

4 Our Towns Fund Investment Plan

Our Ask

Towns Fund investment is critical to the successful delivery of our 15 year City Investment Plan (CIP). It will support early interventions as part of our longer-term vision, catalyse positive change in our city and support our sustainable and inclusive growth ambitions. Our requirement is **£24.98m** of Towns Fund investment to deliver a bold and transformational programme of projects, predominantly focussed upon culture and regeneration, concentrated in the Harris Quarter area of the city centre, our city's cultural and civic heart.

The spatial focus on Harris Quarter recognises that our city centre needs to change and evolve to meet the needs and aspirations of its residents, workers, businesses, visitors and investors. This focus provides the maximum impact and

benefit for Preston. The investment programme will directly and indirectly complement existing and proposed public and private sector investments in the Harris Quarter, as well as neighbouring areas in the city centre and the Greater Preston area. Rather than an approach which spreads our investment activity across the city, our approach will stimulate and maximise further private sector investment in the city. Our approach will have an important economic and social impact and tangible change will be clear to all.

Based upon our initial assessment, we estimate that the proposed investment will return £3.40 in additional GVA per annum for every £1 of Towns Fund investment. This is a conservative estimate based upon the additional employment and



visitor expenditure some aspects of our investment programme deliver. In addition, we estimate that our investment programme also supports a social return on investment of approximately £31m, as well as a series of wider regeneration and socio-economic benefits.

With our track record of delivery, as well as our effective models of partnership working, we are confident that we can deliver this investment programme for Preston. We will ensure that all projects are developed to the required SOBC standards, adhere to a robust assurance framework and demonstrate value for money.



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Our Prioritisation Process

A list of 31 projects, with a combined Towns Fund ask of £58m, was assembled based upon projects which were existing ideas or well-developed concepts; projects which came forward following our engagement and consultation activities with stakeholders (e.g. #WhatsYourPreston, strategic consultations); or via Towns Fund Board members reaching out to their local networks.

Our process for identifying potential projects was important because we have recognised that as well as identifying priority projects for Towns Fund investment

(up to 2026), the CIP should also set out longer term (15 year) priorities for the city centre. All project sponsors completed and submitted a project proforma which was independently assessed in-line with the prioritisation framework agreed by the Board

The assessment of projects was based on scoring each of the projects against the 11 CIP Strategic Objectives and against the 9 Critical Success Factors (CSFs). The importance of linkages and complementarity of projects within the city centre, both spatially and thematically, was also given



careful consideration in the assessment process and Board discussions, as well as the publication of June 2020 Towns Fund guidance which provided a clear focus on city centres, post Covid-19 recovery, safe and accessible cities, clean and inclusive growth.

Critical Success Factors

-  Alignment with key strategies and policies for Preston
-  Strength of need evidence
-  Impacts on productivity growth
-  Contribution to community wealth building/inclusive growth
-  Deliverability within the Towns Fund timetable (6 years to 2026-27)
-  Robustness of delivery plan and project leadership
-  Leverage potential for other public and private sector investment
-  Financial sustainability beyond Towns Fund investment
-  Scale of impact on Preston, Greater Preston and Lancashire



The findings of the independent assessment and the selected 9 projects which form our investment programme were endorsed by the Towns Fund Board. A full summary of our proposed Towns Fund investment programme is provided in subsequent sections.



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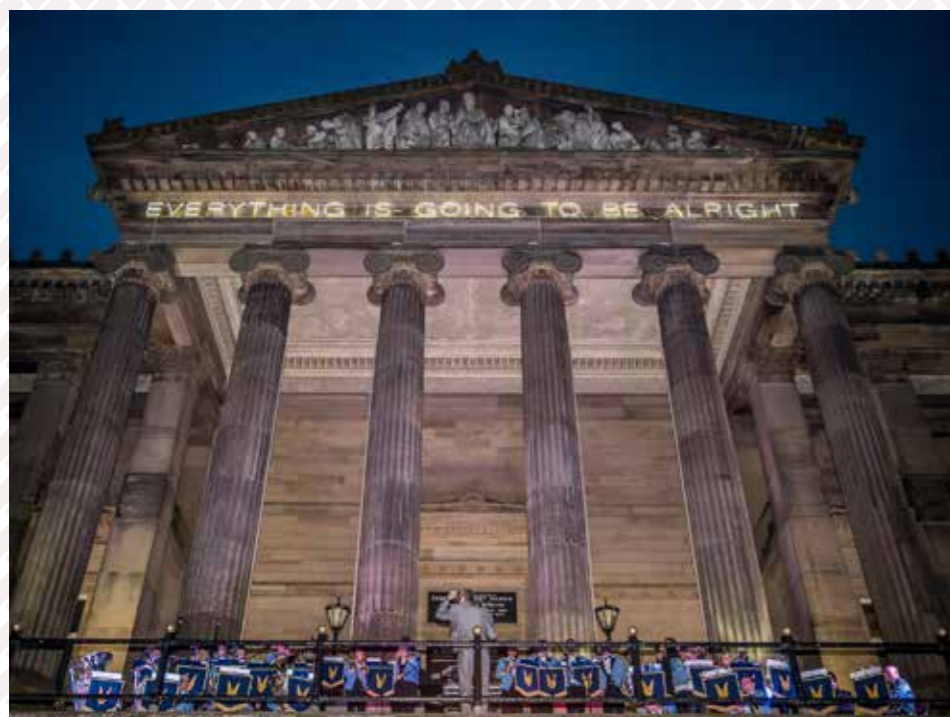
Our Strategic Fit

We are clear about the need to focus on Preston's city centre. With unprecedented challenges facing high streets, protecting and enhancing our city centre, and delivering a programme of culture-led regeneration, will drive our recovery from the Covid-19 crisis. At the core of the city, the Harris Quarter with its historic gallery, museum and library, our heritage streetscape, buildings and parks, and our vital retail and leisure businesses, are focal points for residents and visitors and key to the city's recovery and resilience.

Delivering change in the city centre is crucial to our wider plans to develop our city living offer, including the Stoneygate urban village, as well as develop key assets in the city and deliver new opportunities for our residents. UCLan has grown substantially over the last 20 years, establishing a reputation for teaching excellence and for innovation in fields including advanced engineering, health and social care. We want to retain many more of the young people who graduate in the city, make the most of the new knowledge and ideas we generate, and support the

delivery of UCLan's ambitious masterplan. The city's station with its excellent connectivity to the national rail network and future role as part of the HS2 network are central to our proposals to create a new commercial quarter for Preston. Investing in the skills of our resident population is a priority for Preston and Lancashire and underpins our economic objectives.

Responding to the Covid-19 crisis has provided a new imperative to support diversification and regeneration in Preston's city centre. Change in the city centre will ensure we maximise the benefit of the significant investment being made in Preston, in particular our £430 million City Deal and our recently successful Transforming Cities Fund bid and investment in our transport infrastructure. A diverse and thriving culture, retail and leisure offer will provide incentive for further development investment, make the city more attractive to incoming residents, help employers to recruit, and ensure the long-term resilience of city centre businesses.



By concentrating our Towns Fund investment within the Harris Quarter it will:

- Deliver a stronger Harris Quarter leisure and cultural offer by building a critical mass of complementary destinations, locations and public spaces.
- Deliver a diverse mix of uses which encourage visitors to undertake and participate in new activities and opportunities in the Harris Quarter.
- Deliver a distinctive place-based offer in the city centre which breathes new life and uses into some of the city's heritage assets, key buildings and open spaces.
- Play a key role in changing perceptions of Preston through attracting more residents, workers, students, visitors and investors into the city, as well as ensuring the city centre is a more inclusive location for all.
- Deliver a tangible change in the city centre's cultural and leisure infrastructure. This is critically important

to evolving our broader city centre offer, but also to support a successful commercial district at the Station Quarter and the delivery of new Grade A offices and higher skilled jobs; our city living proposals for 1,600 new homes as part of the 25 hectare Stoneygate Urban Village, adjacent to the Harris Quarter; as well UCLan's campus masterplan proposals and their growth ambitions.

- Build upon the momentum gained from other recent public and private sector investment in, and adjacent to, the Harris Quarter (e.g. Preston Market, Preston Bus Station, Bishopsgate residential), as well as support future proposals.
- Raise the quality of the city's public realm and open spaces, helping to catalyse wider private sector investment in the Harris Quarter, as well as enhance the safe use of public spaces for events and activities.

- help better connect the city centre's key locations, assets and regeneration opportunity areas (Harris Quarter, Station Quarter, UCLan, Stoneygate) through enhanced links and new sustainable and active-travel alternatives, enabling people to move around the city safely and with confidence and to support our clean growth agenda.
- Ensure we create the conditions for a more successful and inclusive economy in Preston, supporting our ambitions for greater levels of community wealth and health building.

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As outlined in Section 3, the overarching CIP and our Towns Fund investment programme has a strong strategic fit with national policy. In particular, supporting the UK's industrial strategy - supporting economic growth and productivity improvements through the principles of investing in and supporting ideas, people, places, business environments and infrastructure. In addition, there is a strong strategic fit with the national focus on inclusive growth, clean growth and 'levelling up' our economy.

Our approach also strongly aligns with our and our partners' strategic aims at a pan-Lancashire level, within Central Lancashire, and has particular resonance as all partners focus on economic recovery. Towns Fund will support the Covid-19 recovery of towns in Lancashire with Preston one of five areas in the county with investment plans which can collectively contribute to sustainable growth across Lancashire and the region. The Board will seek to maximise the complementarity value where projects within our plan align with priorities and projects of Lancashire's other Town Deals and to support Redefining Lancashire.



4

Our Towns Fund Investment Programme

Our Towns Fund investment programme concentrates and anchors investment spatially to enhance and continue the revitalisation and regeneration of The Harris Quarter - Preston's cultural and civic heart. It is a key delivery phase of our overarching CIP and in shaping Preston's recovery.

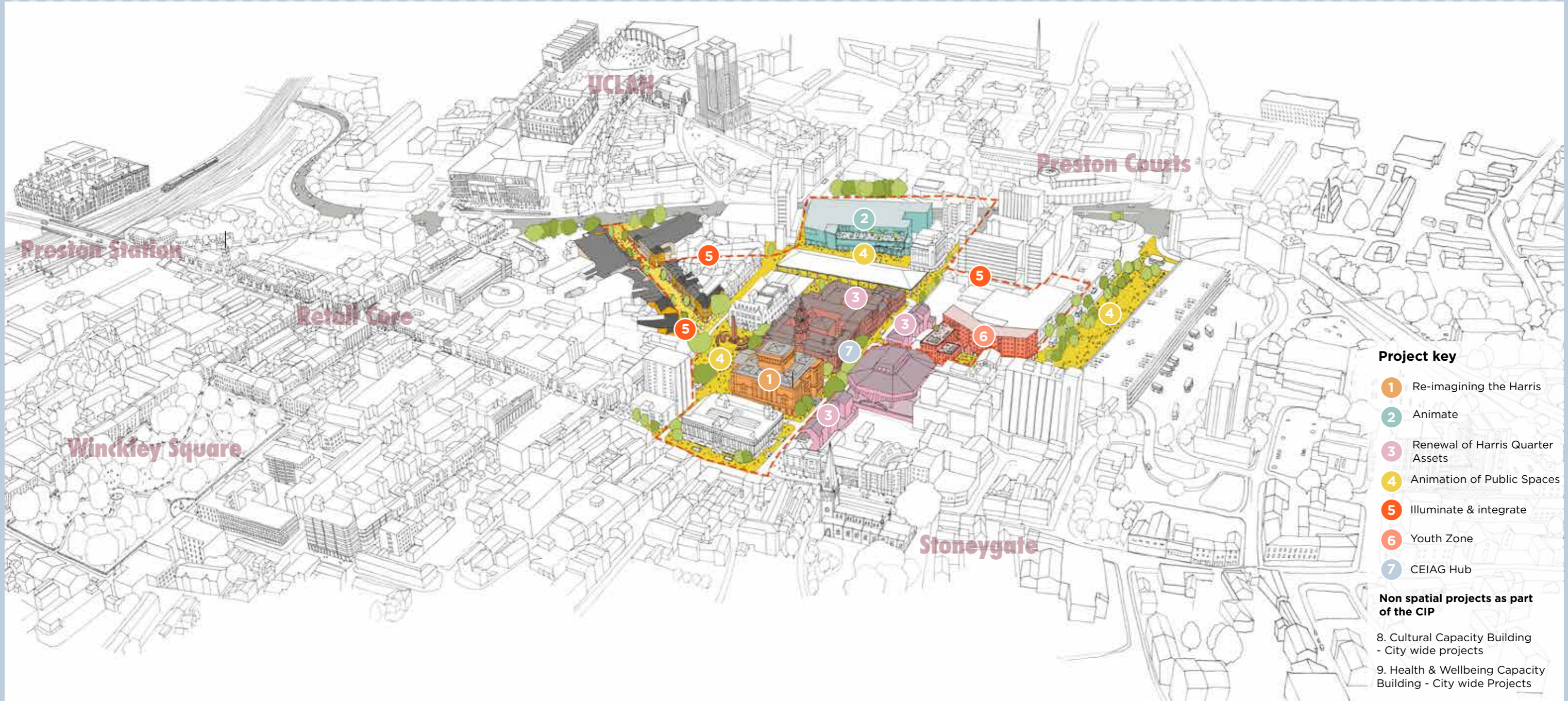
Our £24.98m Towns Fund investment programme is focussed on the successful delivery of all nine projects. Full project summaries are provided, but in summary the nine projects are:

- **Re-imagining The Harris:** the re-development of the Grade I listed Harris Museum, Art Gallery & Library, which sits at the heart of the Harris Quarter, is one of the most ambitious cultural projects in the north of England.
- **Animate - Cinema & Leisure Scheme:** delivery of new cinema, bowling, food and beverage units, car park and public square in the Harris Quarter, adjacent to the new Preston Markets. The project will attract a family friendly audience and strengthen Preston's day and night-time economy.
- **Renewal of Harris Quarter Assets:** investment to support the redevelopment of publicly owned buildings in the Harris Quarter to support new uses, including potential cultural and community uses. The buildings include Amounderness House and Birley Street Annex, 10-12 and 50-52 Lancaster Road, while investment will also support enabling works to support the reopening of the Guild Hall.
- **Harris Quarter Illuminate & Integrate:** the project includes delivering the pedestrianisation and cycleway infrastructure of the southern section of Friargate, linking with the Transforming Cities Fund investment delivering the northern section. It also complements other Harris Quarter projects through public realm improvements along key streets and open spaces, building illumination, digital projections and improved street lighting.
- **Animation of Public Spaces:** a project funding the coordination of a Preston city centre wide programme of events and animation of new and existing public spaces. The project also funds provision of event hosting equipment which can be deployed at multiple sites around the city centre.
- **Preston Youth Zone:** The development of Preston Youth Zone in the heart of the city centre on PCC owned land within the Harris Quarter. It will be a state-of-the-art facility for young people in Preston aged 8-19 years (up to 25 with additional needs), providing social, sporting and artistic spaces.
- **Inspiring Preston - A hub for high quality CEIAG:** provision of space within a building in the Harris Quarter to be used for the delivery of Careers and Employment, Information, Advice and Guidance (CEIAG), particularly for young people, by local partners - including Preston's College, Cardinal Newman College and UCLan. In addition to the provision of space, Towns Fund investment is required to service and support the space provided, with partners funding the direct provision of CEIAG services.
- **Cultural Capacity Building:** Towns Fund investment to build local skills and capacity to support the aims of our 12-year cultural strategy, while also contributing towards delivering our wider strategic cultural objectives for Lancashire and its City of Culture 2025 bid.
- **Health & Wellbeing Capacity Building:** Preston does not currently have its own health and wellbeing strategy. There is a need to build system capacity to focus on Preston and address poor health outcomes. Towns Fund investment will enable the secondment of a senior officer from the Greater Preston Clinical Commissioning Group for a five-year period to develop and consult on a Preston strategy and to take forward proposals around a health and wellbeing hub.

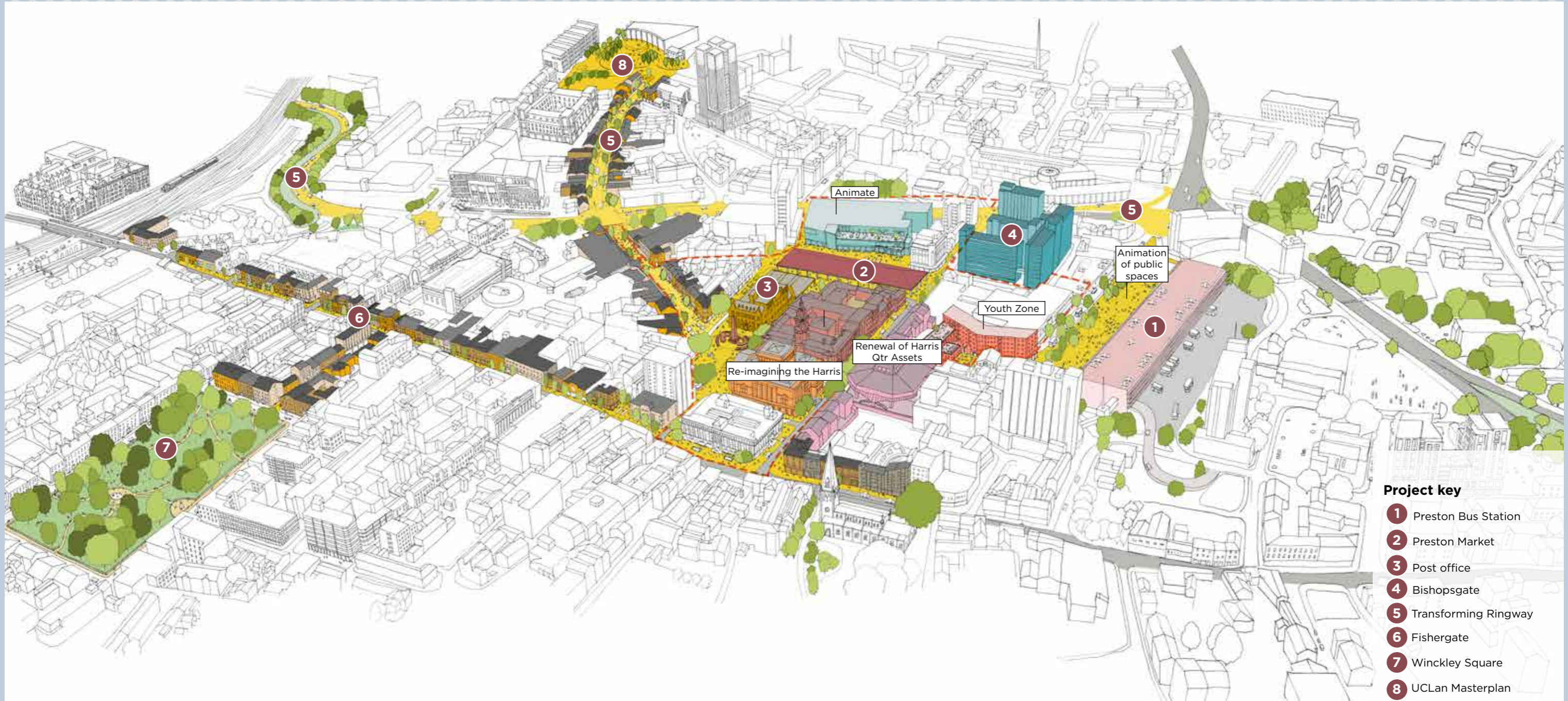


The Towns Fund Investment Programme Projects

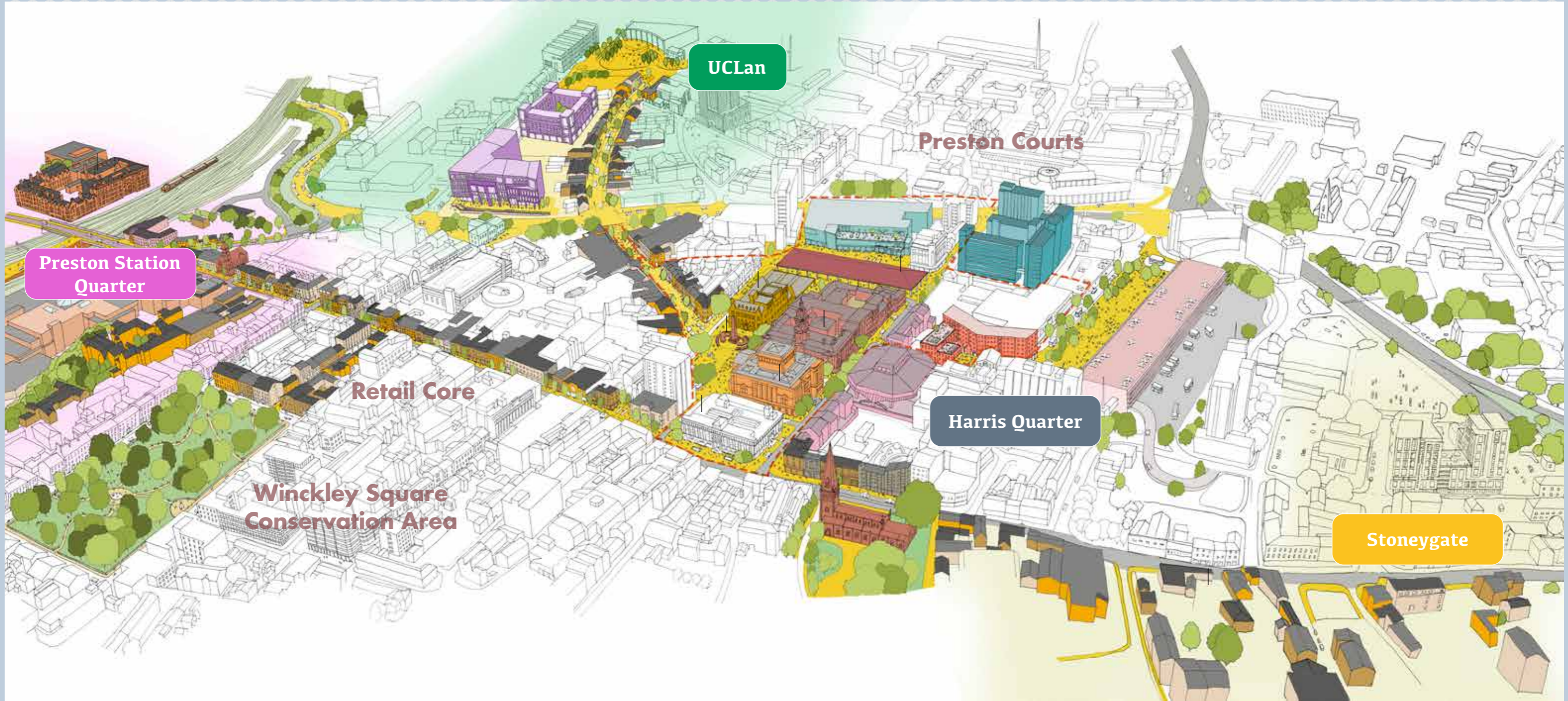
A detailed overview of each project in our investment programme is provided, while the following spatial overviews provide the context for the projects within the Harris Quarter, as well as the wider city centre.



The Towns Fund Investment Programme and Wider Investments



The Harris Quarter - at the heart of Preston's growth



4

Our Towns Fund investment programme will unlock a wide range of benefits for the city. Further analysis will be undertaken at the business case development stage, but we estimate the benefits to be:

- **£85m in additional GVA**
- **£31m Social Return on Investment.**

Based upon our initial assessment, we estimate that the proposed investment will return £3.40 in additional GVA per annum for every £1 of Towns Fund investment. Our estimates are conservative and based upon the additional employment and visitor expenditure aspects of our investment programme deliver.

In addition, our Towns Fund investment programme has the potential to unlock a series of additional quantitative and qualitative regeneration and socio-economic benefits, such as:

- The restoration and safeguarding of Lancashire's premier cultural destination, The Harris Museum, Art Gallery & Library, attracting an additional 100,000 annual visitors.
- The Harris project delivers an enhanced visitor experience; 3 permanent new jobs as well as a fixed-term role and an apprenticeship; community spaces and has a focus on the role of culture on improving health and wellbeing.

- A new cinema-led mixed-use leisure scheme, diversifying the city centre's leisure and cultural offer, supporting 125 new jobs and £7m in GVA per year and providing a range of community initiatives.
- Provision of additional (Animate project) and enhanced public open space, public realm and city centre built environment.
- Coordinated and programmed use of 4 city public spaces, increasing the number of events held and visitors to the city.
- Refurbishment and re-use of historic buildings and the Guild Hall, providing modern space for commercial, leisure, cultural and community uses, and creating around 75-100 new jobs.

- Unlocking the potential for attracting 150-200 new shows to a re-opened Guild Hall, with associated visitor expenditure, increased city centre footfall and linked trips.
- Increased council tax and business rates generated from new commercial and residential uses.
- Completion of the full Friargate pedestrianisation and cycleway infrastructure creating 0.2km of improved routes as part of a 0.6km link between UCLan and the Harris Quarter.
- A new city centre Youth Zone, supporting around 2,500 active members, provision of a range of services and the creation of 35 FTE jobs and 90 volunteer roles.
- Reduced NEET and youth employment levels as a result of a new city centre facility providing skills and career/employment advice.

- Construction employment and training opportunities, and the delivery of comprehensive community benefits frameworks linked to skills, training, inclusivity and local environment.
- Enhanced levels of local cultural capacity/skills to support the growth of the cultural sector, particularly community focused activities and City of Culture 2025.
- Enhanced health and wellbeing capacity to develop a new strategy for the city.

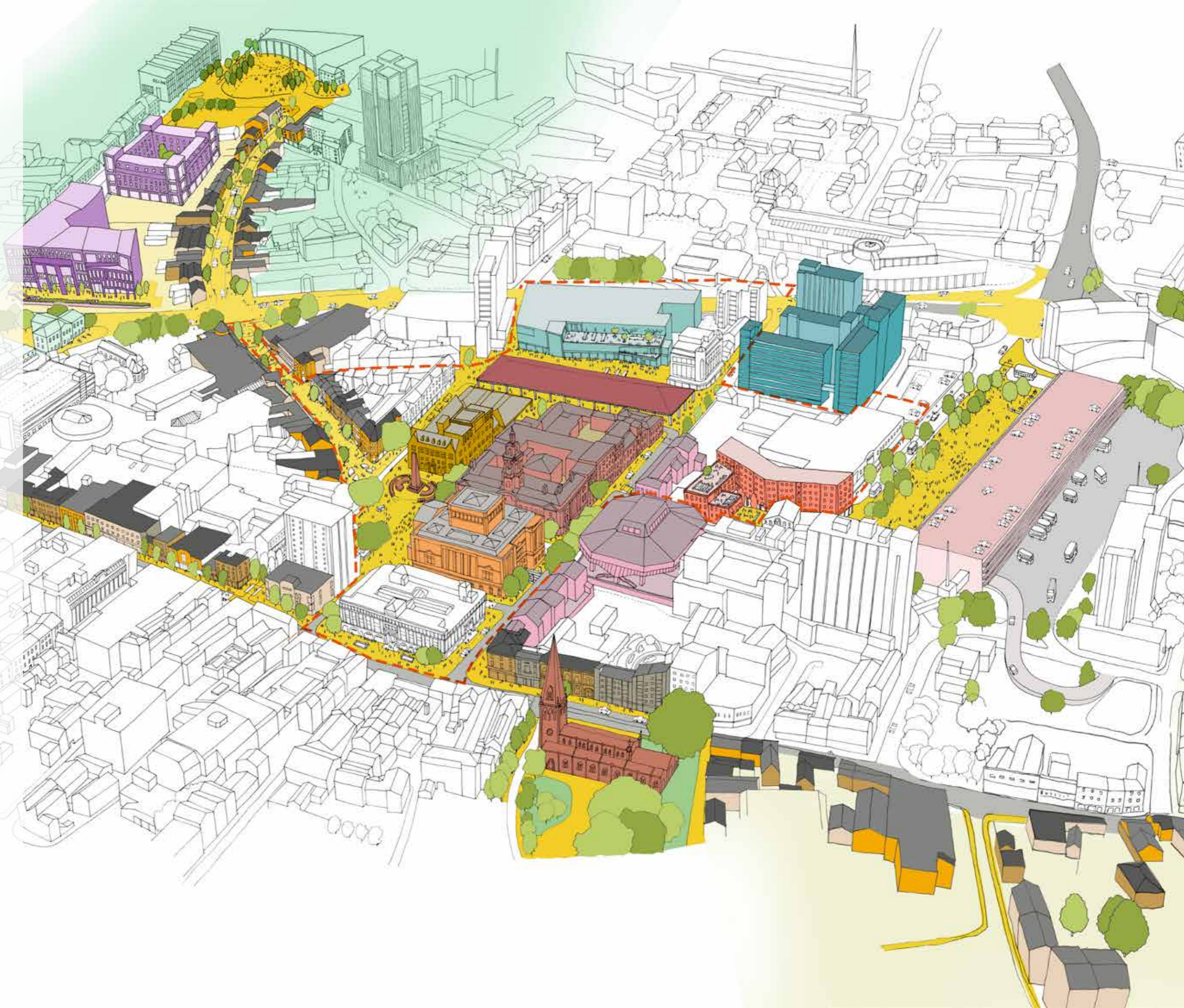
Our bold and transformational investment programme consists of new and established projects, with our established projects well supported for many years as key regeneration projects for the city. Towns Fund investment in our programme is vital to deliver the maximum benefit for Preston and to demonstrate confidence in the city. Towns Fund investment represents a fantastic opportunity for Government to support the creation and transformation of a complete city centre quarter, which has relevance to all of Preston's communities, and to support the delivery of our 15 year city investment plan.

4

Our Towns Fund Project Summaries

The following sections provide summaries of the nine projects for which we are seeking Towns Fund investment.

In addition to these projects, the Board has agreed to invest Preston's £1m Towns Fund Accelerated Funding to deliver the Harris Quarter Pops Up project. This project strongly aligns with our ambitions for the cultural regeneration of the Harris Quarter. The project will re-purpose Preston's market area as a safe space street food zone with pop up events and performance spaces linked to activity in the city's other public spaces.



Re-imagining the Harris (#HarrisYourPlace)

Project Description

The Harris, Preston's only Arts Council England (ACE) National Portfolio Organisation (NPO), is at a transformative point in its history. Founded as a purpose-built free public museum, library and art gallery for Prestonians, it remains a building of national and local importance. Re-imagining the Harris (publicly branded as #HarrisYourPlace) is a capital re-development of the Grade I listed Harris Museum, Art Gallery & Library, Preston's most significant cultural and community asset since 1893. It is one of the most ambitious cultural projects in the north of England, securing the Harris' future and relevance for the next 100 years. The new Harris, at the heart of the Harris Quarter, will provide new and upgraded space, facilities and services in an innovative environment in which museum, library and art gallery collections and services are fused to provide one seamless, flexible and community-led hub. The project aims to increase visitors by 100,000 per year, to a total of 460,000. This is made up from locally based audiences, from all backgrounds, and tourists. It is forecast that the Harris will increase its share of visitors from its 30-60 minute catchment - rising from around 10% currently to 25% once the project is completed. The Harris project will play a key role in drawing in more visitors to Preston from across the wider North West region, increasing opportunities for additional expenditure and linked trips.

- Project Rationale**
- Extensive consultation has shown that there is a huge appetite for what The Harris offers - from schools' sessions to corporate events; artist talks to hands-on history; digital art exhibitions to gigs and much more. The Harris was not designed with 21st century needs.
 - The current building and spaces mean it is impossible to deliver what people now need or reach The Harris' potential as a driver of Preston's economic growth, without holistic refurbishment and the creation of spaces, facilities, services and technology which are of sufficient quality and resilience to meet these needs now and in the future.
 - Supported by National Lottery Heritage Fund funding, a holistic plan and designs for its redevelopment are in preparation, with a Stage 2 Heritage Fund bid being submitted in November 2020 to secure £4.5m.
 - The Harris will play a critical role as an anchor for the city centre visitor economy, enhance the area's sense of place, support tourism, and provide a space for essential services for those in need. The project will play a key part in driving forward the regeneration and post Covid-19 recovery of Preston city centre.
 - The Harris project aligns with Lancashire's Draft Cultural Strategy aspirations for 'fit for purpose cultural infrastructure', enhance capacity in the cultural sector and connections with communities and organisations, as well as provide a key space within Lancashire to support bolder and more creative commissioning. The project also aligns with Preston's Local Plan and City Centre Plan ambitions for culture to be a key driver of socio-economic change and a lever for inclusive economic growth. The project's community spaces and engagement programmes will also be critical to supporting the ambitions of Preston's draft 12 year Cultural Framework published later in 2020.

Alignment with Strategic Framework	The project aligns with our CIP strategic framework in the following ways: <ul style="list-style-type: none"> • Developing Our Cultural Infrastructure • Supporting the Growth and Resilience of Preston's economy
Action	<ul style="list-style-type: none"> • Delivery of a redeveloped Harris Museum, Art Gallery & Library, providing modern and flexible spaces within an historic building to meet the needs of a variety of users. The regeneration of the building also aligns with other investment projects within the Harris Quarter and the area's wider regeneration
Ask and Match Funding	<ul style="list-style-type: none"> • £4.1m Towns Fund ask, with a total project cost of £11.5m (36%) • £2.15m secured. To be secured: £4.5m bid to NLHF, £0.75m other fundraising
Major inter-dependencies	<ul style="list-style-type: none"> • Delivery subject to successful National Lottery Heritage Fund Application.
Timescales & Spend Profile	<ul style="list-style-type: none"> • Proposed start date Spring 2021, with project completion by Winter 2025. Governance structures in place for the development phase of the project will continue with the establishment of a Programme Board and Steering Group to oversee delivery.



Animate – Cinema & Leisure Scheme

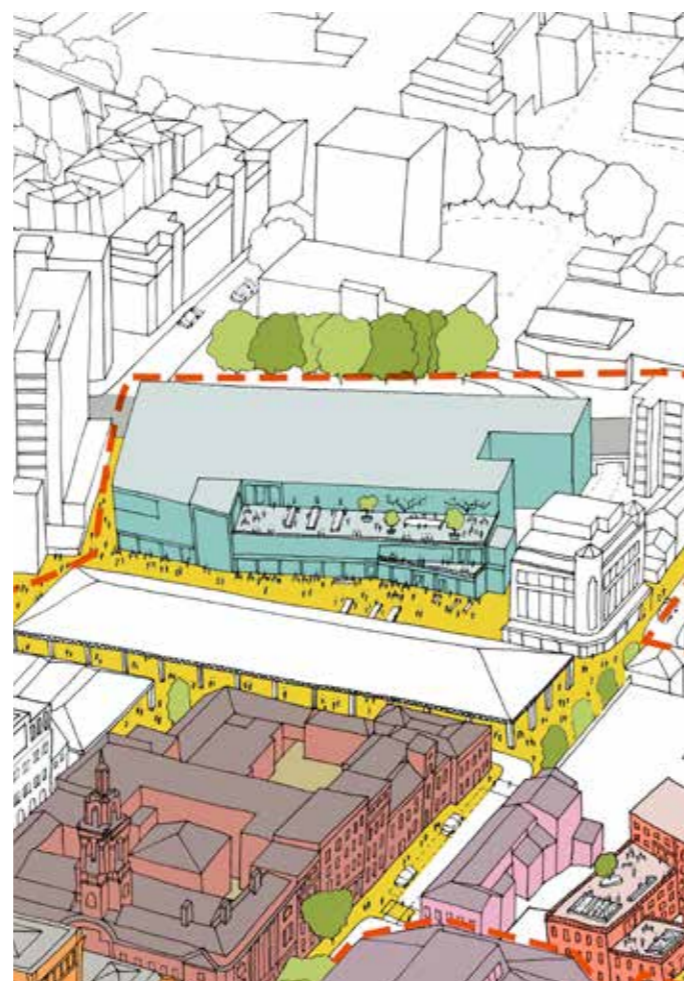
Towns Fund Intervention Framework Theme:	
Arts, culture and heritage	
Towns Fund Intervention Framework Output Indicators:	<ul style="list-style-type: none"> New, upgraded or protected community centres, sports or athletics facilities, museums, arts venues, theatres, libraries, film facilities, prominent landmarks or historical buildings, parks or gardens
Towns Fund Intervention Framework Outcomes	<ul style="list-style-type: none"> Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access
Intervention Framework Outcome Indicators:	<ul style="list-style-type: none"> Number of visitors to arts, cultural and heritage events and venues - 100,000 additional visitors per year Improved perceptions of the place by residents/visitors
Wider Project Outcomes:	<ul style="list-style-type: none"> 3 FTE new jobs - Development & Fundraising Officer, Marketing Assistant, Communities Assistant 1 new apprenticeship - Collections Apprentice (3 years) 1 Assistant Curator (5 years) Additional GVA supported by new jobs and visitor expenditure Restoration and safeguarding of an historic building for future generations High quality cultural facilities and spaces accessible to all Lancashire's premier cultural institution delivering a richer visitor experience Collaborations and opportunities to host national and regional significant exhibitions and events Programmes of community-focussed activities and events providing access to culture for all communities, Use of culture to support our focus on local health and wellbeing Alignment with other cultural investments in the Harris Quarter- including investments in public realm, infrastructure and built environment which complement and support the Harris Project



Project Description	<p>The aim of the Animate project is to deliver a new cinema and leisure scheme at the heart of the city centre. It will be located in the Harris Quarter adjacent to the new Preston Markets and replaces the old indoor market and car park. The project aims to re-orientate Preston's cultural and leisure offer, appealing to a more family friendly audience and breathing new life into Preston's day and night-time economy. Animate comprises two leisure anchors – cinema and bowling, along with five new restaurants/bars, a food hub (market-hall style offer), a car park and new public square. It is project which has been in development for a considerable time and is well advanced in terms of its designs, plans and pre-application discussions. It has two signed occupiers and heads of terms discussions with others. Our independent operator is committed to running community based programmes and activity. Animate will be owned and funded by the City Council with a local developer already in place to develop the scheme - Maple Grove Developments, with terms agreed for two anchor operators – cinema and bowling. Preston City Council has agreed to use its borrowing ability for the scheme and Towns Fund Funding will fill a viability gap created by Covid-19.</p>
Project Rationale	<ul style="list-style-type: none"> To secure the regeneration of a major strategic city centre site. The old market has now been demolished and the new facility will breathe life into the Harris Quarter, alongside other existing and proposed investment projects. The challenge on the UK's high street is well documented, even more so following Covid-19. Given a lack of this provision in Preston city centre since 1992, the project will attract new footfall into the city centre which would otherwise be going to out of town of centres or other town and city centres in the region, as well as providing new open space. The project will significantly contribute to the vitality, sustainability and resilience of the city centre. A vibrant cultural and leisure sector enhances the evening economy, raises the attractiveness of the city centre as a residential and visitor location and adds dwell time to shoppers and workers by offering a place to meet, socialise and relax. Investment in Animate will provide an injection of confidence in the city centre as the City embarks on its recovery. The project has been in development for a number of years. The concept and wider regeneration aims have been widely supported through community consultation exercises ('Your City, Your Say' in 2012, , #WhatsYourPreston in 2020) The project is well aligned with the aspirations and policies of Preston's Local Plan and City Centre Plan. This includes the ambitions for regeneration the old markets site to stimulate the city's visitor and evening economy, and in the specific policy of delivering a cinema and leisure scheme at this site (Policy EV2)

Animate – Cinema & Leisure Scheme

Alignment with Strategic Framework	The project aligns with our CIP strategic framework in the following ways: <ul style="list-style-type: none"> • Developing Our Cultural Infrastructure • Supporting the Growth and Resilience of Preston’s economy
Action	<ul style="list-style-type: none"> • Delivery of a new cinema and leisure scheme supporting 125 FTE direct jobs on a regeneration site at the heart of the Harris Quarter, drawing in visitors to the city centre and increasing opportunities for dwell time and linked trips. The regeneration of the site also aligns with other investment projects within the Harris Quarter and the area’s regeneration.
Ask and Match Funding	<ul style="list-style-type: none"> • £3.5m Towns Fund ask, with a total project cost of £40m (8.75%) • £3.25m Preston, South Ribble and Lancashire City Deal • Remaining funding from Preston City Council borrowing
Major inter-dependencies	<ul style="list-style-type: none"> • Delivery subject to Towns Fund agreement and PCC investment approvals as the Council will be the owner of the scheme. In addition, a revised planning permission will need to be secured
Timescales & Spend Profile	<ul style="list-style-type: none"> • Start on site Summer 2021 • Completion Winter 2023 • Year 2 (21/22)



Towns Fund Intervention Framework Theme:	
(1) Urban regeneration, planning and land use	
(2) Arts, culture and heritage	
Towns Fund Intervention Framework Output Indicators:	<ul style="list-style-type: none"> • Remediation and/or development of abandoned or dilapidated sites • Delivery of quality residential or commercial space in key locations (town centres, gateway areas, employment sites) • Delivery of new public spaces • New, upgraded or protected community centres, sports or athletics facilities, museums, arts venues, theatres, libraries, film facilities, prominent landmarks or historical buildings, parks or gardens
Towns Fund Intervention Framework Outcomes	<ul style="list-style-type: none"> • Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access • Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors
Intervention Framework Outcome Indicators:	<ul style="list-style-type: none"> • Perceptions of the place by residents/businesses/visitors • Land values • Number of visitors to arts, cultural and heritage events and venues
Wider Project Outcomes:	<ul style="list-style-type: none"> • 125 FTE direct new jobs supported, with approximately 50 jobs supported indirectly • Approximately £7m GVA per annum supported by new direct and indirect employment • Delivery of comprehensive Community Benefits Framework agreed with developer covering skills development, training and employment, volunteering, inclusivity, crime, environment. • Additional business rates generated • Additional visitors and footfall drawn into the city centre, particularly in the evening, supporting other existing and planned investment • Provision of additional open space/public realm linking to other investments in the Harris Quarter • Increased investor confidence in the Harris Quarter and wider catalytic impacts for neighbouring development opportunity sites, leading to a reduction in vacant floorspace. • Provision of modern car-parking facilities supporting priority to reduce surface car parking sites in the city centre • Alignment with wider cultural investments in the Harris Quarter and package of investments in public realm, infrastructure and built environment

Renewal of Harris Quarter Assets

Project Description PCC owns a number of key and historic built assets in the Harris Quarter that individually and collectively represent a significant engine for driving regeneration in the city centre. The assets comprise (i) Amounderness House and Birley Street Annex, (ii) 10/12 Lancaster Road, (iii) 50/52 Lancaster Road, and (iv) The Guild Hall. Several buildings are Grade II listed. All of the buildings are currently vacant or underused. At present the only occupancy is in the Birley Street Annex which houses an artists' community (The Birley) operating under a CIC and two charities and the ground floor of 50/52 Lancaster Road which is run as a co-operative café trading as The Larder. Given the costs of redevelopment and likely end-use values, public sector funding, including Town's Fund, is required. The opportunity to redevelop and regenerate these buildings represents a significant opportunity for the Harris Quarter, with a particular focus on supporting a variety of end uses, including cultural and community uses.

- Project Rationale**
- Refurbishment and re-use of historic buildings at the heart of the Harris Quarter to deliver modern and flexible spaces which can attract and be home to a wide range of end-uses within a vibrant area of the city centre.
 - Following early feasibility work, Towns Fund funding is required to provide the necessary investment to bring the buildings back in to sustainable, productive and operational uses and to realise their full potential for regeneration. Public sector investment is required given the costs of remediation are not going to be met by end-use values.
 - End-uses for each asset are not yet specified but PCC wishes to see them utilised to complement and benefit the wider area and community, including the cultural development of the Harris Quarter, rather than achieve the maximum capital receipt from their disposal.
 - The types of uses to which the buildings lend themselves differs from building to building but these are likely to include leisure, residential, co-working space, cultural and community focussed activities. Funding for the Guild Hall is focussed on a package of early enabling works to support bringing the facility, or parts of it, back in to use.
 - The project aligns with Preston's Local Plan and City Centre Plan ambitions for the regeneration of the Harris Quarter, and has the potential to play a key role in supporting the city's focus on supporting community wealth building, as well as providing spaces to support the ambitions of Preston's draft 12 year Cultural Framework published later in 2020.
 - Bringing these assets back into active use to good design standard will improve investor confidence and can in itself act as a catalyst for the private sector to bring forward assets for development.

Alignment with Strategic Framework The project aligns with our CIP strategic framework in the following ways:

- Developing Our Cultural Infrastructure
- Supporting the Growth and Resilience of Preston's economy

Action

- The renewal of key publicly owned buildings and assets in the Harris Quarter to create new, mixed-uses spaces which can support wider regeneration, economic development and community wealth building ambitions in the heart of the city centre.
- The regeneration of these buildings aligns with other investment projects within the Harris Quarter and the area's wider regeneration.

Ask and Match Funding

- £6m Towns Fund ask, with a total project cost of approximately £20m (30%)
- Approximately £14m of private sector funding

Major inter-dependencies

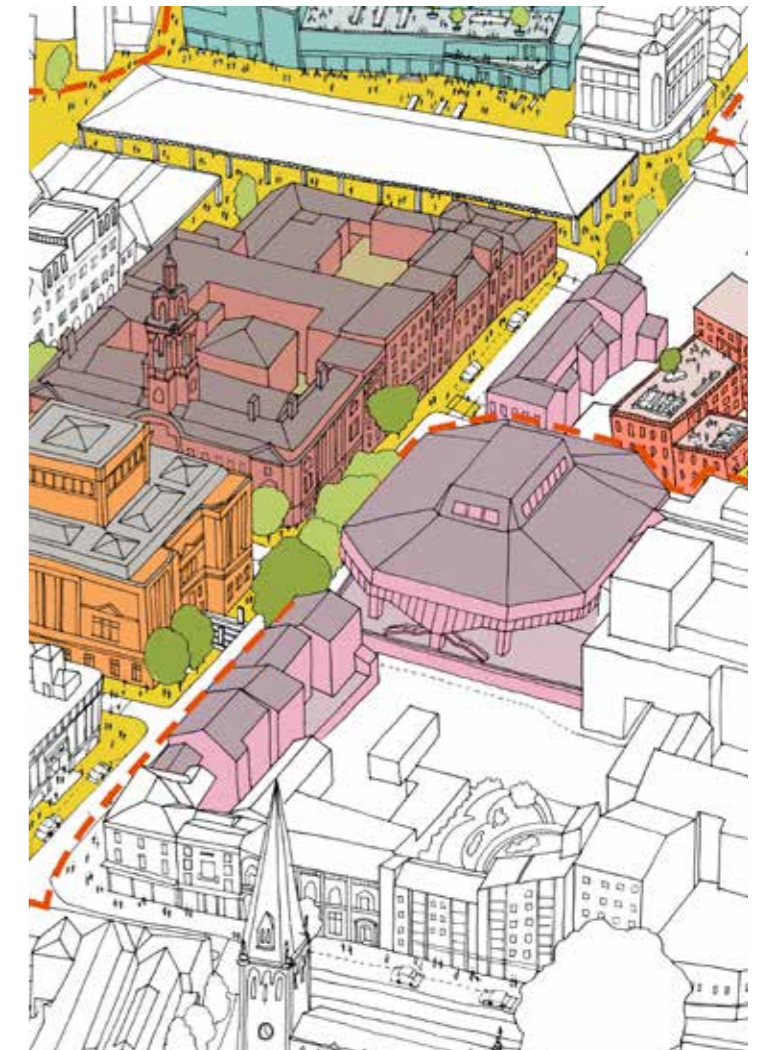
- Planning permission will be required for redevelopments, while further feasibility and detailed plans/business cases will be required.

Timescales & Spend Profile

- Timescales will vary across sites, but some projects could begin in 2021 with delivery taking place across the Towns Fund period.



Image courtesy of Preston Historical Society



Harris Quarter Illuminate & Integrate

Towns Fund Intervention Framework Theme:	
(1) Urban regeneration, planning and land use	
(2) Arts, culture and heritage	
Towns Fund Intervention Framework Output Indicators:	<ul style="list-style-type: none"> • Remediation and/or development of abandoned or dilapidated sites • Delivery of quality residential or commercial space in key locations (town centres, gateway areas, employment sites) • New, upgraded or protected community centres, sports or athletics facilities, museums, arts venues, theatres, libraries, film facilities, prominent landmarks or historical buildings, parks or gardens
Towns Fund Intervention Framework Outcomes	<ul style="list-style-type: none"> • Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access • Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors
Intervention Framework Outcome Indicators:	<ul style="list-style-type: none"> • Perceptions of the place by residents/businesses/visitors • Land values • Number of visitors to arts, cultural and heritage events and venues
Wider Project Outcomes:	<ul style="list-style-type: none"> • 75 to 100 FTE direct new jobs supported, including food and beverage, managed workspaces, cultural and community spaces • Approximately £4.5m GVA per annum supported by new employment • Supporting the sustainability of The Birley studios, a successful cultural and arts venue within the Harris Quarter. • Delivery of new residential units and supporting the City Living Strategy at Ammounderness House • Re-opening of the Guild Hall supporting approximately 150-200 shows each year and associated employment and visitor expenditure. • Additional business rates generated • Additional council tax generated • Additional visitors and footfall drawn into the city centre, particularly in the evening, supporting other existing and planned investment • Increased investor confidence in the Harris Quarter and wider catalytic impacts for neighbouring development opportunity sites, leading to a reduction in vacant floorspace within the Harris Quarter • Alignment with wider cultural investments in the Harris Quarter, alongside investments in public realm, infrastructure and built environment which complement and support the Harris Project.



Project Description

Complementing other projects and programmes, such as Animate and Reimagining the Harris, the Illuminate & Integrate project will help transform the Harris Quarter into the premier cultural destination in Preston and in Lancashire. This project aims to realise the full potential of the Harris Quarter's buildings, streets and spaces by making the most of what is already there. The project includes:

(i) investment in delivering the pedestrianisation and cycleway infrastructure of the southern end of Friargate (0.2km). This will complement the Transforming Ringway TCF project and deliver a safe and attractive active travel corridor between UCLan and the city centre along the full length of Friargate (approximately 0.6km).

(ii) Investment in a coordinated package of interventions in the Harris Quarter which includes further public realm improvements along key streets and open spaces in the Harris Quarter, building illumination, digital projections and improved street lighting.

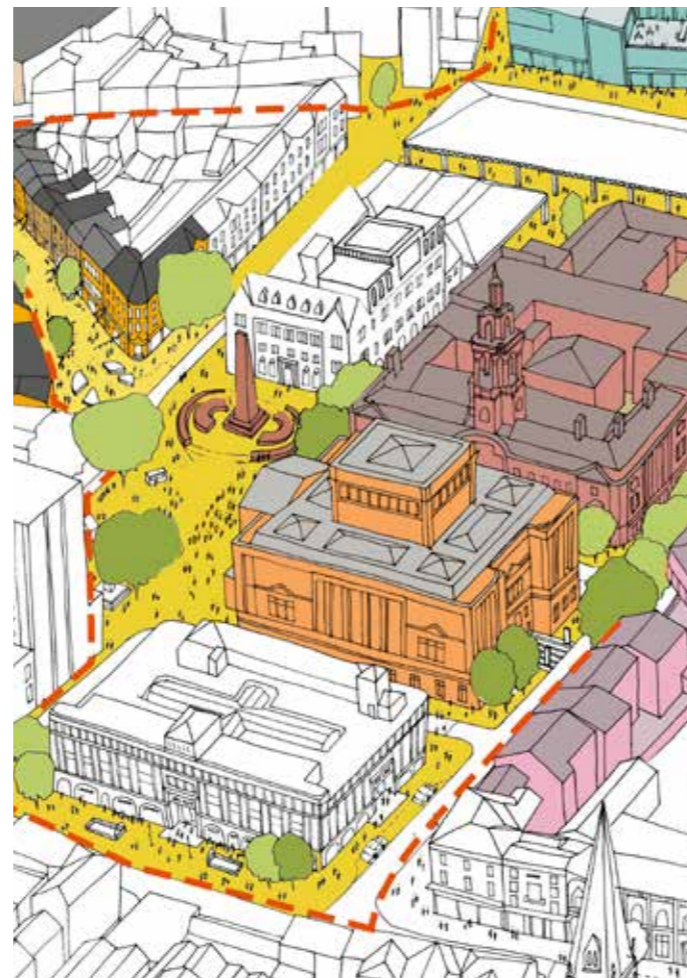
It is proposed that a Harris Quarter Integration Board be established to ensure that project owners come together to align and agree the best phasing strategy for this project to avoid abortive works, retrofit and add value.

Project Rationale

- Significant new public and private sector investment has been seen in The Harris Quarter in recent years, with a number of major cultural and leisure projects proposed. There is potential to maximise this opportunity and raise the quality of environment and perceptions of the area through investment in the streets and public spaces in the Harris Quarter.
- The current overall impression is that the area is dominated by low-grade public realm which is uninviting and does little to enhance or link the assets in the area, or link assets to other parts of the city centre.
- There is limited illumination of buildings, such as The Harris, but with the quality of architecture in Harris Quarter generally there is an opportunity to make a bold statement about Preston's cityscape through a coordinated scheme of illuminating buildings and digital projections on to streets and spaces. The street lighting in the area is generally poor and can make the area feel unsafe during the evening and night-time.
- An overall upgrade to the public realm and streetscape in accordance with conservation standards will be critical to transforming this area into an inviting, relaxed and fun location in which people will want to spend time in both the day and night-time.
- The project aligns with Preston's City Centre Plan and wider TCF ambitions for a safer and better-connected city centre, with enhanced active travel options linking key locations. It also supports culture as a key driver of city centre regeneration, providing an enhanced environment complementing other proposed cultural and leisure investments. The project also provides enhanced public spaces for visitor to dwell and to attend events. These enhanced spaces will also accord within the ambitions of Preston's draft 12-year Cultural Framework published later in 2020.

Harris Quarter Illuminate & Integrate

Alignment with Strategic Framework	The project aligns with our CIP strategic framework in the following ways: <ul style="list-style-type: none"> Developing Our Cultural Infrastructure Supporting the Growth and Resilience of Preston's economy
Action	<ul style="list-style-type: none"> Delivery of enhanced public realm and streetscapes with the Harris Quarter to complement other proposed key investments, as well as the delivery of the full pedestrianised Friargate creative corridor link between the city centre and UCLan
Ask and Match Funding	<ul style="list-style-type: none"> £4.6m Towns Fund ask
Major inter-dependencies	<ul style="list-style-type: none"> Planning permission will be required, while further feasibility and detailed plans/business cases will be required Integration with the TCF Transforming Ringway project will be required to deliver a coordinated package of works for Friargate Creative Corridor
Timescales & Spend Profile	<ul style="list-style-type: none"> Proposed start date Summer 2021 for aspects of the project.



Towns Fund Intervention Framework Theme:	
(1) Urban regeneration, planning and land use (2) Arts, culture and heritage (3) Local transport	
Towns Fund Intervention Framework Output Indicators:	<ul style="list-style-type: none"> Delivery of new public spaces New, upgraded or protected community hubs, spaces or assets, where this links to local inclusive growth New or upgraded cycle or walking paths Wider cycling infrastructure such as cycle parking
Towns Fund Intervention Framework Outcomes	<ul style="list-style-type: none"> Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors. Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access Enhanced high street and town centre experience that prioritises the health, safety and mobility of pedestrians
Intervention Framework Outcome Indicators:	<ul style="list-style-type: none"> Number of visitors to arts, cultural and heritage events and venues Improved perceptions of the place by residents/businesses/ visitors Land values Number of trips by purpose and main mode
Wider Project Outcomes:	<ul style="list-style-type: none"> Alignment with TCF funding to deliver a fully pedestrianised Friargate along with associated cycle infrastructure. Delivery of the transport welfare benefits (WebTAG appraisal) of Friargate scheme identified in the TCF bid Improved connections between the city centre and UCLan and key public transport nodes Additional visitors and footfall drawn into the city centre supporting other existing and planned investment Alignment with wider investments in the Harris Quarter, including leisure and culture, built environment and public realm, events programming. Enhanced public realm, lighting and infrastructure supporting increased investor confidence and further investment in neighbouring development sites.

Animation of Public Spaces

Project Description	<p>Preston has a number of public open spaces in the city centre including the Flag Market, new space outside of the Bus Station, Fishergate public realm, Winckley Square, as well as parks such as Avenham and Miller Park. These public spaces play a key role in hosting events in the city centre and providing spaces for visitors to relax and dwell. In addition, new public spaces are proposed as part of UCLan's masterplanned new public square, while the proposed Animate cinema and leisure scheme includes public space which is adjacent to the markets. There is a clear opportunity for partners to work together to develop a coordinated Preston city centre wide programme of events and to consider the best ways to animate the spaces, particularly as further public open spaces come forward as part of developments. This project aims to enhance and capitalise on both existing and new public space assets in order to maximise their use throughout the year. This will ensure that Preston has a clear programme of outdoor events, reduces competition between events and organisations, and will ensure that the offer is consistently developed, is wide ranging and inclusive. This project will use Towns Fund investment to provide resource to support this coordinating role, as well as provide capital investment to purchase event hosting infrastructure/kit which can be deployed at sites around the city centre.</p>
Project Rationale	<ul style="list-style-type: none"> • Preston's existing and proposed public spaces provide a great opportunity for Preston to host an annual programme of events and activities, creating links to new and existing assets within the city centre and drawing visitors into the heart of the city centre. Post Covid-19 effective, efficient and coordinate uses of public spaces for events will be critically important. • These public spaces also provide an opportunity for community and cultural organisations to host events. • There is a current lack of a coordinating function between partners in the city for events programming and approaches to animating spaces to provide a consistent approach across the city centre. • The Project will create visibility for Preston, encouraging new visitors, drawing in residents from the community and surrounding areas. By encouraging the use of public spaces at different times of day and throughout the year, the city centre will attract a wider audience, increasing footfall and encouraging greater dwell time, which increases both vibrancy and visitor spend. • The project aligns with local plan and city centre aspirations for enhancing the attractiveness and role of the city centre through the use of events and culture. In particular, the project offers opportunities to enhance community engagement and inclusivity, aligning with aspirations for events spaces within Preston's draft 12 year Cultural Framework.
Alignment with Strategic Framework	<p>The project aligns with our CIP strategic framework in the following ways:</p> <ul style="list-style-type: none"> • Developing Our Cultural Infrastructure • Supporting the Growth and Resilience of Preston's economy
Action	<ul style="list-style-type: none"> • Funding for an events space programming and coordination role, as well as event infrastructure/kit to be used at public spaces across the city centre.

Ask and Match Funding	<ul style="list-style-type: none"> • £250,000 Towns Fund ask, with a total project cost of £500,000 (50%) • Match funding to be secured from PCC, LCC, UCLan and Preston BID
Major inter-dependencies	<ul style="list-style-type: none"> • None. Key partners want to collaborate and this project could be mobilised quickly. The partners will establish an Events Board in Autumn 2020.
Timescales & Spend Profile	<ul style="list-style-type: none"> • This project could commence within three to four months through careful planning and recruitment for the role.

Towns Fund Intervention Framework Theme:	
(1) Arts, culture and heritage	
Towns Fund Intervention Framework Output Indicators:	<ul style="list-style-type: none"> • New, upgraded or protected community hubs, spaces or assets, where this links to local inclusive growth
Towns Fund Intervention Framework Outcomes	<ul style="list-style-type: none"> • Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors. • Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access
Intervention Framework Outcome Indicators:	<ul style="list-style-type: none"> • Number of visitors to arts, cultural and heritage events and venues • Improved perceptions of the place by residents/businesses/ visitors
Wider Project Outcomes:	<ul style="list-style-type: none"> • Coordination of city-wide events programming leading to stronger collaborations and relationships between stakeholders • Wider array of events and activities within the city and in existing and new spaces • Additional visitors and footfall drawn into the city centre supporting other existing and planned investment • Alignment with wider investments in the Harris Quarter, including leisure and culture, built environment and public realm. • Increasing footfall and animation of spaces supporting increased investor confidence and further investment.



Preston Youth Zone

Project Description	The development of Preston Youth Zone in the heart of the city centre on PCC owned land at Lord Street within the Harris Quarter. The Youth Zone would be operated by OnSide, a leading organisation in the provision and operation of the Youth Zone model in the UK. The Youth Zone would be an individually designed, state of the art facility for young people in Preston aged 8-19 years (up to 25 with additional needs). The Youth Zone is being established with the simple aim to 'provide young people with 'somewhere to go, something to do and someone to talk to'. Preston Youth Zone would provide social, sporting and artistic spaces, including an all-weather pitch, large sports hall, climbing wall, dance studio, music and multimedia suites, employability and enterprise rooms, a large recreation area and subsidised café. Preston Youth Zone would be open 7 days a week throughout the year, for £5 annual membership and 50p entry. With 100-250 young people attending every day, approx. 4,000 – 5,000 young people would become members within the first year.
Project Rationale	<ul style="list-style-type: none"> The Youth Zone has been an aspiration in Preston for many years. There is a lack of dedicated youth services and spaces within Preston and within the city centre to support young people to address the challenge and pressures they face. The Youth Zone project aims to provide current and future generations of young people in Preston with a safe and inspiring place to spend their leisure time, with access to employability, health and sporting initiatives which make a significant contribution to their emotional and physical wellbeing. In addition, young people will emerge from the Covid-19 crisis needing more support with their emotional wellbeing and mental health following lockdown, as they begin to return to school and as they resume socialisation. OnSide's Youth Zone model provides a unique partnership of the private sector, local authority, young people and community, forming a dynamic four-way partnership which ensures each Youth Zone can deliver effective and sustainable youth services to many generations of young people.
Alignment with Strategic Framework	<p>The project aligns with our CIP strategic framework in the following ways:</p> <ul style="list-style-type: none"> Supporting the Growth and Resilience of Preston's economy Supporting community health and wellbeing in Preston
Action	<ul style="list-style-type: none"> Delivery of a new Youth Zone in Preston city centre providing a wide range of skills, leisure, sport, health and wellbeing support to young people.
Ask and Match Funding	<ul style="list-style-type: none"> £5.4m Towns Fund ask, with £4.5m in capital and £1.2m in revenue for the first 3 years. The total project cost is £8.4m capital and 1.3m per annum revenue. £4.2m match funding to be secured by OnSide through fundraising and charitable trusts/foundations. £0.8m per annum in donations to support operating costs.
Major inter-dependencies	<ul style="list-style-type: none"> Match funding required Planning permission for the facility on land off Lord Street
Timescales & Spend Profile	<ul style="list-style-type: none"> Start Autumn 2021 and completed by Spring 2022 OnSide has delivered and operates 15 Youth Zones so have a strong track record in this field.

Towns Fund Intervention Framework Theme:	
(1) Arts, culture and heritage	
(2) Skills Infrastructure	
Towns Fund Intervention Framework Output Indicators:	<ul style="list-style-type: none"> New, upgraded or protected community hubs, spaces or assets, where this links to local inclusive growth Increase in capacity and accessibility to new or improved skills facilities
Towns Fund Intervention Framework Outcomes	<ul style="list-style-type: none"> Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access Increased share of young people and adults who have relevant skills for employment and entrepreneurship
Intervention Framework Outcome Indicators:	<ul style="list-style-type: none"> Perceptions of the place by residents/visitors Number of new learners assisted
Wider Project Outcomes:	<ul style="list-style-type: none"> Perceptions of the place by residents/visitors Number of new learners assisted Approximately 5,000 memberships, with around 50% of members being active members (2,500). £5m of social value per year attributed to regular attendance by active members. 35 FTE jobs supported, supporting £1.7m of GVA per year 90 volunteer roles OnSide's evidence indicates that Youth Zones reduce levels of anti-social behaviour Service users finding employment or enter education/training as a result of OnSide employment programmes Service users feel better prepared for further education, training and employment, with increased confidence levels Service users have increased confidence and lower levels of isolation.



Inspiring Preston: A hub for high quality CEIAG

Project Description	<p>Residents of Preston have access to two high performing Colleges (Preston's College and Cardinal Newman College) and a University (UCLan) in relation to Education and Training. However, in relation to 'connectivity', current practice is inhibited by the fact that each individual organisation focusses primarily on their own curriculum offer in the provision of Careers and Employment, Information, Advice and Guidance (CEIAG).</p> <p>The aim of this project is to provide a central location within a key building in the Harris Quarter/city centre which can be used to support a hub for the provision of skills and careers advisory services, particularly for young people, by local partners – including Preston's College, Cardinal Newman College and UCLan. The primary focus of this hub provision will be to ensure that, across all key providers in the city, young people and adults are able to access outstanding CEIAG, and ultimately, the provision of Education and Training which supports them into employment. Towns Fund investment is required to service and support the space provided, with partners funding the direct provision of CEIAG services.</p>
Project Rationale	<ul style="list-style-type: none"> • A need to provide a holistic approach to Careers and Employment, Information, Advice and Guidance (CEIAG). • A central location enables partners to work together, be better 'connected', and provide an inclusive service which is accessible to all in a central location and can be easily accessed by public transport. • Provision of education and training guidance which responds directly to individuals' needs, as well as the employment and skills requirements in the city and in Lancashire. • A positive impact on unemployment and reskilling for the Preston economy and supporting the city's post-Covid19 recovery • Aligns with skills and labour market strategies and objectives of partners across Lancashire and Preston.
Alignment with Strategic Framework	<p>The project aligns with our CIP strategic framework in the following ways:</p> <ul style="list-style-type: none"> • Supporting the Growth and Resilience of Preston's economy
Action	<ul style="list-style-type: none"> • Provision of a new or refurbished space to accommodate a hub for high quality CEIAG. Given proposed investments in HQ assets and the Youth Zone, the hub could potentially be delivered in a central HQ location.
Ask and Match Funding	<ul style="list-style-type: none"> • £125,000 of Towns Fund investment to support the fit-out, maintenance (on-going facility costs), marketing and administration costs of the facility. Project partners will provide resources to operate the hub and to deliver the CEIAG services.
Major inter-dependencies	<ul style="list-style-type: none"> • Requirement for a centrally located building which meets the needs of project partners and service users. • Co-funding to be agreed by project partners.
Timescales & Spend Profile	<ul style="list-style-type: none"> • The project has the potential to be mobilised very quickly by partners if a suitable location can be confirmed.

Towns Fund Intervention Framework Theme:	
(1) Skills Infrastructure	
Towns Fund Intervention Framework Output Indicators:	<ul style="list-style-type: none"> • Increase in capacity and accessibility to new or improved skills facilities • Increased and closer collaboration with employers
Towns Fund Intervention Framework Outcomes	<ul style="list-style-type: none"> • Increased share of young people and adults who have relevant skills for employment and entrepreneurship
Intervention Framework Outcome Indicators:	<ul style="list-style-type: none"> • Number of new learners assisted – 2,500 per year
Wider Project Outcomes:	<ul style="list-style-type: none"> • £1.2m of social value per year attributed to training/careers advice • Reductions in NEETs and youth unemployment • City centre location as part of wider investment programme • An accessible location for all users, supporting inclusivity • Closer collaboration between Preston's further and higher education providers to provide pathways for young people • Potential to include social enterprises and third sector providers in the collaboration



Cultural Capacity Building

Project Description	Preston is currently developing its 12-year cultural framework (strategy). This emerging framework has a focus on supporting all aspects of culture in the city, with particular emphasis on supporting local and community cultural organisations and their future activities and needs. In addition, Preston also plays a critical role as part of Lancashire’s cultural offer. The Harris is the city’s only NPO Arts Council funded institution, while it also hosts a wide range of events including its Caribbean and Mela festivals/events, as well as the Preston Guild. As Lancashire also develops its’ bid for the 2025 City of Culture, Preston’s major role as a key location for hosting City of Culture events is already clear. Alongside the CIP’s investment priorities in cultural infrastructure and open spaces within the city centre, there is a need for Preston to invest in building its cultural capacity. Investment from Towns Fund would ensure that we have the skills and capacity amongst individuals to support our aims around culture at a local level, while also contributing towards delivering wider strategic cultural objectives for Lancashire and its 2025 bid.
Project Rationale	<ul style="list-style-type: none"> • Culture is key theme within our CIP to support the city’s growth and regeneration objectives. • The development of Lancashire’s and Preston’s cultural strategies articulates the important role which Preston plays in supporting mainstream, as well as local and community based cultural organisations and activities. • For Preston to deliver its aims to work closely with local and community-based organisations, as well as support regionally significant activities, such as City of Culture 2025, Town’s Fund investment is required to build our city’s cultural capacity.
Alignment with Strategic Framework	The project aligns with our CIP strategic framework in the following ways: <ul style="list-style-type: none"> • Developing Our Cultural Infrastructure • Supporting the Growth and Resilience of Preston’s economy
Action	<ul style="list-style-type: none"> • Provision of revenue to support cultural capacity building within Preston.
Ask and Match Funding	<ul style="list-style-type: none"> • £250,000 of Towns Fund investment
Major inter-dependencies	<ul style="list-style-type: none"> • Links to publication of new Preston Cultural Framework and interventions • Progression of Lancashire’s City of Culture 2025 bid
Timescales & Spend Profile	<ul style="list-style-type: none"> • The project has the potential to be mobilised quickly • Year 1 (20/21) and Year 2 (21/22) and Year 3 (22/23)

Towns Fund Intervention Framework Theme:	
(1) Arts, culture and heritage	
Towns Fund Intervention Framework Output Indicators:	<ul style="list-style-type: none"> • New, upgraded or protected community hubs, spaces or assets, where this links to local inclusive growth
Towns Fund Intervention Framework Outcomes	<ul style="list-style-type: none"> • Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access
Intervention Framework Outcome Indicators:	<ul style="list-style-type: none"> • Perceptions of the place by residents/visitors
Wider Project Outcomes:	<ul style="list-style-type: none"> • A stronger, more resilient cultural ecosystem in Preston and the delivery of the new cultural strategy • Supporting the growth and development of local cultural organisations and their skill bases • Supporting the capacity and development of community and voluntary organisations • Contributing to wider objectives of community health and wealth building • Supporting Lancashire’s City of Culture 2025 bid



Health & Wellbeing Capacity Building

Project Description	Preston does not currently have its own Health and Wellbeing Strategy and associated Action Plan. There is a need to build system capacity to focus on Preston specifically and address the poor health outcomes for much of the city, in particular the city centre. This proposal will enable the secondment of a senior strategy officer from the Greater Preston Clinical Commissioning Group for a five year period to develop and consult on a Preston Health and Wellbeing strategy and to take forward proposals around a health and wellbeing hub.
Project Rationale	<ul style="list-style-type: none"> • There is currently no capacity within Preston City Council to establish localised partnerships to deliver the city's ambition to improve health outcomes. • All partners are keen to work with Preston City Council but have struggled to engage as there is no programme lead within the Council. • Community and voluntary organisations are keen to support a local preventative model of wellbeing but there is currently no capacity to build them into a holistic plan for prevention in the city.
Alignment with Strategic Framework	<p>The project aligns with our CIP strategic framework in the following ways:</p> <ul style="list-style-type: none"> • Supporting the Growth and Resilience of Preston's economy • Community Health Building
Action	Provision of revenue to support health and wellbeing strategy capacity building within Preston.
Ask and Match Funding	<ul style="list-style-type: none"> • £500,000 of Towns Fund investment • £100,000 public sector match funding
Major inter-dependencies	<ul style="list-style-type: none"> • City Deal • CCG Plans • Lancashire County Council Public Health Plans
Timescales & Spend Profile	• The project has the potential to be mobilised quickly and will continue over a five year period.

Towns Fund Intervention Framework Theme:	
Other	
Towns Fund Intervention Framework Output Indicators:	Other
Towns Fund Intervention Framework Outcomes	Other - Health and Wellbeing Outcomes
Intervention Framework Outcome Indicators:	<ul style="list-style-type: none"> • Improved health and wellbeing of residents. Life expectancy improvements, increased physical activity, reduced levels of social isolation and loneliness.
Wider Project Outcomes:	<ul style="list-style-type: none"> • A stronger, more resilient cultural ecosystem in Preston and the delivery of the new cultural strategy • Supporting the growth and development of local cultural organisations and their skill bases • Supporting the capacity and development of community and voluntary organisations • Contributing to wider objectives of community health and wealth building • Supporting Lancashire's City of Culture 2025 bid



4

Our Investment Programme Financial Summary

The following table provides an overview of each project's Towns Fund funding requirement, the split between capital and revenue, as well as our overall Towns Fund funding requirement. In line with guidance, our investment programme is predominantly seeking capital investment, with 10% supporting revenue projects.

Project Name	Capital (£m)	Revenue (£m)	Total TF Ask (£m)
Re-imagining The Harris	4.10	0.00	4.10
Animate	3.50	0.00	3.50
Renewal of HQ Assets	6.00	0.00	6.00
Animation of public spaces	0.08	0.18	0.25
HQ Illuminate & Integrate	4.60	0.00	4.60
Preston Youth Zone	4.20	1.20	5.40
Inspiring Preston: A hub for high quality CEIAG	0.00	0.13	0.13
Cultural Capacity Building	0.00	0.25	0.25
Health & Wellbeing Capacity Building	0.00	0.50	0.50
Preston Towns Fund Board Assurance and Programme management	0.00	0.25	0.25
Total Programme Cost	22.48	2.50	24.98

Based on the £24.98m Towns Fund ask, our investment programme costs are split as follows:

- 90% capital funding
- 10% revenue funding

The following table illustrates the proposed spend profile for our Towns Fund investment programme:

	Year 1 (20/21)	Year 2 (21/22)	Year 3 (22/23)	Year4 (23/24)	Year5 (24/25)	Year6 (25/26)	Total
Capital Projects	0.00	6.45	10.12	4.46	1.45	0.00	22.48
Revenue Projects	0.24	0.30	0.53	0.53	0.53	0.13	2.25
Programme Management	0.04	0.04	0.04	0.04	0.04	0.04	0.25
Total	0.28	6.79	10.69	5.03	2.02	0.17	24.98