

Item 15 – Appendix 2 – Centre Vale Projects Strategic Case

DRAFT – PENDING FORMAL SUBMISSION

Project	Description
Centre Vale Park and <u>Fielden Hall</u>	<p>A comprehensive project to restore and intensify the use of Centre Vale Park, strengthening its role as the town's principal green space and bolstering its role as a social, community hub alongside upgraded facilities in the adjoining <u>Fielden Hall</u>.</p> <p>Specifically, the project will include:</p> <ul style="list-style-type: none">• Works to improve the environmental performance of the Grade II Listed <u>Fielden Hall</u>• Acquisition and restoration of two residential properties that book-end <u>Fielden Hall</u>, these will be refurbished to deliver 2 environmentally sustainable affordable rented units.• A new hard surfaced ball court/ multi-use games area• An extended and refurbished bowling pavilion that will cater for disabled and non-disabled players, host regional and national competitions and provide enhanced community meeting space• Refurbishment of the Grade II listed bandstand and performance area for open-air entertainment• Create a fourth tennis court, restore the quality of the existing courts and secure their sustainable use with the relocation of the Todmorden Tennis Club to the park• Install water bottle filling stations in the park for health and environmental reasons

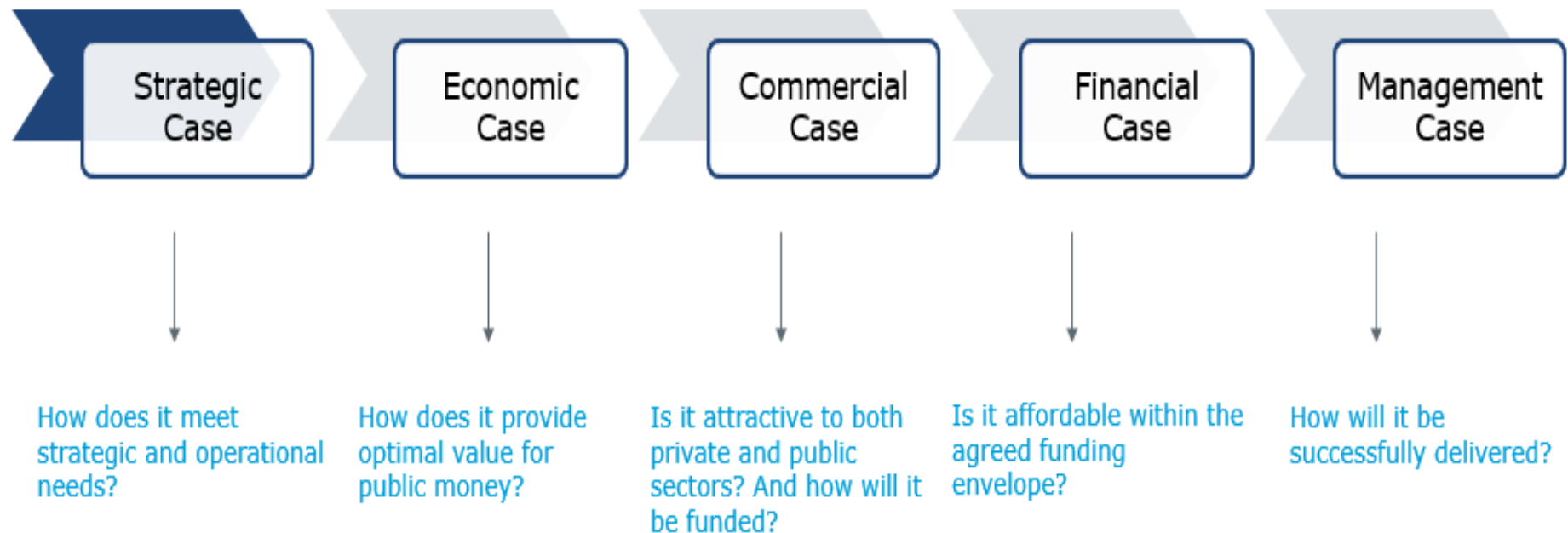


Centre Vale Park and Fielden Hall Project: Scope

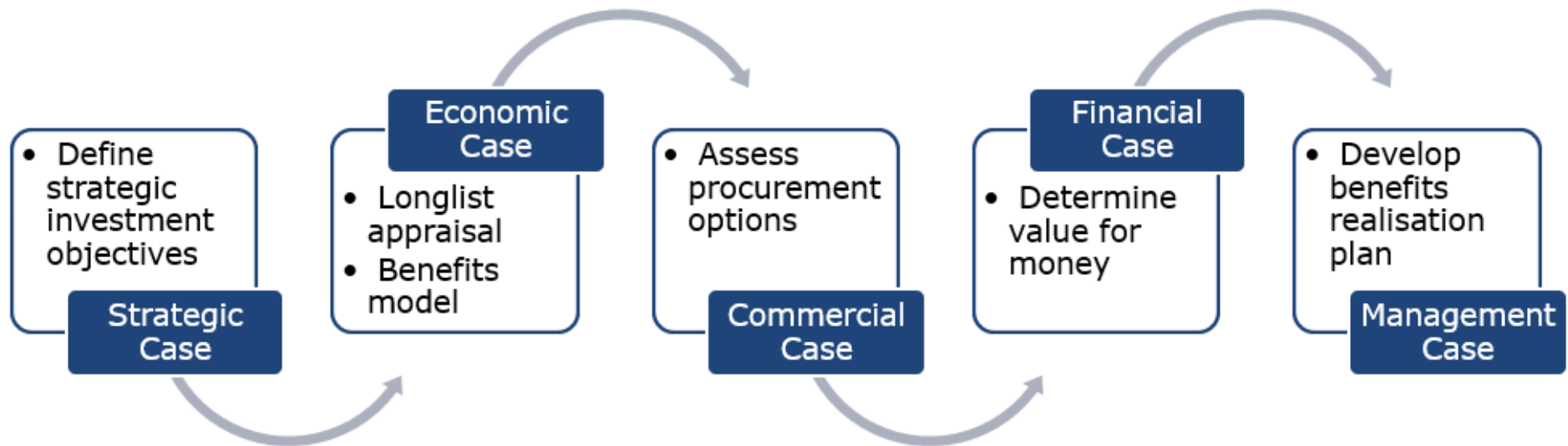
Centre Vale Park and Fielden Hall
Project Strategic Case Workshop

CVP - draft pending formal submission

The business case process – The Five-Case Model



Strategic Investment Objectives



CVI

Strategic Context: Policy Alignment



Summary	How does the project align?
<p>The Making Homes Happen strategy (2018-2023) which intervenes in the housing market to ensure more homes are built in areas of greatest needs</p>	<p>This project aligns as there are plans to deliver community-led housing and create a more resilient and diverse housing market with affordable rent. Calder Valley Land Trust will turn the adjoining Grade II listed <u>Fielden Hall</u> into an exemplar for heritage buildings with modern eco-performance standards, with the hall's Master's House and Old School House available for affordable rent. This new housing contributes to community aspirations so that people of all ages have access to appropriate housing of a high quality.</p>



Summary	How does the project align?
<p>The Todmorden Draft Neighbourhood Plan (2019) part of which focuses on the regeneration, planning and land use section of the Town's Fund</p>	<p>This project aligns as the aim is to restore and intensify the use of Centre Vale Park, strengthening its role as the town's principle green space and bolstering its role as a social, community hub alongside upgraded facilities in the adjoining <u>Fielden Hall</u>. This investment into public spaces will benefit the local community, attract visitors and generate economic activity, creating opportunities which will develop Todmorden as a thriving town for residents and visitors alike.</p>

vision

Strategic Context: Policy Alignment



Summary	How does the project align?
The Sports England Strategy (2021) is aimed at making the nation more equal, inclusive, and connect communities.	The strategy aims to tackle five big issues, one being connecting communities by focusing on sport and physical activity's ability to make better places to live and bring people together, and another being creating and protecting the places and spaces that make it easier for people to be active . This project will build on this strategy by delivering infrastructure focused on well-being, connectivity, accessibility, learning and skills, and employment .



Summary	How does the project align?
the Active Calderdale Strategy (2017) & Calderdale Cycling Strategy (2017) which is a physical activity strategy to deliver the most active Borough in the North of England, by 2024, to be delivered through Active Communities, Active Sport and Active Parks, Open Spaces & Environments	This will be achieved by investment in cycling and walking infrastructure , and investment in sports infrastructure and public green space . The Centre Vale Park project has strategic alignment to this strategy as the refurbished park will strengthen its role as a community hub and fulfil its potential for greater economic and social benefit as a centre for sport, recreation, outdoor events and celebrations.

Strategic Investment Objectives

Specific, Measurable, Achievable, Relevant and Time Bound

The first objective is to improve perceptions of place by residents, businesses & visitors, which can be measured through public surveys. This can be achieved by the investment into restoring and intensifying the use of Centre Vale Park, strengthening its role as a social and community hub, which will be achieved by 2026/27 which marks three years following the end of the funding for this project.

The second objective is to increase in visitors to arts, cultural & heritage events / venues, which can be measured by the refurbishments of social areas. This can be achieved by the investment into restoring the bandstand, tennis courts and bowling pavilion, which will be achieved by 2026/27 which marks three years following the end of the funding for this project.

The third objective is to support 200 veterans, which can be measured through ongoing engagement with Todmorden Military Veterans Group and will be achieved by improving the facilities available for mixed use meeting and workshop space for volunteers, which can be achieved by 2026/27 which marks three years following the end of the funding for this project.

The fourth objective is to increase in participation in physical activity, which can be measured by extra visitors to sports areas. This can be achieved by the development of a multi-use games area, tennis courts and a new pavilion, which will be achieved by 2026/27 which marks three years following the end of the funding for this project.

The fifth objective is reducing CO2 emissions, which can be measured by the energy usage from the assets. This can be achieved via the work to improve the environmental performance of Fielden Hall, which will be achieved by 2026/27 which marks three years following the end of the funding for this project.

The final objective is reducing housing inequality, which can be measured by investment into affordable housing. This can be achieved via the acquisition and restoration of two residential properties that book-end Fielden Hall, to deliver two affordable rented units, which will be achieved by 2026/27 which marks three years following the end of the funding for this project.

Where are we now? Activity 1 – SWOT Analysis

(Centre Vale Park and Fielden Hall)

Strengths

- Match funding – Fielden Hall and affordable housing already achieved match funding
- Major community asset (Fielden Hall) – much loved
- Park as an asset, great location. Key green space in Todmorden
- Band Stand – unique and much loved heritage asset. Perfect location for outdoor events
- Fielden Hall – Affordable housing provision

Weaknesses

- Match funding difficult to access for other parts of the scheme
- Tennis – not up to LTA / Competition standard – currently cannot hold competitions
- Bowls – not financially stable in current delivery model
- Space limited at Bowls pavilion
- Energy & Efficiency (Fielden Hall)
- Meeting rooms not satisfactory
- Band Stand – derelict and out of use. Undermines the quality / public perceptions of the park
- No multi-use games area provision

Opportunities

- Bowls – extended pavilion provides ancillary income generating opportunity to enable future viability. Bar / lounge / catering
- To bring Fielden Hall and Bowls Pavilion together
- Rationalisation of meeting room provision
- Potential for park to be a key destination – opportunity to create a holistic approach to all elements of the park, (e.g. marketing)
- Park / Bandstand potential as an outdoor events venue – civic priced / economic benefits
- Tennis to become centre of excellence – increase participation
- Create MUGA and create wellbeing / health benefits to youth

Threats

- Local competition for Weddings
- **Planning permissions / listed building consents / EA**
- Permission for land (MUGA) and 4th tennis court

Activity 2: Where do we want to be? (Goal Setting)

(Centre Vale Park and Fielden Hall)

Exemplary provision of park	Prime example of improving environmental standards and use of heritage assets	Fulfil its potential as a venue for outdoor events / festivals	Bandstand as a Hub for CVP events	Venue for regional tennis competitions	Venue for national and regional Bowls competitions
Improve connections across the park	Secure two homes at affordable rents in perpetuity	Maximum utilisation of Fielden Hall for all its activities	Recognised as prime venue for weddings	Recognised as a centre for ladies bowling	Increase youth engagement to Tennis & Bowls
Creating an 'activity hub'	Better integration	Creating an identity for Centre Vale	Increased community and volunteer opportunities	Increased skills	Improving mental health outcomes (veterans and beyond)
Encouraging increased elderly activity	Increasing economic activity (employment, equipment)	Todmorden having increased pride in its park	Future-proofing the park	Catalyst for further investment	Better collaboration / connection across the park & Fielden Hall
Recognised as a destination for holding events	Place to go for tranquillity	Go-to green space	Increase community sport engagement	Improving bio-diversity	Improving accessibility