

TOWNS FUND – SUBMITTED PROJECTS

Project One	Project Title	St Owen's Street cycle contraflow
	Description	<p>St Owen's St is an inner city road currently operating one way out of the city. It connects the historic city centre with the southern section of the north eastern quadrant of Hereford. The street is wide in places where it can be difficult for pedestrians to cross.</p> <p>We have identified significant demand for a contraflow facility for cyclists into the city centre to access employment. It also provides a valuable link for cyclists across the city in the morning and evening peak periods, avoiding the higher traffic flow routes and the A49 trunk road network.</p> <p>The scheme will provide a segregated contraflow cycle lane along St Owen Street from Bath Street and will provide enhanced pedestrian crossing points, including the introduction of a controlled crossing, along the street to improve the pedestrian permeability across this wide street.</p>
	Intervention Theme	<p>Local transport</p> <p>Outputs:</p> <ul style="list-style-type: none"> • New or upgraded cycle or walking paths. • Wider cycling infrastructure such as cycle parking. <p>Target Outcomes</p> <ul style="list-style-type: none"> • Improved affordability, convenience, reliability, and sustainability of travel options to and from places of work • Improved affordability, convenience, reliability, and sustainability of travel options • Reduced congestion within the town
	Towns Fund contribution	£300,000
Project Two	Project Title	eCargo and eBike scheme
	Description	<p>Operate a grant scheme to cover 80% of costs for eCargo bikes/eBikes for businesses within the city and also offer expansion of the public eBike scheme (Beryl).</p> <p>The existing Beryl Bikes scheme has been extremely popular with usage exceeding initial estimates of take up. Increasing the number of bikes within the scheme and the type of bike available will improve accessibility, increase the impact and degree of modal shift.</p> <p>The eCargo and eBike elements will operate as a grant where businesses purchase a bike using a set specification from one of a number of</p>

		<p>suppliers of eCargo or eBikes. The grant provides a subsidy of this cost providing that the purchase meets the scheme specification and other eligibility criteria.</p> <p>This project will promote and encourage low carbon transport solutions. It will help reduce congestion and improve air quality with the added benefit of reduced fuel charges and vehicle maintenance charges to individual businesses. It will also encourage people to make healthier travel choices and help reach the carbon neutrality target by 2030.</p>
	Intervention Theme	<p>Local transport</p> <p>Outputs</p> <ul style="list-style-type: none"> • Increase in the number of bus services; new or upgraded cycle and walking routes; new or upgraded road infrastructure; pedestrianised streets <p>Target Outcomes</p> <ul style="list-style-type: none"> • Improved affordability, convenience, reliability, and sustainability of travel options to and from places of work • Improved affordability, convenience, reliability, and sustainability of travel options • Reduced congestion within the town
	Towns Fund contribution	£200,000
Project Three	Project Title	Green Space enhancements
	Description	<p>Hereford benefits from a significant amount of existing green space across the city and is surrounded by beautiful natural environment. Enhancing how this natural environment can be brought into the city to link with existing green spaces and provide green corridors across the city will be considered by the Stronger Towns Board.</p> <p>This project will Increase the number and quality of green spaces across the city by planting new trees in a series of chosen locations to enhance existing features and buildings providing foundations on which a wider project to construct new green infrastructure could commence.</p> <p>Community engagement will be key to the choice of locations and the features that are improved. The project will further enhance efforts to “green” the city and provide well designed, attractive places for people to live and work.</p>
	Intervention Theme	<p>Arts, culture and heritage</p> <p>Outputs</p>

		<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 • New, upgraded or protected community hubs, spaces or assets, where this links to local inclusive growth <p>Target Outcomes</p> <ul style="list-style-type: none"> • Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access
	Towns Fund contribution	£100,000
Project Four	Project Title	Maylord Orchards – Provision of Business Space and Public Facilities/ Townscape Improvements
	Description	<p>Maylord Orchards shopping centre is a strategically significant site located at the heart of Hereford, which through some relatively limited capital investment could provide a catalyst for the economic recovery and growth in the city centre as a whole.</p> <p>Herefordshire Council secured control of the site in June 2020 to prevent the shopping centre falling in to further decline, and to realise the medium to long term opportunities in redeveloping the site to support the regeneration of the City Centre.</p> <p>Small scale capital investment is required to internal services and fit out to enable a number of vacant units to be utilised by pop up retailers and creative industry businesses. The units would be available on short-term leases on a cost covering basis only. A larger unit would be established for a number of market style stalls for businesses from across the county to be able to display and sell their produce in the heart of the city centre.</p> <p>Some further works are required to improve the public realm within the centre and to bring the public toilets back into use. These works will further increase footfall within the centre and support existing and new retailers.</p>
	Intervention Theme	<p>Urban regeneration, planning and land use</p> <p>Outputs</p> <ul style="list-style-type: none"> • Delivery of quality residential or commercial space in key locations (town centres, gateway areas, employment sites) <p>Target Outcomes</p> <ul style="list-style-type: none"> • Enhanced townscape that is more attractive and more accessible to residents, businesses and visitors <p>Enterprise infrastructure</p> <p>Outputs</p>

		<ul style="list-style-type: none"> • Increase in the amount of high-quality and affordable commercial floorspace; • Increase in the number of shared workspaces or innovation facilities Increased number of enterprises utilising high-quality, affordable and sustainable commercial spaces. <p>Target Outcomes</p> <ul style="list-style-type: none"> • Increased number of start-ups and/or scale-ups utilising business incubation, acceleration and co-working spaces.
	Towns Fund contribution	£100,000
Project Five	Project Title	Castle Green Pavilion improvements
	Description	<p>Castle Green Pavilion is a council building on a community asset transfer for 25 years from 2018. The lease is with the Friends of Castle Green, which is a Community Interest Company (social enterprise) delivering services from the building to meet the needs of the local community.</p> <p>Friends of Castle Green are introducing building improvements which will create a multifunctional, flexible and accessible space for evolving community use, including use as a training facility for disadvantaged groups from a number of neighbouring areas of deprivation.</p> <p>The project is specifically for the fitting of a new renewable energy system (a hybrid renewable energy heating system using a combination of an Air Source Heat Pump and a gas condensing boiler),to the existing building to reduce utility costs and make the building more hospitable and attractive to existing and potential users,</p>
	Intervention Theme	<p>Arts, culture and heritage</p> <p>Outputs</p> <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 • New, upgraded or protected community hubs, spaces or assets, where this links to local inclusive growth <p>Target Outcomes</p> <ul style="list-style-type: none"> • Improved arts, cultural and heritage offer that is more visible and easier for residents/visitors to access
	Towns Fund contribution	£50,000