomes a centre of excellence • Increased footfall for the town • Reputation of Kirkham for heritage skills training is amplified
Cultural outreach, arts & events	<ul style="list-style-type: none"> • Number of people engaged in cultural activities to be specified • Number of people reporting positive health benefits from engaging in cultural events to be agreed • Number of pop-up shops opened • Number of people engaged in community based heritage assets • Repurpose existing community assets to rejuvenate them to support community health investment in community assets , redeployed to support community health 	<ul style="list-style-type: none"> • Increase in wellbeing from engagement with the historic environment • Improved local sustainability • Improved relationship between people and place • Historic England's reach into society extended, especially among vulnerable/target groups • Improved understanding of Historic England's work and acknowledgement of it as a socially valuable organisation • Enable evaluators to monitor people over 	<ul style="list-style-type: none"> • Increased recognition of the public value of the historic environment. • Increased capacity of local partners • Enhanced understanding of Historic England's organisational importance and reputation to reach new audiences • Improved evidence base for historic environment & well-being • Long term sustained health benefits of community based social prescribing

Q3.5 Please briefly outline how you will secure the legacy of this scheme after the funding has ended (750 words maximum).

- As outlined in the bid overall, the nature of the bid involves physical enhancements of heritage assets. Previous schemes have been undertaken by Fylde Council of this nature, including a small heritage restoration scheme in Kirkham, which has resulted in permanent improvements. This form of work adds considerable real estate value and enhances the demand and value of improved assets. The same principle applies to public realm enhancements where an ongoing management plan for future stewardship will be fundamental.
- The programme to increase the understanding, appreciation and value of the built heritage will form part of the initiative particularly in respect of many building owners and tenants. This lack of appreciation is all too apparent when assessing the numerous alterations to buildings undertaken over a protracted timescale. The unsympathetic and thoughtless approach to building conservation will be reversed which is fundamental but highly achievable.
- More specifically the following initiatives would form an important aspect of the HSHAZ.
 - Pro-active Management. Getting buy-in and increasing an understanding of interpreting heritage issues and conservation principles.
 - Supplementary Planning Docs. Additional planning controls e.g. Article 4 Directions
 - Re-branding of Kirkham: Kirkham will be a traditional market town.
 - Refurbished buildings – these are fixed assets. Fylde BC will secure these improvements by using our statutory planning powers including rigorous enforcement when needed. Conservation Area Management Plan ensuring that Kirkham capitalises on the enhanced character of the town through strategic work such as marketing and promotion.
 - Interpretation trail – we will develop signage and narratives around this and promote it through our networks.
 - Heritage Skills Centre – continued support / advice via Fylde BC Regeneration Team. Detailed and rigorous business planning including marketing and succession planning will be undertaken during HS HAZ programme
 - A full programme of Events – Kirkham Business Forum, Town Council, Fylde BC Tourism Department
 - An agreed Stewardship plan for monitoring, assessing and funding building and public realm maintenance (a similar initiative is being designed for St. Annes which has benefitted from heritage and led regeneration)
 - Building sustainable partnerships and networks with all key partners across the county to protect
 - Best practice dissemination and knowledge transfer through conferences, online forums and events
 - Full evaluation of the Cultural Well-being / social prescribing programmes by a University
 - Publication of the well-being research in peer reviewed academic journals

C. Partnerships

Q3.6 Provide a comprehensive list of scheme partners, including evidence of their support (e.g. letters of support from senior representatives) (350 words maximum *and supporting information in an appendix*).

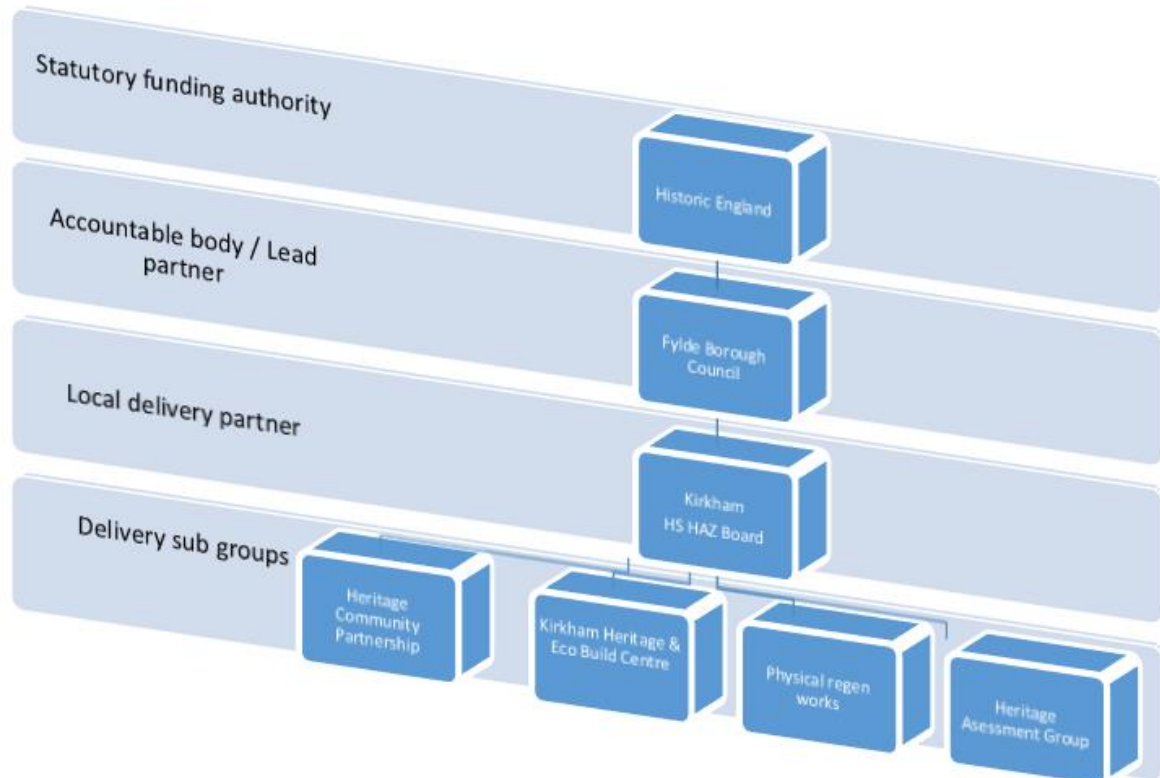
- Both the Future High Street bid, submitted by Fylde Council and this bid are founded on positive partnerships and the principles of co-operation and collaboration to achieve shared objectives. This is absolutely fundamental. The content of the bid, taken as a whole, will hopefully demonstrate that there has been extensive engagement and support in the preparation and intent of this bid. In the town, there is a very pro-active town council and business group that have participated in – and supported – the identification of key projects and engaged in some very good community visioning /development workshops.
- Thus far we have received letters of support from almost 20 different partners from right across the county and from a wide spectrum of statutory organisations, voluntary community sector groups and individual community members who heard about the bid and wrote to express their enthusiasm and register their support. See Appendix 6

- The interest and excitement in some of the proposals and initiatives has been extremely encouraging, in fact better than we could ever have expected or hoped for. The prospect of a HS HAZ in Kirkham has galvanized and gripped the local community. This will be evident in the letters of support, numbered below:
 1. **Kirkham Town Council.** A co-funder and Strategic Partner
 2. **Kirkham Mayor Liz Oades**
 3. **MP Mark Menzies**
 4. **Lancashire County Council: Public Health Directorate: Dr. Sakthi Karunanithi**
 5. **Lancashire County Council: Museums, Libraries & Culture: Heather Davis**
 6. **Lancashire Economic Partnership (LEP), Chairman Steve Fogg**
 7. **NHS Fylde & Wyre Clinical Commissioning Group (CCG) Chief operating Officer Peter Tinson**
 8. **Ash Tree House GP Surgery: Dr Jon Brown (Senior Partner)**
 9. **Kirkham Business Forum.** An active group of around 20 or so businesses, mainly high street shop keepers that are fully supportive of the HAZ bid and will be an active partner in its implementation.
 - Serendipity House
 - Red Rose Carpets
 - Footprints Podiatrist
 - Fylde tile gallery
 - Maymans
 - Celebrations
 - Pink Tree Parties
 - Icon hair
 - Opticians
 - Property world
 - Greens
 - Book bean & Ice cream
 - Escape
 - Grundys Hardware
 - Kirkham sweets
 - Enhance
 - Cedar
 - State de Vape
 10. **Kirkham & Wesham Memories**
 11. **Kirkham Grammar School**
 12. **Kirkham & Wesham Primary School**
 13. **Kirkham Twinning Association**
 14. **Kirkham & Wesham Holdings** (own 3 buildings on high street, two of which are Grade II Listed)
 15. **Preston Vocational Centre**
 16. **Michael Townsend (Local historian & author)**
 17. **Tangent Club**
 18. **William Segar Hodgson Trust**
 19. **YMCA, Kirkham**

Q3.7 Provide details of how the partnership will be led and managed during the course of the delivery period (e.g. governance / organogram or other illustrations) (750 words maximum).

- Kirkham HS HAZ Partnership will be led by Fylde Borough Council. Please see organogram below :

Generalised organisational structure. The 'Theme Groups' as the base level would contain appropriate personnel, small teams to deliver projects within the theme itself.



- Fylde will bring together a Partnership Board comprising:
 - Rep. from Kirkham Town Council (likely the mayor)
 - Chair of Kirkham Business Forum
 - Rep. from Fylde Borough Council
 - Rep. from Historic England
 - Appropriate partners to deliver specific themes and projects e.g. Cultural associations, NHS, Lancashire County Council, Public Health, business support agencies.
- The bid and associated letters of support demonstrate a broad interest and consensus about the opportunities offered by the proposals and a strong element of commitment. The Partnership Board will meet on a bi-monthly or quarterly basis (depending on need) to monitor progress against agreed objectives, discuss progress, issues arising and make key decisions on grant applications. Full Terms of Reference (ToR) and code of conduct will be drawn up by Fylde BC. The focus will be on openness, consensus, transparency, accountability. Fylde Borough Council and Kirkham Town Council will provide administrative support to the Partnership Board.
- The Board will recruit a HS HAZ Project Manager (see Q 3.8) to deliver the programme. Fylde BC will provide HR support as required. There will be working groups established to deliver each of the major workstreams. Each of the four sub-groups will have representatives with specialisms in the particular field e.g. Heritage Community Partnership – heritage, arts & health specialists; Skills Centre – employment and conservation skills specialists. Regular meetings with Historic England will be held as needed to ensure reporting, discuss progress, review targets, methods of working and close monitoring.

- Fylde Borough Council will act as overall project manager, accountable body and coordinator assembling the appropriate skill base. This would include: Planning, Urban design, traffic management, landscape architecture and architectural input. In addition, the other 'non physical' expertise would be enlisted from the partners described in the bid and included in the letters of support

Q3.8 Please confirm whether you anticipate appointing an **FTE Project Officer post** or describe your existing resources in place to manage delivery of the scheme (350 words maximum).

- Yes. The workload will necessitate a new, dedicated Project Officer who will lead and develop the work over the lifespan of the HSHA the full support of the Regeneration Team, the Council and its partners.
- Fylde Borough Council also has existing resources in place to support oversight and management of the whole HS HAZ scheme. This includes staff with Prince 2 Practitioner and Managing Successful Programmes (MSP) Practitioner certifications, National School for Government training in HM Treasury Green Book Appraisal, plus specialised community planning, heritage expertise.

D. Deliverability

Q3.9 Describe the deliverability of your scheme here (750 words maximum).

As outlined in the bid, the project ideas and concepts put forward have received a high level of support. The bid is aimed at 'breaking new ground' by introducing bespoke projects. This approach includes innovative ideas and combines the traditional built approach with much more innovative and cutting edge approaches which would engage and involve the community in appreciating their own heritage assets. This can be demonstrated, for example, through the Heritage and Well Being Project, which will develop interventions around historic environment and well being, which will have a range of beneficial impacts on the physical, mental and social well being of individuals and communities.

This type of project work will necessitate a joined up 'one team' approach working in a wholly collaborative manner with each partner 'signing up' their organisation to achieving the strategy and accompanying action planning process.

- Dedicated member of staff supported by an existing team who have decades of experience in delivery of regen. projects, including building refurbishment schemes
- Comprehensive town centre management plan
- Work with community groups
- Historic / heritage trails
- Comprehensive urban design plan – broad based approach to urban design enhancement

For a relatively small local authority, Fylde Council can demonstrate a fine track record of delivering regeneration and community based schemes. Such projects include town centre strategy formulation and implementation, including taking these important aspects through the relevant public and political processes. The Council, with a variety of public and private partners, have delivered traditional regeneration projects as well as other community based initiatives. The latter includes, for example. Heritage Lottery schemes, developing events type initiatives, health related initiatives and many others.

Kirkham forms part of Fylde Councils Regeneration Framework, one of its three principal commercial centres that require 'regeneration' intervention. There has been an extensive programme of regeneration for the coastal town of St. Annes and more recently an initiative now commenced in the coastal town of Lytham.

The partners required to deliver the detailed programme have clearly demonstrated their commitment both in supporting the ideas generated and through their letters of support.

See also Indicative Delivery Plan (Appendix 10).

Q3.10 Is there interest and support from existing building owners and stakeholders in the HSHAZ bid? (350 words maximum.)

- Yes. There is substantial support. Kirkham Business Forum (see letter of support Appendix 6) 18 members are all shopkeepers on the High Street
- Macdonald family (Kirkham & Wesham Holdings) plus other property agents, which is a company that has purchased a number of key buildings.
- Kirkham is a small close knit community. Many of the buildings are privately owned (owner occupied) with a few owned by financial institutions. The reasons why heritage is vitally important from a number of viewpoints, none less so than from an economic perspective is not lost to property owners and businesses. The business community is very much in support of this initiative and realises that serious intervention is required if Kirkham is to survive and then thrive. A major component of this strategy is one of enhancing the visual offer and place character overall. From discussions, it seems very clear that building owners would be very supportive of positively engaging in the building refurbishment aspects of the scheme. (Such letters of support are contained within the appendices).
- In respect of previous regeneration/public realm schemes across the Borough, private forecourts, which are effectively pavement extensions and appear as part of the 'street scene' have been incorporated into schemes. This Council has an exceptional track record in working with property owners in this respect in a number of regeneration schemes. Forecourt enhancement would add to the quality of the scheme.

Q3.11 Are there development plan policies or other regeneration initiatives that support your proposed scheme and/or are there any development threats that could undermine the outcomes? (350 words maximum.)

- Fylde Council has a proactive approach to town centre regeneration and conservation. Indeed all of the three principal initiatives in its main three town centres are also designated conservation areas. This could very properly be referred to as a conservation led approach to town centre regeneration. In the case of the coastal town of St. Annes the longstanding programme of regeneration has included a cocktail of funding sources including, Historic England (its predecessor), the former Development Agency, Tourist Board, Fylde Council, Lancashire County Council, Local Strategic Partnership, the private sector and negotiated developer contributions through Section 106 agreements. It is this experience that gives the Council the confidence that a HSHAZ would be successful in Kirkham.
- The adopted Local Plan has positive policies in respect of town centre regeneration and protection including, the restriction of harmful out of town development. These policies align with the NPPF. The Councils adopted Heritage Strategy sets out a positive approach to conservation expressing clearly the Councils credentials in this respect. The Local Plan also proposes significant growth around Kirkham as part of its planning strategy. The town centre should play an important role in fulfilling many of the service needs of the existing and proposed population.
- The existing conservation area does not have an adopted appraisal and management plan, but a primary intervention of the HAZ scheme would be one of introducing such a plan as soon as possible. The Council would also seriously consider additional controls including the imposition of Article 4 directions or Areas of Special Control for advertisements.
- The Council would not deny that a number of buildings in Kirkham have been altered in an unsympathetic way. However, in actual fact, many of these relate back decades when so called modernisation led to such interventions that are now deemed wholly inappropriate. In addition incremental 'maintenance' and unauthorised alterations e.g. window replacements have further eroded character. It is fully understood that should this HSHAZ bid be successful, a stringent and comprehensive approach to future change would be required. This would be partly by legal means as described but also from an advocacy and educational programme.

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

Q3.14 How much funding (from you, partners and/or other sources) can you support the scheme with?

Please detail financial commitment from applicant/ other sources	Year 1	Year 2	Year 3	Year 4	Total
Kirkham Town Council	£40k	£40k	£40k	£30k	£150k
Fylde Council	£40k	£40k	£40k	£30k	£150k
Section 106 Constitutions (Agreed)	£30k	£100k	£250k	£80k	£460k
Private Sector Match	£50k	£150k	£200k	£150k	£550k
Various in-kind	£25k	£25k	£25k	£25k	£100k
Lancashire County Council	£40k	£40k	£40k	£30k	£150k
Fylde Council (Regen Team)	£40k	£40k	£40k	£30k	£150k

Q3.15 Provide details of the anticipated **non-financial resource commitments** that will be made by partners and/or other sources.

Please detail non-financial commitment from applicant/ other sources	Year 1	Year 2	Year 3	Year 4	Total
Kirkham Town Council Business Group	£10k	£5k	£5k	£5k	£25k
NHS	£10k	£5k	£5k	£5k	£25k
Voluntary Sector	£10k	£5k	£5k	£5k	£25k
In Kind	£20k	£20k	£20k	£20k	£80k

E. Communities and Engagement

Q3.16 Describe how you will engage with communities to design and deliver your scheme (750 words maximum).

- As indicated in Q3.3. (High Level Vision) we will establish a Heritage Community Partnership (HCP) sub-group of the HSHAZ Board to deliver the cultural programme, a key focus of which will be heritage and well-being. HSHAZ Board itself will have community members on it – from Kirkham Business Forum and the Town Council, thus it will be a genuinely community-centred initiative. The HCP sub group will be open to all members of the local community and will be their forum and platform where everyone, as a citizen, has a say and a voice and an opportunity to shape the design and content of projects.
- The evidence is that higher levels of collective community involvement in heritage are beneficial to health and wellbeing and that communities should be given greater say about which heritage places and assets are important to them. For us, it's not just about 'bricks and mortar', but about developing a programme that connects local people to their home-town, builds social networks and improves health & well-being. This is why we have embedded communities, heritage and well-being into the heart of the proposal.
- The communities affected by the proposal are Kirkham residents of all ages, from school children to seniors; shopkeepers and business owners (see letter from Kirkham Business Forum), commuters who work in Kirkham, recent arrivals including families from Syria re-settled in the town, visitors and so on. We have already got a fairly detailed understanding of local issues, priorities and concerns having worked closely with the community in Kirkham for many years. In Appendix 6 there are 19 letters of support, including many from local community members, both individuals, members from local social clubs, schools, doctors etc. The letters express the same themes, issues and concerns arising time and again – the sad decline of the high street, the loss of key assets like banks and the sheer enthusiasm to enhance the town.
- The HSHAZ Project Officer, Town Council Clerk and Fylde Borough Council will enthusiastically support all community development and engagement work. Fylde BC has decades of experience in delivering community development, outreach and engagement programmes. We will run community engagement workshops and events to engage different groups and act as a broker and facilitator, supporting community engagement in the HSHAZ. We will also undertake some very interesting work with Kirkham's twin towns: [Ancenis](#) in Loire-Atlantique, France and [Bad Brückenau](#), a spa town in Bad Kissingen district, northern Bavaria, both very historic European towns. Kirkham Town Council maintain active relationships with council and communities in both towns and make regular visits to each other's towns. There are opportunities to engage communities across borders.
- We propose, as the operational base/HQ for our cultural programme the vacant units in the Kirkgate Centre (below), situated right in the centre of the HS HAZ. These units have stood empty for some time – a visible sign of decline on the high street. However, just recently, Fylde BC Regeneration have negotiated with the landlord for a '[meanwhile use](#)' which will allow community sector groups to use it rent free on a temporary basis until it is let commercially. This wonderful synchronicity will enable us to deliver a multitude of innovative arts, heritage and health cultural activities directly from the High Street and put the community at the forefront of heritage led regeneration.

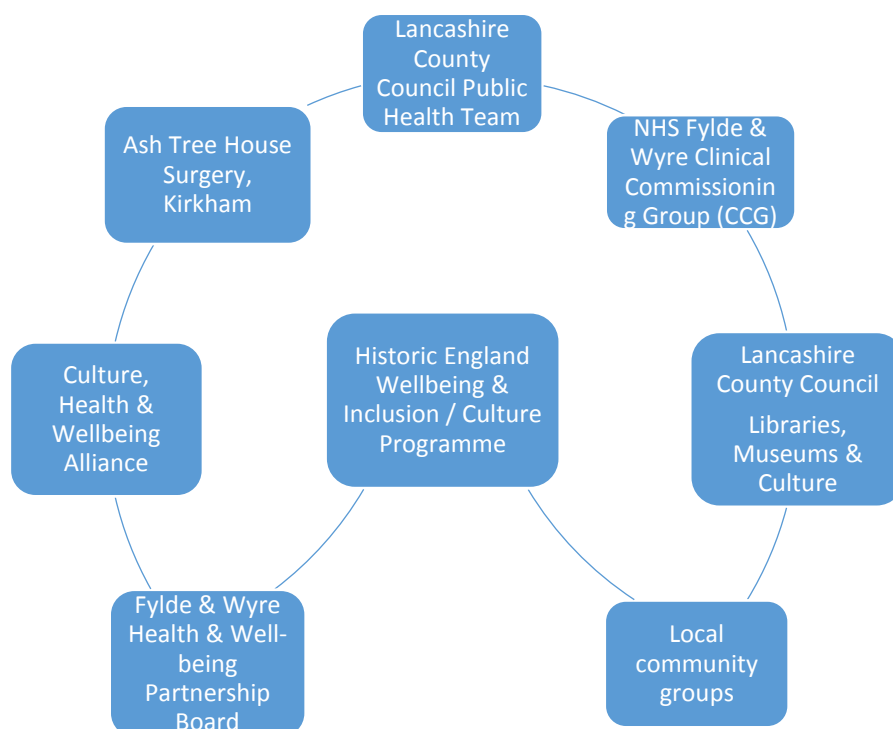


- We envisage the Centre as a Multi-functional events space run by the community volunteers, with rooms for hire, an Independent neighbourhood cinema showing range of independent films, a Healthy living café/ juice bar, a greengrocers serving seasonal fresh fruit and veg shop supplied by Kirkham Open Prison. From here, over the next 4 years, the Heritage Community Partnership will deliver a full programme of culture and wellbeing projects.

F. Cultural Programme

Q3.17 Outline below your capacity to support the Cultural Programme (750 words maximum).

- In the design & development of our cultural programme we will work very closely with Historic England and their partners e.g. Arts Council. Our proposal has already been informed by some of the latest reports below, which consider some of the latest thinking in the field regarding heritage, high streets, arts, health & well-being. We are particularly impressed with the Historic Environment & Wellbeing work being led by Historic England's Dr Linda Monckton. This is a fascinating and pertinent research area. We share the belief that engagement with heritage and the arts can make a powerful contribution to individual health and wellbeing and improve overall community health. Therefore, it should absolutely be a key ingredient in town centre regeneration programme. Between all the partners involved (see diagram below) we have substantial capacity to deliver some very exciting cultural programmes.

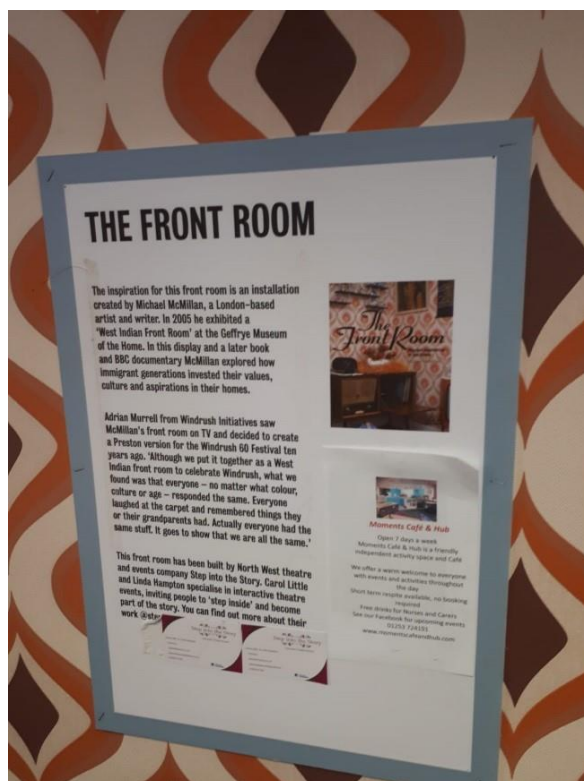


We will also look to work with the Culture, Health and Wellbeing Alliance, a network which includes historic England as a strategic member. All of these ambitions align with the overall HAZ programme and will be led by local arts/cultural groups and supported by the HAZ board.

- As you can see from letters of support, our partners from are very excited about the prospect of a place based heritage & well-being initiative in Kirkham. The local health teams are keen to work with us to run social prescribing interventions and community health approaches in the historic environment. The fact that this is a 4 year programme gives us an opportunity to undertake some robust independent evaluation of these interventions and for researchers to follow participants over time to see if the interventions have caused positive, sustained behavioural and lifestyle changes.
- Some of the themes / interventions we propose exploring are, for example:
 - **Memory, place & identity** – looking at concepts of belonging & well-being. Oral history projects with seniors in Kirkham who remember the town as far back as the late 1930s. Capturing these stories and making podcasts
 - **Social & health inequalities** – looking at issues of social integration, social inclusion, community cohesion etc. through the prism of history, working with disengaged & hard to reach groups e.g. drug & alcohol users, veterans, homeless, ex-offenders (from Kirkham Open Prison), BME groups including Syrian asylum seekers housed in Kirkham. As an idea for example, at one time, Kirkham had one of the largest Workhouses in the Fylde, which later became a hospital <http://www.workhouses.org.uk/Fylde/>. This fascinating local history can be used to explore changing attitudes towards social exclusion, poverty and unemployment (all key social determinants of health) through the ages.
 - **Pop-up shops:** Using community groups and school children to co-create and participate in re-purposing empty shops on the high street as pop-up shops, using original architectural features loaned from museums and also mock-ups to create, for example, shops from different periods in history: a Roman shop, a medieval apothecary, a Georgian shop, a Victorian shop, a 1930s general store etc.
 - **Museums On Prescription & Hands on Heritage:** connecting people to Museums and object handling artefacts from Museum Loan Boxes
 - **Museums in the street:** historical objects and exhibitions in the streets. Kirkham already as an old loom in the street. <https://lancashirepast.com/2019/03/03/the-last-loom-kirkham/>



- **Reminiscence Workshops:** e.g. with [Kirkham & Wesham Memories](#) and local historian and author Michael Townsend
- **Kirkham Time Machine:** A 'time-machined' designed by children from local schools, allowing small groups of 'time travellers' to different periods in time in Kirkham through digital media (using virtual / augmented reality?). Students are encouraged to imagine the Kirkham they'd like to see in the future and community visioning workshops
- **Coping with Dementia:** themed rooms from various periods e.g. 1950s or 1960s etc. (see below themed room on loan to Moments Café, St Annes from Harris Museum Preston)



- **Mental Health and Heritage:** Workshop exploring approaches to mental health through time e.g. from trepanation to CBT
- **Memories from the Mill:** ex textile workers from Kirkham's Mills talk about their life in the mills <https://www.tapatalk.com/groups/fyldeantiquarian/flax-mill-kirkham-t111.html>
- **Diet & Obesity through History:** In partnership with dietitians and clinicians patients are encouraged to explore different diets throughout history and look at how, for example, how enforced caloric reduction e.g. wartime rationing affected health or how fasting through Lent impacted blood sugar regulation and weight management.
- **Drug & Alcohol Therapy through the Ages:** workshop exploring historical addictions such as opium, alcohol etc. and a look at movements such as Temperance Societies and medieval treatments such as herbal enemas and emetics
- **Walking & Heritage:** Heritage trails around Kirkham to encourage physical activity
- **Kirkham & Lancashire Heritage** through film and media, shown at Kirkham's independent cinema
- **Kirkham's Twin Towns:** cross-cultural initiatives with Ancenis France and Bad Brückenau, Germany

Our guiding principles are that high streets must meet the needs of our communities, enhance health well-being and that any development should be co-produced with active community partnerships, not enforced from above.



G. Declaration Form (see scanned copy in Appendices Chief Exec's signatory form)

Your completed EoI must be signed by the [Lead Applicant contact](#) named in Q1.2b.

I confirm the applicant organisation has read and accepted the Expression of Interest Guidance Notes and that the information in this declaration form, together with the supporting information enclosed with it, is accurate and complete to the best of their knowledge.

Name of Lead Applicant (in capital letters) Signature

On behalf of (organisation) FYLDE BOROUGH COUNCIL Position in local authority or trust Date 12/07/19

Please tick to confirm you have attached the following appendices:

Map of the HSHAZ Area	✓
Risk Assessment of the scheme	✓

Please list other annexes below



Historic England

S:

