

PLEASE NOTE VENUE

REGENERATION AND LIVEABILITY PORTFOLIO

DECISION SCHEDULE



**Friday, 18 January 2008
at 10 am**

**in The Blue Room, Avondale Centre, Dyke House School (Raby Road
Entrance)**

The Mayor Stuart Drummond responsible for Regeneration and Liveability will consider the following items.

1. KEY DECISIONS

1.1 Townscape Heritage Initiative (THI) Grant - Victoria Buildings, Headland – *Director of Regeneration and Planning Services*

2. OTHER ITEMS REQUIRING DECISION

2.1 Proposed Conservation Area in Hart – *Director of Regeneration and Planning Services*

2.2 Alcohol Harm Reduction Strategy (2006 – 2009) Update on Action Plans – *Head of Community Strategy*

2.3 Neighbourhood Renewal Fund (NRF) (2007 – 2008) – *Head of Community Strategy*

2.4 Pride in Hartlepool Proposals – *Head of Public Protection*

2.5 Tall Ships Sponsorship Services Tender – *Tall Ships Project Manager*

3. REPORTS FROM OVERVIEW OF SCRUTINY FORUMS

None

**REGENERATION, LIVEABILITY & HOUSING
PORTFOLIO
REPORT TO PORTFOLIO HOLDER
18TH January 2008**



Report of: Director of Regeneration and Planning Services

Subject: THI GRANT – VICTORIA BUILDINGS, HEADLAND

SUMMARY

1.0 PURPOSE OF REPORT

- 1.1 To seek Portfolio Holder approval to a proposed £200,000 grant to restore and convert Victoria Buildings on the Headland to create a retail showroom for the sale of bedroom, kitchen and bathroom furniture, under the Townscape Heritage Initiative.

2.0 SUMMARY OF CONTENTS

- 2.1 A full project report is attached as an Appendix. The report to the Portfolio Holder outlines the recent history of the Victoria Buildings, the current condition, the repair costs, the proposed grant level and the funding sources.

3.0 RELEVANCE TO PORTFOLIO MEMBER

- 3.1 Victoria Buildings is a key listed building occupying a prominent position within a Conservation Area.

4.0 TYPE OF DECISION

- 4.1 Key decision – test (i) applies.

5.0 DECISION MAKING ROUTE

- 5.1 Portfolio holder only

6.0 DECISION(S) REQUIRED

- 6.1 That the Portfolio Holder approves the proposed grant of £200,000

Report of: Director of Regeneration and Planning Services

Subject: THI GRANT – VICTORIA BUILDINGS, HEADLAND

1. PURPOSE OF REPORT

- 1.1 To seek Portfolio Holder approval to a proposed £200,000 grant to create a retail showroom at Victoria Buildings on the Headland under the Townscape Heritage Initiative. The grant is made up from two separate funding sources consisting of £134,000 from the Heritage Lottery Fund and £66,000 from other sources which may be savings achieved from other THI key building projects or from Council resources.

2. THE PROJECT

- 2.1 A detailed project report is attached to the report. In summary Victoria Buildings is a grade 2 listed building dating from 1853 in a highly prominent position adjacent to the Victoria Harbour development site. The building was last occupied 18 years ago by shops on the ground floor and a printer's workshop on the first floor. Without an occupier the building has deteriorated due to the weather and vandalism. Extensive external repairs are necessary including structural works though the building was re-roofed in 1993 with the aid of a Council conservation grant.
- 2.2 The project is to create a retail showroom within Victoria Buildings, with proposed works consisting of structural repairs, roof timber repairs, re-roofing, rainwater goods, replacement door, window and shop front joinery, brickwork repairs, pointing, re-rendering and external decoration. Internally basic services are to be provided consisting of electrical and water supplies, heating and ventilation systems. The total cost of the works is £830,256 (including VAT and professional fees) and as indicated in the attached report, a grant of £200,000 is recommended.

3. PROJECT BENEFITS

- 3.1 The project will bring back into use and repair an empty unused listed building in a visually prominent position on the Headland.
- 3.2 The tea-room use will create 7 full-time equivalent jobs.
- 3.3 The proposed grant investment of £200,000 in Victoria Buildings to create a retail showroom will complement substantial public investment

made nearby, under the North Hartlepool Partnership aimed at improving the Headland and increasing the number of visitors to the area. This investment has been in excess of £4.6m and has consisted of projects at the Town Square, Borough Buildings, Croft Gardens, Sandwellgate, re-paving of the promenade to Sandwellgate, street lighting, the Block Sands Paddling Pool, the restoration of a squares at Regent Street and Redheugh Gardens. A further project has been the railing restoration scheme to dwellings along the sea front, with some of the same houses also receiving grant for repair and conservation work.

4. FUNDING ARRANGEMENTS

- 4.1 The Townscape Heritage Initiative (THI) commenced on the Headland in 2001. The THI is a combined partnership funding of £1m from the Heritage Lottery Fund and £6.2m from the Single Regeneration Budget (SRB), aimed at conservation projects within the Headland, including the restoration of a number of key buildings one of which is Victoria Buildings. The THI was managed by the North Hartlepool Partnership, but with the winding up of the Partnership it falls to the Council as the accountable body, to progress this residual matter.
- 4.2 As indicated, the total proposed grant is £200,000. At a meeting of the North Hartlepool Partnership Board on the 8th July 2005 it was determined to offer the £200,000 grant from the THI programme to support the repair and restoration of Victoria Buildings. The grant was to be funded from £134,000 Heritage Lottery Fund resources and £66,000 from the Single Regeneration Budget resources for key buildings.
- 4.3 Towards the end of the SRB programme a budget of £88,000 remained available specifically aimed at the repair of key buildings on the Headland. This budget was carried forward from the end of the SRB programme with agreement of One NorthEast and the North Hartlepool Partnership Board. At a meeting of the Portfolio Holder on the 19th October 2007 it was determined to allocate the entire remaining SRB budget for key buildings (i.e. the £88,000) to another key building project on the Headland at St Andrew's Church on York Place. This project has successfully proceeded with work starting on site.
- 4.4 The Major Regeneration Projects budget which was established primarily to support Victoria Harbour and related projects does have spare capacity in the current financial year to cover the £66,000 match funding requirement, in the event that the current exercise of confirming outturn figures on a small number of SRB legacy projects does not generate savings sufficient to meet all of the match funding requirement. Given the potential impact of undertaking these works, on one of the approaches to the Headland part of the Victoria Harbour site,

it is recommended that this would be an appropriate use of the major regeneration projects budget, hopefully to secure the HLF contribution.

- 4.5 A separate approval is required by the Heritage Lottery Fund (HLF) for the £200,000 grant as part of the THI. A formal application will, if the Portfolio Holder approves these proposed overall grant arrangements, been made to the HLF. The THI was has been extended to 31st December 2007 and the local Casework Manager has agreed that a grant application for Victoria Buildings can be submitted in January 2008 for consideration by the HLF. A request has been made to the HLF, in a regular progress report recently submitted, for an overall extension to the THI until March 2008 to deal with this and other projects, like the Friarage Manor House.

5. RECOMMENDATION

- 5.1 That the Portfolio Holder approves the proposed total grant of £200,000 to restore the Victoria Buildings for retail showroom purposes, utilising the major regeneration projects budget, subject to confirmation of the £134,000 contribution from the Heritage Lottery fund.

TOWNSCAPE HERITAGE INITIATIVE – THI - 00 - 00106/2

HEADLAND CONSERVATION AREA HARTEPOOL

GRANT APPLICATION REPORT – VICTORIA BUILDINGS VICTORIA STREET HEADLAND

APPLICANT: Mr J. Rasul

LOCATION: 34 Hutton Avenue, Hartlepool

SITE DESCRIPTION LOCATION AND HISTORY

The grant application site consists of a grade 2 listed building located on the corner of Victoria Street and Middlegate in the Headland Conservation Area. A plan is attached indicating the location of Victoria buildings relative to the rest of the Headland.

The building is in potentially prominent location adjacent to the Victoria Harbour development site, an area of dock between the Headland and Hartlepool. The Victoria Harbour development site has major local and regional implications for regeneration and is discussed in more detail in the assessment of the grant application.

The building itself dates from 1853. The listing of the building derives from its early use of Gothic design in the detailing of the exterior. Upper floor windows have pointed arch openings, which are repeated in the doorway openings at the ground floor on the Victoria Street elevation. Shopfronts on the ground floor have triangular arched openings (some of which have been removed by later alterations). One notable feature is the curved corner connecting the two elevations. This early Gothic design is further emphasised by the use of contrasting white brick dressings (against red brick) around door and window openings but also at the eaves and to quoins containing each elevation. The roof is in slate replaced during grant aided works in 1993. Much of the original joinery remains in the form of 2-light casement windows, shopfronts and entrance doors.

Given the commercial and functional nature of the building the interior is very simple and unelaborated but panelled doors and some partitioning still survives. One special internal feature is an etched glass fanlight panel above one of the entrances from Victoria Street, which contains an intact image of Queen Victoria.

The building was last occupied more than 18 years ago by shops on the ground floor with a printer's workshop contained on the top floor. With the lack of an occupier since then, the building has deteriorated due to the weather and vandalism. A local building company bought the building in the early 1990's and discussions occurred to find an end use, centred around shops on the ground floor and a boxing club on the top floor. To support this, a grant was awarded from the Council's conservation grant budget to restore the roof (mentioned

earlier) with further discussions to restore upper floor windows together with some pointing work. This did not proceed due to lack of confidence by the owner that occupiers could be found for the intended ground floor retail uses.

With the THI declaration in 2001 discussions occurred with the owner to consider repair of the building but this did not proceed due to the low level of economic activity on the Headland and the high costs of repair. An enveloping scheme was also considered but this could not be sustained under the THI. Following the funding of design works via SRB funds an application for a tea room on the first floor and shops on the ground floor was submitted, but without any identified end users. Identified end users is a requirement of any application under the THI and following further discussion on identifying end users an alternative scheme involving Hartlepool College of Further Education to deliver training and educational uses from the building was adopted by the owner. Some time after these discussions the ownership of the building changed to the current owner and applicant (Mr Rasul), who agreed to adopt the educational and training use previously agreed with Hartlepool College.

The College intended to deliver both theoretical and practical courses related to the construction industry from Victoria Buildings. To teach the courses the College made applications for funding which proved to be unsuccessful and withdrew from the project.

With this educational project failing the owner has adopted an alternative project consisting of a retail showroom to display and sell flat pack kitchens, bedrooms and bathrooms to the public with a fitting service to install the same in customers' homes.

PROJECT DESCRIPTION

The ground floor of the property was previously used for various retail uses. The current proposal is to use the ground floor space to create display areas for flat pack kitchen, bedroom and bathroom units and associated fittings with a small office and service area. The upper floor which mostly consists of one large open room is to accommodate ancillary office space, staff facilities and toilets.

The project is estimated to create 7 full-time equivalent jobs within the building involved in sales and administration of the business with further part-time kitchen and bedroom fitters working off site.

The property has been subject to a condition report from a chartered surveyor, who carried out inspections in late 2001 and again in April 2004. A structural engineer from English Heritage also inspected the building in March 2000. The general conclusion from all these surveys was that the building had major structural problems arising from the original construction, compounded by subsequent alterations to the original shopfronts, which have weakened the structure. In addition there was a lack of tying-in at the first floor between the internal and outside walls, which had caused the external walls to move outwards. Water ingress had affected major structural timbers, particularly over

the altered shopfronts, adding to the structural problems of the building. The reports concluded that the building was capable of being restored but at a considerable cost.

The proposed works follow the findings of the various condition reports. Restoration and repair works include structural repairs throughout the building, roof timber repairs, re-roofing, rainwater goods, replacement door, window and shop front joinery, brickwork repairs, pointing, re-rendering and external decoration. Blocked original window openings (with the windows still in situ) on the rear elevation are to be re-opened. Internally basic services are to be provided consisting of electrical and water supplies, heating and ventilation systems and a fire alarm.

PROJECT COSTS

The applicant's agent has obtained competitive itemised estimates. The total grant eligible cost of works on the basis of the lowest estimate is £830,256 including fees and VAT. These costs are being analysed in more detail and a further report will be made at the meeting, but they are not expected to be reduced substantially from the above figure.

BUSINESS USE ASSESSMENT

The viability and job creation potential of the proposed use for the sale of bedroom, kitchen and bathroom furniture has been assessed by Tees Valley Business Link. Having considered the project and financial information provided by the applicant Business Link have concluded that the project will create a valuable addition to the Headland economy, utilising a substantial building, resulting in a viable business which is likely to survive over a number of years.

GRANT ASSESSMENT

The grant application site is located in a prominent position next to an area known as Kafiga Landing site around the fish quay. This forms part of the much wider Victoria Harbour development site which will have major local and regional regeneration implications.

Victoria Harbour is a 133ha site between the Headland and Hartlepool and is a regional priority area for regeneration within the Regional Spatial Strategy and the Northern Way. The master plan for Victoria Harbour indicates a waterfront development of 3,500 dwellings with associated commercial development to occur over the next 20 years. The timescale for the Victoria Harbour development is therefore outside that of the THI but the repair and restoration of Victoria Buildings with the assistance of public investment can make an initial contribution to this extended process of renewal.

One of the significant environmental problems on the Headland, which affects economic confidence and the impression given by the area, is the high number of empty and unused buildings. Victoria Buildings was identified as one of nine key buildings within the Townscape Heritage Initiative as having a critical negative

impact upon the regeneration of the Headland, due to location, visual prominence, architectural value (including listed status), townscape value, state of repair and whether they were occupied or not. On the issue of repair, Victoria Buildings has been empty for almost 20 years with a number of unsuccessful attempts in the last ten years to carry out repairs and find a viable use. Further deterioration if allowed to continue can only have adverse implications to achieve a repair in the future. The applicant is proposing to fully restore the building but also re-introduce a commercial use creating seven full time equivalent jobs for those working on site and further part-time jobs for fitters working away from site.

PROJECT BENEFITS

Besides the wider regeneration benefits associated with Victoria Harbour, public investment under the THI will have the benefits identified below. On these considerations public investment is considered to be justified.

The benefits can summarised as:

- a) The external improvement of a visually prominent commercial property in the Headland Conservation Area.
- b) The creation of 7 full time jobs.
- c) The repair of a building which can make a contribution to the economy of the Headland and the long-term regeneration of Hartlepool from the nearby Victoria Harbour.
- d) The restoration of a grade 2 listed building which has suffered long-term decline.

FUNDING AND PROPOSED GRANT

Funding of works to key buildings within the Townscape Heritage Initiative (THI) is made on a "conservation deficit" basis, which is the difference between the eligible cost of the works and the increase in value of the building. The increase in value being the difference between the current value and the end value after the building works. Usually this result in a "conservation deficit" whereby the cost of development exceeds the end value by a substantial margin. The THI grant is therefore calculated to fill the gap between the cost and the value to make the project viable.

A valuation report has been provided by a local commercial valuer at £175,000 in a fully restored condition.

The grant eligible construction costs have not yet been finally established but will be reported on further. However at a meeting of the North Hartlepool Partnership Board on the 8th July 2005 when a review of the THI was considered it was determined to offer a grant of £200,000 from the THI programme to support the repair and restoration of Victoria Buildings. The grant was to be funded from £66,000 Single Regeneration Budget funds and £134,000 from Heritage Lottery Fund resources. This grant funding level was confirmed in an Annual Review Report to the Heritage Lottery Fund in December 2005.

Since the decision of the North Hartlepool Partnership Board in July 2005 it has been determined by the Portfolio Holder at a meeting on the 19th October 2007 to allocate all the remaining available SRB budgets for key buildings (a budget of £88,000) to St Andrews Church, another THI key building project. With no further SRB budget available, alternative sources of funding consisting of savings achieved during the Carnegie Building project are being investigated together with Council sources of funding as a further alternative, to provide the balance of non-HLF funding towards the proposed £200,000 grant for Victoria Buildings. A report from the Chief Financial Officer is expected on the level of savings available from the Carnegie Building project. A report on the sources of funding for the non-HLF element of the overall grant will be made at the meeting.

LEGAL POWERS

Legal powers to offer grants to building owners and to carry out public realm works are given to the Council (as the accountable body) by Sections 57, 77, 79 and 80 of the Planning (Listed Building and Conservation Area) Act.

STATE AID RULES

The grant aid is aimed at restoration of a historic listed property within a conservation area and therefore does not constitute State Aid.

RECOMMENDATION

It is recommended that a grant of £200,000 be offered under Section 57 of the Planning (Listed Building and Conservation Areas) Act 1990, consisting of a £66,000 from non-HLF resources and £134,000 from the Heritage Lottery Fund under the Townscape Heritage Initiative programme, subject to the following conditions :-

1. That the offer of grant is accepted in writing or by e-mail to the North Hartlepool Partnership within 14 days of the date of the offer letter. The grant offer is not transferable and is offered solely to the grant recipient.
2. That the grant-aided works must commence within 30 days of the date of the grant offer unless otherwise agreed by letter or e-mail. Works must not commence until a pre-start meeting has occurred between representatives of the Partnership and the applicant or their agent to discuss the details of the scheme.
3. Before the grant works commence the applicant or their agent must obtain or already possess all statutory consents under planning, historic buildings, ancient monuments or wildlife acts, building regulations or other relevant legislation.
4. If the cost of the works increases, or additional work is undertaken there is no obligation on the Partnership to increase the grant. Any increase in the

grant awarded is entirely at the discretion of the Partnership and can only be considered if a detailed request is made in writing.

5. The works shall be carried out to a standard which is satisfactory to the Partnership in accordance with the details of the grant schedule and submitted estimates. Any change to the approved scheme shall be first agreed in writing with the Partnership.
6. The grant funding may be withdrawn, reduced or recovered by the Partnership if the terms or conditions of the grant offer are not complied with or within 3 years from the date of the grant offer, the recipient disposes of the interest held in the property by way of sale or a lease of not less than 21 years. Recovery of the grant would also occur if it is established to the Partnership's satisfaction that the applicant has made a fraudulent, incorrect or misleading application or carries out the project fraudulently or negligently.
7. Officers of the Partnership shall be allowed access at all times or after giving reasonable notice, to inspect the works in progress and upon completion. These inspections are for the Partnership's own grant purposes to ensure that all terms and conditions of the grant offer are being complied with. Applicants or their agents are fully and totally responsible for satisfying themselves that the grant-aided works are properly carried out. Any subsequent problems with the quality of work are a matter between the applicant and their building contractor. The Partnership accepts no responsibility in this matter.
8. During works the grant recipient, in conjunction with the contractor, shall possess adequate insurance for the building, the work undertaken and any unfixed materials and goods delivered to site.
9. The Partnership reserves the right to publicise the offer of grant.
10. After completion of the grant aided works, those items which have been specifically subject to repair and restoration, shall be maintained to the same standard as specified in the grant works, using the same materials and methods. The property shall generally be maintained to a satisfactory standard consistent with the character, appearance and amenity of the conservation area.
11. That the applicant shall supply on request from the Partnership, the following information:
 - a) Gross permanent jobs created
 - b) Net direct permanent jobs created
 - c) Jobs preserved
 - d) The total figure of construction man weeks involved in the improvement works.

As regard the last condition, the contractor shall keep daily records of workers employed on site (including sub-contractors) throughout the contract period.

12. The works shall be completed and final invoices submitted to the North Hartlepool Partnership no later than 30th March 2008. In the submission of final invoices, all grant eligible items shall be identified separately together with the amount of other expenditure upon which no grant has been offered.

**REGENERATION & LIVEABILITY PORTFOLIO
REPORT TO PORTFOLIO HOLDER
18th January 2008**



Report of: Director of Regeneration and Planning Services

Subject: PROPOSED CONSERVATION AREA IN HART

SUMMARY

1. PURPOSE OF REPORT

1.1 A resident recently approached the Portfolio Holder requesting that Hart Village be considered for designation as a conservation area. This report will consider the proposal.

2. SUMMARY OF CONTENTS

2.1 The report outlines the background to the proposal and the views of officers and the Conservation Area Advisory Committee on the proposal.

3. RELEVANCE TO PORTFOLIO MEMBER

3.1 Conservation policy falls within the Portfolio.

4. TYPE OF DECISION

4.1 Non-key.

5. DECISION MAKING ROUTE

5.1 Portfolio Holder only.

6. DECISION (S) REQUIRED

6.1 That the Portfolio Holder notes the report.

Report of: Director of Regeneration and Planning Services

Subject: PROPOSED CONSERVATION AREA IN HART

1. PURPOSE OF REPORT

- 1.1 A resident of Hart recently approached the Portfolio Holder regarding the potential to designate Hart Village as a conservation area. This report will consider this proposal taking into consideration the views of the Parish Council and the Conservation Area Advisory Committee.

2. BACKGROUND

- 2.1 Local authorities have a duty under the Planning (Listed Buildings and Conservation Areas) Act 1990 Section 69 to review their areas from time to time to consider whether further designations of conservation areas are called for.
- 2.2 The definition of a conservation area is an area with, 'special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'. Designation of a conservation area gives control over demolition and can be the basis for policies to preserve and enhance all aspects of the character and appearance of the area. The general layout, street pattern, mixture of different building types and use of materials, create areas of special character. Designation is a way of recognising these factors and ensuring the townscape is protected and enhanced as well as individual buildings.
- 2.3 These considerations together create an area of special interest which would justify declaration as a conservation area. Listed buildings usually form part of a conservation area, but these alone would not justify declaration.

3. HART

- 3.1 Hart Village retains some of its layout and buildings from the Anglo-Saxon period, overlaid in the 12th to 15th centuries by medieval additions and alterations. The most notable example is the Church of St Mary Magdalene, a Grade I listed building. There are also remains of a manor house and associated fish ponds, the former a Grade II listed building and Scheduled Ancient Monument, the latter a Scheduled Monument. There are three other listed buildings in the immediate confines of the village: 5 Front Street dating from 1840 (Grade II), Voltigeur Cottage (Grade II) dating from the mid to late 1700's, and Home Farmhouse and Cottage dating from the same period (also

Grade II listed). Two listed buildings in the vicinity of Brewery Farmhouse were deleted from the list in 1987, due to inappropriate development which affected the special character. Much of the original general layout, formed by Front Street and Butts Lane remains.

- 3.2 However, the remaining character of the village is given by post-war residential development or alterations of earlier buildings which do not respect the original architectural character of Hart by having reference to original features, materials and character of the village. The layout of the village has also not been respected, with modern housing development added to the boundaries of the village.

4 VIEWS OF ENGLISH HERITAGE

- 4.1 English Heritage was approached regarding various issues in Hart, by the same individual who wrote to the Mayor. On responding to the letter English Heritage expressed surprise that Hart was not a conservation area.
- 4.2 Officers have met English Heritage on site to discuss the comments made in their recent letter. Martin Roberts of English Heritage felt that the village had retained some interesting areas although acknowledged that these had, in some cases, become fragmented due to more modern infill development. He suggested that it may be worth designating a conservation area to control further development within the village however he recognised that defining an area wouldn't be a straightforward task

5 VIEWS OF HART PARISH COUNCIL

- 5.1 Officers have met with members of Hart Parish Council regarding their wish to see the area designated as a conservation area. In brief discussions at the Parish Council Meeting it was suggested that there was concern regarding development within the area that didn't respect the character of the village and concern that there was nothing in place to protect the wider village.
- 5.2 Further to this the Parish Council submitted further information which is copied in **Appendix 1**. In summary the Parish Council highlighted the history of the village and the buildings of special architectural interest that are present. Further to this it is proposed that a conservation area would ensure the retention and preservation of the character of Hart for future generations.

6 VIEWS OF PLANNING COMMITTEE

- 6.1 The Portfolio Holder has responsibility for conservation however the Planning Committee has an interest in the designation of conservation areas. This matter will be taken to the next available meeting on the 23rd January for their information

7 VIEWS OF OFFICERS

- 7.1 Officers feel that given the above considerations Hart Village is not “an area of special architectural or historic interest which it is desirable to preserve or enhance.”
- 7.2 The proposal to designate the area as a conservation area was considered by Council Members in 2001 as part of a review of conservation through the scrutiny process. At this time members decided not to resolve to consider the area for designation as a conservation area.

8 VIEWS OF THE CONSERVATION AREA ADVISORY COMMITTEE

- 8.1 The Conservation Area Advisory Committee discussed the potential to designate Hart as a conservation area at its meeting in December. The committee welcomed the interest that had been shown in conservation areas by the parish Council. The discussions concluded that although there were interesting areas it was felt that the overall character of the village was dominated by the changes which had occurred to both existing properties and the newer housing which has developed. For this reason the committee indicated that they could not support a proposal for a conservation area in the village.

9 ALTERNATIVE PROTECTION TO CONSERVATION AREA STATUS

- 9.1 Officers have suggested that Hart Parish Council consider putting together a Village Design Statement as an alternative option to conservation area status. This would be a document which would bring together the views, needs and opinions of the whole community, covering the social, economic and environmental issues of relevance to the community. Such a document could eventually be incorporated into the Local Development Framework as Supplementary Design Guidance.
- 9.2 This suggestion was put to English Heritage when they recently met with officers. They agreed that this was a solution which would appear to meet the concerns of the Parish Council.
- 9.3 Such a document would have to be initiated by the Parish rather than officers of the Council. There is currently funding available from the Rural, Social and Community Programme to support Parish Councils however this will end on 31st March 2008.

10 CONCLUSION

- 10.1 Taking into account the views of all parties who have considered this matter it is deemed inappropriate to further consider the designation of a conservation

area in Hart. The village does have some interesting buildings however those of particular importance are listed buildings and already protected. Further to this many trees in the village are protected by Tree Preservation Orders, as a result there would be little further protection acquired through the designation of a conservation area.

11 RECOMMENDATION

- 11.1 That the Portfolio Holder is recommended not to agree further investigation of the designation of Hart Village as a conservation area but to encourage the Parish Council to pursue the development of a Village Design Statement.

Appendix 1

HART PARISH COUNCIL

Clerk
 Ronald Gray
 12, John Howe Gardens,
 HARTLEPOOL
 TS24 9NQ

 01429 866667
 e-mail: hartvillagePC@aol.com

Chairman
 Alan Bell
 2, Magdalene Drive,
 Hart
 HARTLEPOOL
 TS27 3BU

 01429 275618

30 November 2007

Submission regarding Conservation Area status for Hart

A Conservation Area is defined as being *an area of special architectural or historic interest, the character of which it is desirable to preserve or enhance.*

It is the purpose of this submission to establish that Hart is such area. Hart is a Saxon village and historically older or on a par with the time scale in which the original Anglo-Saxon monastery was established on the Headland. Historians have suggested that this was about 640 AD by St. Aidan, the first Bishop of Lindisfarne, for both men and women. At the time when the monastery was founded the peninsula of Hartlepool was uninhabited and covered with thick forest. This would suggest that the settlement at Hart was already established at that time. Certainly the present Church of St. Mary Magdalene was in situ to our knowledge in 675 AD to serve the Hart community. The Church of St. Hilda in what became known as Hartlepool is the daughter Church of St. Mary Magdalene, Hart. The De Brus family built it in the 13th century as a family burial ground, they being Lords of the Manor of Hart from the 11th to the 14th century. There is little doubt that Hart meets all the definitions of a Conservation area, having a long recorded history and many buildings of special architectural interest and settings. Hartlepool Civic Society supports this concept.

In a recent consultation exercise in the village of Hart regarding a contentious planning application, and the proposed demolition of White Cottage, 86 households opposed the proposal and 61 households demanded further protection for the village. This latter figure represents about 25% of the Hart village households.

HART PARISH COUNCIL

At a meeting of a Sub-committee appointed for the purpose of looking into the establishment of a Conservation Area within Hart, an area was proposed to ensure the retention and preservation of the character of Hart for future generations. The enclosed map provides a starting point to identify the suggested area, incorporating those buildings of historic interest along Front Street, which includes the Raby Arms and the medieval field in the east, extending to the farm cottages (Palace Row) in the west. To the north, to include the area of the beck, the remains of the original school wall, the Old Vicarage and Chaplin's Well. It encompasses the grade 1 listed buildings of St. Mary Magdalene Church, Voltigeur Cottage, and the two Scheduled Monuments of The Great House and the Fish Ponds.

Sadly the Parish Council strongly feels that the current protection of ancient walls and buildings is wholly inadequate as can be seen in the village with the destruction of the Saxon church wall along The Chare. Martin Roberts, Historic Building Inspector for English Heritage has, following consultation, expressed surprise that the village is not already defined as a Conservation Area. A copy of his letter, to Hart resident Mr. J K Fraser, is copied below. He makes special mention of the state of the wall in The Chare. A copy of this letter was sent to Hartlepool Council's Conservation Officer and the archaeological adviser (Tees Archaeology).

The Parish Council feel that the current and ongoing threats to the detriment of the setting of listed and other ancient buildings must be seriously addressed, and that the only way forward is for Hartlepool Borough Council to designate Hart as having Conservation Area status.

Ronald Gray
Clerk to the Parish of Hart

HART PARISH COUNCIL



ENGLISH HERITAGE
NORTH EAST REGION

*File - Great House
received 23/7/07*

Mr J K Fraser
4 Mill View
Hart
Hartlepool
TS27 3AL

Direct dial: 0191 269 1233

Your ref:

Our ref:

Date: 20 July 2007

Dear Mr Fraser

HISTORIC WALLS IN HART CONSERVATION AREA

Thank you for your letter of the 30th May to our Ancient Monuments Inspector, Kate Wilson. Kate is responsible for matters involving the scheduled ancient monuments in Hart whereas I, as the Historic Buildings Inspector for the area, am responsible for works to Grade I and II* listed buildings. As this letter is something of a joint response, and necessitated a site visit, it is sent later than we would wish so our apologies for not responding until now.

This letter notes our on-site observations with our understanding of the designation of the different elements you refer to. We will copy this letter to Hartlepool Council's Conservation Officers and their archaeological adviser (Tees Archaeology) for their comment. In many cases we feel these are matters that are the local council's responsibilities to pursue, though I am sure we all share a common goal to protect and enhance the historic buildings and monuments of Hart.

For the record, and as a preamble to our site notes, there are two scheduled monuments within your 'key central area':

- Great house 50m west of St Mary Magdalene's Church: National Monument number 32743
- Fishponds 70m north of St Mary Magdalene's Church: National Monument number 32745

Our records show that we have been consulted by the owners of these monuments over the last 8 years. We have provided them with advice about repair, management and development proposals, and in the case of the Great House the owners have received scheduled monument consent from the Department for Culture, Media and Sport to carry out re-surfacing work to the car park. Although you suggest works have been carried out adjacent to the scheduled monument English Heritage does not appear to have been consulted by the Local Planning Authority on any development work that may have affected the setting.

Turning to my site visit, I took the route from the Front Street, up the grass path to Voltigeur Cottage, then up the high walled lane to the church, around the SW corner of the churchyard then west towards the Brus Wall.

BESSIE SURTEES HOUSE, 41-44 SANDHILL, NEWCASTLE UPON TYNE, NE1 3JF
Telephone: 0191 269 1200 Facsimile: 0191 261 1130
English Heritage operates an access to information policy

HART PARISH COUNCIL

High walled lane (The Chare) to Church - east side

The walls to the east of this lane appear to be a part of the large garden of the Grade II Voltigeur Cottage. Although not specifically mentioned in the listing description, they form a part of the curtilage of the listed building, greatly contribute to its setting and that of the adjacent historic buildings and monuments and are very much a part of the character of Hart village.

There are a couple of areas of partial collapse where urgent maintenance by a good mason with knowledge of traditional stonework and mortars is needed. The cottage owner has already been encouraged to maintain these listed walls in a good state of repair, through the offer of grant, and the Council is to be applauded for this approach. Regrettably the owner has declined the offer of grant and you informed us that the Council does not wish to press enforcement action.

The conservation officer at Hartlepool Council, Sarah Scarr, informs me that there are ownership issues that may be complicating moving on these legal matters. If possible this may still be the best way forward as the offer of a generous 'carrot', if refused, can often be accepted through the gentle awareness of a possible 'stick'. Sarah will be able to bring you up to date on this.

High walled lane (The Chare) to Church - west side (Grade II)

The 'good mason' referred to above was sadly not around when the two areas of walling repairs you refer to were carried out on the west side. The rounded corner at the southern end looks to be constructed in hard cement mortar, as does the new opening higher up, poorly built with weak jambs and a concrete lintel. The circumstances of these works are something the local council can enlighten you on. Neither seems to relate to an identified listed building or structure.

High walled lane (The Chare) to Church – path surface (Unlisted?)

We would tend to agree with you that the use of block pavements for the path is inappropriate, if well intentioned. The rural character of Hart should be reinforced at every occasion rather than allow it to drift into suburban detailing. A tarmaced path with magnesian limestone top dressing rolled in ('Golden Gravel') would have been the easiest solution. It is unclear who executed this work – individual, parish or Hartlepool Council?

West wall of churchyard (unlisted, schedule and Grade II)*

This wall seems to be a mixture of designations and dates, and needs a little unravelling.

The section south of the footpath through to the car park, known as Church Passage, would seem to be unlisted, although it contains the east wall of the post-medieval manor house

HART PARISH COUNCIL

and attached high walls – all fabric of considerable historic interest. Some wall top repair is needed here to prevent gradual erosion of the fabric.

In the southwest corner of the churchyard, is the derelict outbuilding to Chare House. This is a pre-1st edition OS map feature (so before c.1856/7) and its gradual or deliberate demolition is damaging the adjacent wall to the post-medieval manor. Though the date of the outbuilding may not be that old, ideally this fabric needs recording before it disappears.

The section of the western churchyard wall running north of Church Passage is listed Grade II* and forms the boundary of the scheduled ancient monument protecting the medieval manor. The careful removal of ivy is highly desirable here. Removal may reveal that repairs are needed.

Generally speaking, of course, all these churchyard walls are within the curtilage of the Grade I listed church though their position adjacent to private houses may associate them legally with the houses rather than the church. It would be good to know who owns (and maintains) the walls around the churchyard. I'm sure the vicar will have some idea of that? The wall along the northern boundary of Voltigeur Cottage, for example, may lie along an ancient church boundary line, possibly of Saxon date, as the archaeological report on Hart Manor suggests (David Austin, 'Fieldwork and Excavation At Hart, Co Durham 1965-75' *Archaeologia Aeliana*, 5th series Vol IV, 69-132).

The Brus Wall

Finally the fine Brus Wall is reached. This is well presented to the car park, but is clearly an embarrassment to the owner of the adjacent modern Manor Farm House, who has sought to screen its ancient stonework and its excellent architectural features by extensive landscaping and tree planting along its south side. While there can be no accounting for taste, the loss of the view of the Wall from the public footpath is regrettable. Of greater concern is the possible damage that the tree planting in particular might be causing to the Wall itself, being planted so close to the masonry. My colleague Kate Wilson will investigate this directly with the owner and I am grateful to you for drawing this to our attention.

Attention drawn to this during meeting re Church/Caf Bank project some 5yrs ago. 2002

Other matters

You mentioned White Cottage at the end of your letter, a building re-clad in stonework of almost comic absurdity were it not a blemish in your attractive village. It was good to know the Council resisted demolition, as beneath the stonework, it does indeed seem to be of some age. Do you know how old? Its value as a potential listed building will have suffered from re-cladding, unless very significant historic fabric can be identified in its structure or interior.


Many of your concerns and those of the parish council (if they do share your concerns) might be answered by designation of the village as a conservation area. It is surprising it is not one already. The line of such an area might need to be tightly defined given the frequent modern insertions into the village fabric, though where such insertions are within

HART PARISH COUNCIL

larger areas of traditional buildings, they can be accepted within conservation areas. Again I would suggest you talk to the parish council and Sarah Scarr should you wish to take such an idea forward.

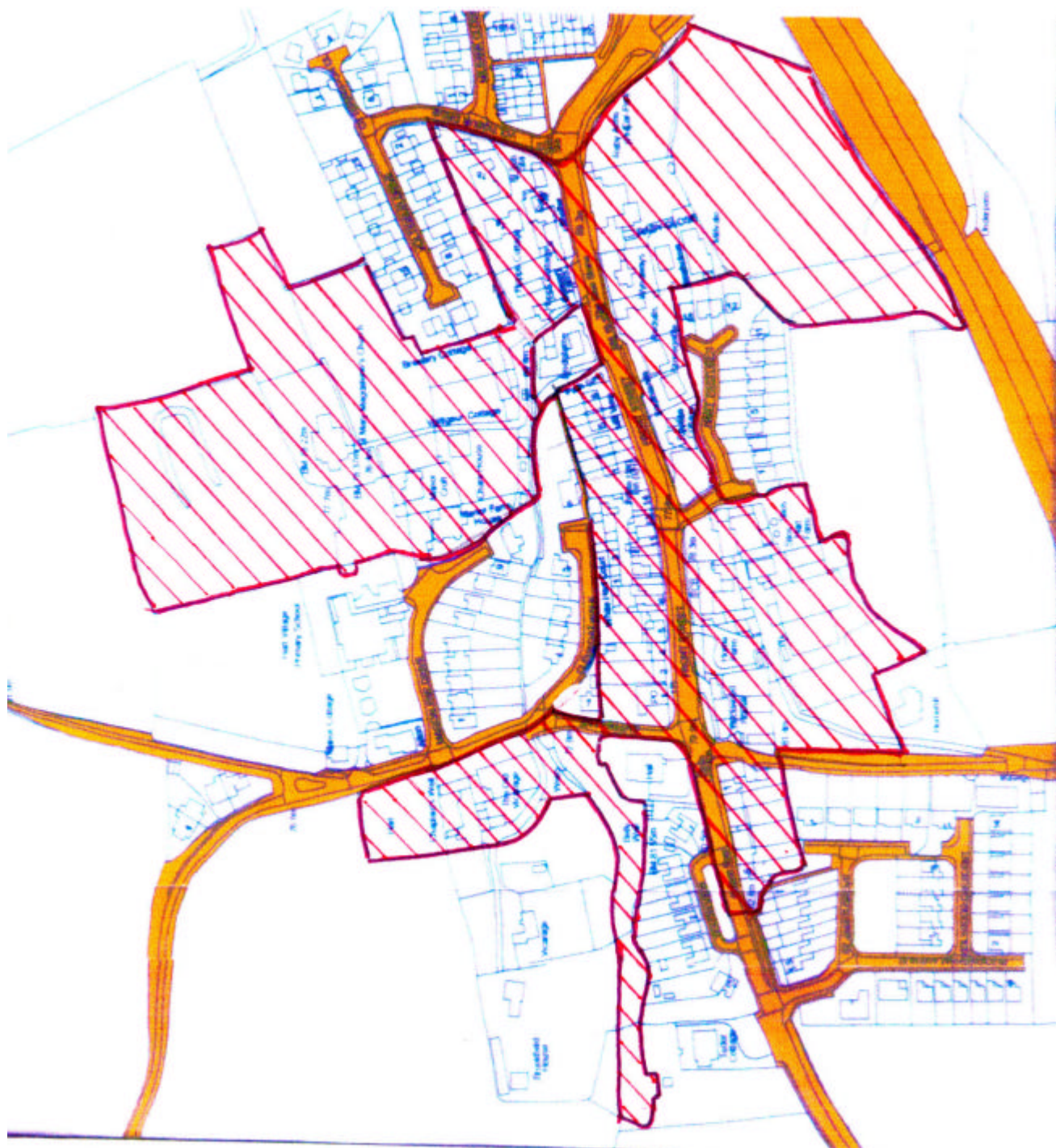
Thank you for writing to English Heritage on these matters. Many of the points you raise may well be a matter for local authority to deal with, some they are clearly already dealing with. Some matters are perhaps for the church and parish council too to consider, as the latter maintain the car park adjacent to the church. Tees Archaeology will also have an important input given the need for us all to have some deeper understanding of the age and significance of these important walls in Hart Village. I shall copy this letter to them and await their response.

Yours sincerely



pp Martin Roberts
Historic Buildings Inspector

cc Tees Archaeology
Sarah Scarr and Peter Graves, Conservation Team, Hartlepool Council



REGENERATION & LIVEABILITY PORTFOLIO

Report To Portfolio Holder

18th January 2008



Report of: Head of Community Strategy

Subject: ALCOHOL HARM REDUCTION STRATEGY (2006 - 2009)
UPDATE ON ACTION PLANS

SUMMARY

1. PURPOSE OF REPORT

1.1 To update the Portfolio Holder on the activity and progress in delivery of the action plans, during the past 18 months.

2. SUMMARY OF CONTENTS

2.1 Hartlepool's Alcohol Strategy was approved by Cabinet in 2006 as a response to the Governments requirement for local strategies and following a scrutiny exercise related to young people's binge drinking and associated behaviours and progress against 2006/07 action plans is outlined.

2.2 A recent needs assessment has been able to draw on more statistical information that the 2005 exercise providing a stronger analysis of the local situation. This analysis suggests there are larger numbers of individuals with alcohol dependency needing enhanced interventions.

2.3 The action plans for the rest of 2007/08 continue to prioritise:

- ? The promotion of sensible and responsible drinking messages
- ? Specific work with young people including parents and families
- ? Training for all front line services to deliver screening and brief interventions

- ? Ongoing enforcement action and consideration of criminal justice interventions.

- 2.4 From April 2008 a key development from the PCT will be the delivery of a specialist alcohol treatment service and increased interventions and support services within Primary Care, which is a significant catalyst to addressing alcohol related harm.

3.0 RELEVANCE TO PORTFOLIO HOLDER

- 3.1 The Portfolio Holder has responsibility for crime, anti-social behaviour and substance misuse, and Cabinet agreed he would lead on the development and implementation of Hartlepool Alcohol Strategy.

4.0 TYPE OF DECISION

- 4.1 Non-key

5.0 DECISION MAKING ROUTE

- 5.1 Regeneration & Liveability Portfolio 18th January 2008

6.0 DECISION(S) REQUIRED

- 6.1 To receive an update on progress over the past eighteen months and comment as appropriate on the future action plans to tackle local alcohol issues.

Report of: Head of Community Safety & Prevention

Subject: Alcohol Harm Reduction Strategy (2006 - 2009) update on action plans

1. PURPOSE OF REPORT

1.1 To update the Portfolio Holder on the activity and progress in delivery of the action plans, during the past 18 months.

2. BACKGROUND

2.1 Hartlepool’s Alcohol Strategy was approved by Cabinet in 2006 as a response to the Governments requirement for local strategies and following a scrutiny exercise related to young people’s binge drinking and associated behaviours.

2.2 The format of the Alcohol Harm Reduction Strategy reflects the 4 cross cutting areas of the current national Local Area Agreement framework, as follows:

Strategic Objective	Aim
Children and Young People	To reduce underage drinking and challenge the prevailing culture of binge drinking
Healthier Communities	To provide treatment services and support to tackle misuse of alcohol as experienced by individuals, their families and carers
Safer and Stronger Communities	To develop effective multi agency interventions to tackle alcohol related crime, focusing both on enforcement and the underlying reasons for alcohol misuse
Economic Development and Enterprise	To ensure that Hartlepool is a safe and enjoyable place to live, work or visit

This strategy is strengthened through multi-agency action plans, which have to be achieved within existing resources and structures because unlike drugs there is no additional or dedicated funding available. A working Group of lead agencies meets quarterly to co-ordinate

information, monitor progress and provide a comprehensive response to gaps and issues.

3. PROGRESS ON 2006/07 ACTION PLANS

3.1 Priorities for 2006/07 emphasised the need for education, preventative, and specialist work with children and young people.

- ✍ 100% of schools have a drug education policy that includes alcohol
- ✍ 54% of schools have achieved the National Healthy Schools status against a target of 100% by July 2009
- ✍ 22 teachers and an additional 8 Community nurses have completed the national PSHE certificate
- ✍ All secondary schools cover alcohol within science education and PSHE
- ✍ Local treatment agencies and the Drug Education Team are supporting additional work in schools

3.2 Other Activities covered:

- ✍ Alcohol awareness training and campaigns
- ✍ Completion of environmental improvements in Church Street to improve the policing of night-time revellers
- ✍ Installation of CCTV in taxis to improve drivers safety and encourage late night transport options
- ✍ The straightline education project for 10-17 year old drinkers has been extended
- ✍ Peer monitoring programmes for young substance misusers have been developed
- ✍ Test purchases for under-age sale of alcohol have resulted in publicised prosecutions and the closure of a premises

4. NEEDS ASSESSMENT 2007

4.1 Year on year, more robust data on alcohol misuse is becoming available. Lack of suitable treatment in Hartlepool usually leads to inappropriate hospital referrals and A&E are treating a significant number of cases linked to alcohol related incidents. They estimate at least 80% of the weekend activity is alcohol related.

4.2 On the basis of the 2007 needs assessment, which has included focus groups and contact with a variety of agencies, provider interviews and support networks the forecast of numbers and categorisation of drinking needs has been adjusted. Original forecasts were based on extrapolation of national research and figures. By using local statistics, there is a forecast showing increased numbers of dependent/hazardous drinkers needing more specialist intervention, this is yet to be tested and will

become more apparent with the introduction of services and more robust data.

	2006/07	2007/08
Severely dependent drinkers	60	115
Moderately dependent drinkers	260	346
Harmful drinkers	2600	3510
Hazardous drinkers	10350	12388
Low risk drinkers	41300	27243
Non drinkers	13680	8838
Total	68250	52448

5. ACTION PLANS 2007/08

5.1 The aspiration and key objectives of Hartlepool Alcohol Strategy are still relevant and do not require change, rather, an integration and alignment with a number of other plans and initiatives that will strengthen all efforts to tackle and reduce the harm associated with alcohol abuse.

5.2 Due to the commitment of PCT finances, a specialist alcohol treatment service will be operational by April 2008 offering prescribing, community detoxification and other structured psycho social interventions.

Primary Care and other front line personnel will be trained and deliver screening and brief interventions.

5.3 Other actions include:

- ✍ Strengthening enforcement actions
- ✍ Encouraging well managed, neighbourhood friendly licensed premises
- ✍ Promoting sensible drinking

The Action Plan containing more detail is attached at Appendix 1.

5.4 The Safer Hartlepool Partnership has recently decided that delivery of the Alcohol Strategy will be one of its key priorities for 2008/09 due to the impact on communities associated with alcohol fuelled behaviour.

6. RECOMMENDATIONS

The Portfolio Holder is asked to note the progress being made on delivering the Alcohol Harm Reduction Strategy 2006-2009 and associated action plans.

CONTACT OFFICER: Chris Hart, SHP Planning and Commissioning Manager

Background papers

Hartlepool Alcohol Harm Reduction Strategy
Working Group notes

REGENERATION & LIVEABILITY PORTFOLIO
Report To Portfolio Holder
18th January 2008



Report of: Head of Community Strategy

Subject: NEIGHBOURHOOD RENEWAL FUND (NRF)
2007/8

SUMMARY

1.0 PURPOSE OF REPORT

The purpose of this report is to seek agreement from the Portfolio Holder to providing Theme Partnerships delegated authority to agree modifications within their 2007/8 NRF programme. The Portfolio Holder is also requested to agree the amendment to the Jobs & Economy programme.

2.0 SUMMARY OF CONTENTS

The report sets out the 6 month spend position of the NRF programme and seeks delegated authority for Theme Partnerships to agree modifications within their 2007/8 NRF theme programmes to ensure that a full spend is achieved by the 31st March 2008. The report also sets out two new projects from the Jobs & Economy theme for approval.

3.0 RELEVANCE TO PORTFOLIO MEMBER

Neighbourhood Renewal and the Neighbourhood Renewal Fund are within the remit of the Regeneration & Liveability Portfolio.

4.0 TYPE OF DECISION

Non-Key.

5.0 DECISION MAKING ROUTE

Hartlepool Partnership – 7th December 2007.
Regeneration & Liveability Portfolio – 18th January 2008.

6.0 DECISION(S) REQUIRED

To agree delegated authority for Theme Partnerships to agree modifications within their 2007/8 NRF programme and to agree the amendments to the Jobs & Economy programme for 2007/8.

Report of: Head of Community Strategy**Subject:** NEIGHBOURHOOD RENEWAL FUND (NRF) 2007/8

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to seek agreement from the Portfolio Holder to providing Theme Partnerships delegated authority to agree modifications within their 2007/8 NRF programme. The Portfolio Holder is also requested to agree the amendment to the Jobs & Economy programme.

2. BACKGROUND

- 2.1 Cabinet agreed the final 2007/8 NRF programme on the 25th June 2007 within the Local Area Agreement (LAA) Outturn 2006/7 report. The NRF grant was included within that report as from April 2007 the NRF grant has been pooled within the LAA Grant. The Comprehensive Spending Review (CSR) in October 2007 announced that NRF would not continue beyond March 2008 and Government Office has confirmed that the NRF grant must be spent in full by 31st March 2008 with no flexibility to carry forward unspent funding into 2008/9.

3. NEIGHBOURHOOD RENEWAL FUND (NRF) 2007-08

- 3.1 After 6 months 40.8% of the NRF allocated for 2007-08 had been spent. Although it is expected that the majority of projects funded will fully utilise their allocation for 2007-08 there is potential that as the programme continues towards its end on the 31st March funding will need to be reallocated. In order for theme partnerships to be able to respond quickly and utilise the funding effectively it is requested that delegated authority be given to them to agree modifications within their NRF programme. The Portfolio Holder will be informed of any modifications that are made at future meetings.
- 3.2 At present there have been underspends identified in the Lifelong Learning and Jobs & Economy theme programmes. The Skills Partnership requested proposals from existing projects to utilise the Lifelong Learning underspend by extending their current activity and providing additional outputs. Only the Hartlepool On Track (HOT) project submitted a proposal. The HOT project works to re-engage young people aged 16-19 living in the Neighbourhood Renewal Area,

who are classified as NEET or are at risk of becoming NEET, into education, employment and training opportunities. Their proposal will provide 10 young people with 12 weeks employed status and Level 1 qualifications through the Connect to Work programme. This will utilise the full underspend of £18,000. The extension to this project was endorsed by the Chair of the Skills Partnership after the Hartlepool Partnership met on the 7th December.

- 3.3 The Economic Forum agreed 3 new projects in September, which aim to utilise the £20,000 underspend from the West View Employment Action Centre project. Unfortunately one project will no longer be able to go ahead. Grass Routes Solutions had intended to refurbish the Activ8 Centre on Durham Street to provide 7 high quality office/workshop facilities for small business start-ups. However they have been unable to proceed with purchasing the building or securing a long-term lease therefore the Economic Forum will need to reconsider how to utilise the remaining £8,955. The 2 agreed projects are set out below for approval and further information is available on request:

Hartlepool Voluntary Wheels (£2,045) – to recruit and train 6 volunteers to gain midas certificates providing vital work experience and enhancing their employability.

Local Enterprise Training Scheme Growing Opportunities (£9,000) – Owton Fens Community Association will provide outreach, bite-size enterprise training sessions from locally accessible community centres throughout the target neighbourhoods.

4. FINANCIAL IMPLICATIONS

- 4.1 The report refers to funding which has already been allocated and sets out a proposal to ensure that the full allocation is utilised before the grant fund ends on 31st March 2008.

5. RECOMMENDATIONS

- 5.1 The Portfolio Holder is requested to:

? To agree delegated authority for Theme Partnerships to agree modifications within their 2007/8 NRF programme and to agree the amendments to the Jobs & Economy programme for 2007/8.

REGENERATION AND LIVEABILITY

Report to Portfolio Holder
Friday 18th January 2008



Report of: Head of Public Protection

Subject: PRIDE IN HARTLEPOOL PROPOSALS

SUMMARY

1. PURPOSE OF REPORT

To consider a recommendation of the Pride in Hartlepool Steering Group in respect of a proposal for an environmental scheme.

2. SUMMARY OF CONTENTS

The report contains details of a request for funding from the Pride in Hartlepool budget towards a contributory cost for Hartlepool businesses to join the Green Tourism Business Scheme.

3. RELEVANCE TO PORTFOLIO MEMBER

The Portfolio Holder is responsible for environmental initiatives.

4. TYPE OF DECISION

Non key decision.

5. DECISION MAKING ROUTE

Recommendation of Pride in Hartlepool Steering Group to Regeneration and Liveability Portfolio Holder.

6. DECISION(S) REQUIRED

To agree the recommendation of the Pride in Hartlepool Steering Group in respect of an environmental scheme.

Report of: Head of Public Protection

Subject: PRIDE IN HARTLEPOOL PROPOSALS

1. PURPOSE OF REPORT

- 1.1 To consider a recommendation of the Pride in Hartlepool Steering Group in respect of a proposal for an environmental scheme.

2. BACKGROUND

- 2.1 The Pride in Hartlepool Steering Group met on Tuesday 18th December and recommended the following for approval:

Green Tourism Business Scheme

The Green Tourism Business Scheme is a National Scheme that has become well established nationally over the past few years. The scheme is open to all tourism related businesses and measures their environmental performance through a range of environmental indicators. In order for businesses to achieve an award they are given guidance as to practical actions they can implement such as energy saving measures or reduction of their waste, hence making environmental improvements to, and financial savings for their business. These actions would link with the Hartlepool Climate Change Strategy and provide a good image of the town prior to the Tall Ships in 2010. This proposal is for Pride in Hartlepool to pilot funding the initial joining fee for businesses to up until the end of March 2008. The initial joining fee to the Green Tourism Business Scheme is £60.00 for all businesses. If 20 businesses were signed up to the scheme before the end of March this would be a total cost to Pride in Hartlepool of £1200.00.

3. FINANCIAL IMPLICATIONS

- 3.1 The funding for the above project is available within the Pride in Hartlepool budget.

4. RECOMMENDATION

- 4.1 That the recommendation of the Pride in Hartlepool Steering Group be approved.

REGENERATION & LIVEABILITY PORTFOLIO

Report To Portfolio Holder

18th January 2008



Report of: Tall Ships Project Manager

Subject: TALL SHIPS SPONSORSHIP SERVICES
TENDER

SUMMARY

1.0 PURPOSE OF REPORT

To request from the Portfolio Holder approval to proceed with appointing an individual/company to generate corporate sponsorship income for the Tall Ships' Races 2010.

2.0 SUMMARY OF CONTENTS

The report outlines the proposal to appoint an individual/company to work with Hartlepool Borough Council and its partners to generate substantial sponsorship income to contribute towards the running costs of The Tall Ships' Races 2010.

The report requests that the successful tenderer be appointed for a two-year period, via a restricted tender process. It is the intention that the individual/company is paid on a commission-only basis.

3.0 RELEVANCE TO PORTFOLIO MEMBER

Activities around the Tall Ships' Races 2010 fall within the Portfolio. It is essential to the successful delivery of the Tall Ships event that a comprehensive funding package is in place. The restricted tender process, the robust conditions of the pre qualification questionnaire and the detailed requirements of the tender brief will provide the Council with the most cost effective and reliable individual/company to deliver substantial sponsorship income.

4.0 TYPE OF DECISION

Non-Key

5.0 DECISION MAKING ROUTE

Regeneration and Liveability Portfolio, 18th January 2008

6.0 DECISION (S) REQUIRED

To authorise procedures for the appointment of an individual/company to generate sponsorship income for the delivery of the Tall Ships' Races 2010.

Report of: Tall Ships Project Manager

Subject: TALL SHIPS SPONSORSHIP SERVICES
TENDER

1. PURPOSE OF REPORT

- 1.1 To request from the Portfolio Holder approval to proceed with appointing an individual/company to generate corporate sponsorship income for the Tall Ships' Races 2010.

2. BACKGROUND

- 2.1 Tall Ships' Races 2010 is an exciting opportunity for Hartlepool, Tees Valley and the Region to showcase what we can do on an international stage. The Tall Ships project team is working hard with local schools, businesses, community groups and other partners to successfully plan and deliver an event that is memorable and leaves a lasting legacy for the people of Hartlepool.
- 2.2 We are hoping to attract in the region of 1 million visitors from the local area, regionally, nationally and internationally, and generate £millions for the local and regional economy.
- 2.3 In order to deliver an event of this scale and impact it is necessary for us to have a comprehensive funding package in place from the outset. Hartlepool Borough Council have committed £800,000 cash to the project; we estimate in the region of £700,000 in-kind contribution will be generated by HBC and partners and we are making a formal approach to One NorthEast early in 2008 for a significant regional Single Programme contribution.
- 2.4 An important element of the funding package is the generation of corporate sponsorship which previous Tall Ships' Races' host ports have successfully achieved. Businesses across Europe have been keen to be associated with a high profile, fairly unique event such as the Tall Ships' Races and have their names and logos featured on websites, t-shirts, banners etc.
- 2.5 The raising of substantial sponsorship income will require much time, experience, expertise and corporate contacts and it is felt that the most appropriate approach is to appoint an individual/company to work with the Tall Ships project team to generate sponsorship income.

- 2.6 The individual/company will work closely with us to understand the Tall Ships' Races and the opportunities afforded to potential corporate sponsors and then deliver the following outcomes: -
- ? Develop a strategy indicating investors to be targeted following research into their business objectives and activities.
 - ? Develop bespoke sponsorship packages and in consultation with our appointed designer, develop promotional/marketing materials to attract investors.
 - ? Successfully implement the sponsorship strategy culminating in substantial sponsorship successfully generated by December 2009.
- 2.7 Following consultation with the Procurement Officer, and taking into consideration the wide and varied marketplace, it is felt best to follow a restricted tender procedure whereby expressions of interest are sought via appropriate channels, a pre qualification questionnaire is initially completed and returned by interested parties so that their financial stability, experience and referees can be established. Following evaluation, a limited number of individuals/companies will be shortlisted and invited to complete a tender brief and all will be interviewed. It is felt that selection on the basis of a price 30% and quality 70% assessment is appropriate.
- 2.8 The process will be managed by the Tall Ships Project Manager, in liaison with representatives of the Tall Ships Finance and Legal Workstream Group, who will be responsible for the selection process.
- 2.9 The start date identified within the brief is around 1st April 2008.

3. FINANCIAL IMPLICATIONS

- 3.1 The successful individual/company will be paid on a commission only basis and therefore there is no direct cost to Hartlepool Borough Council as a proportion of the raised amount will be taken as a fee. The tender brief will request that the individual/company outline their proposed fee structure.

4. RECOMMENDATIONS

- 4.1 To authorise procedures for the appointment of an individual/company to generate sponsorship income for the delivery of the Tall Ships' Races 2010.