

Selby District Renaissance



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Yorkshire Alive with Opportunity!



We, the undersigned, subscribe to the aims and principles set out in this Charter...

The town teams

Those named below are the Town Team ambassadors for Renaissance and represent the wider membership of the Teams

Sherburn Town Team

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Tadcaster Town Team

Sir Bryan Askew
John Barton
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Max Butler
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The renaissance team

Yorkshire Forward: Barra Mac Ruairí, Dr Jemma Basham, John Shepherd

Selby District Council: Eileen Scothern, Terry Heselton, Neil Skinner, Peter Brown

URBED: David Rudlin, Dr. Nicholas Falk, Stephanie Fischer, Nick Dodd, Sarah Jarvis, Helene Rudlin, Debbie Fuller, Zoe Holden, Matthew Ludlam, Lorenza Casini, Vassiliki Kravva and David Suls.
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Alan Baxter & Associates: Robert Green, David Taylor, Sophie Noble

Camlin Lonsdale: Jess Bryne-Daniel, Victoria Berryman

Tomlinson Feeley: Michelle Tomlinson

Town Teams chairs:

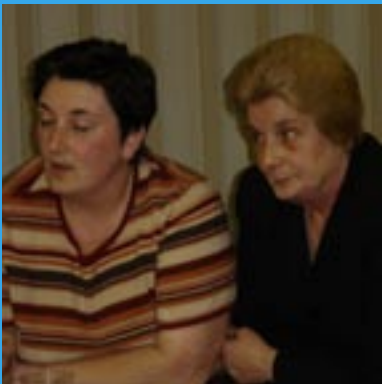
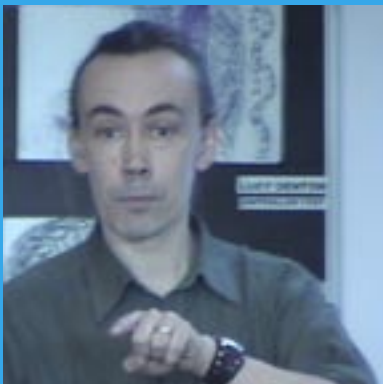
Sherburn: Peter Lambert

Tadcaster: Sir Bryan Askew

Selby: Alan Townend



Members of the three town teams



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Foreword

The Charter looks at sustainable development across the whole of the Selby district, drawing on the area's past and looking to a bright future. Selby District Council has been a key partner in the scheme alongside Yorkshire Forward, URBED and the people involved in the Town Teams.

I would like to thank everyone for their input in developing such exciting proposals. We will continue to work closely with our partners to ensure that we can turn these ideas into reality.

Mark Crane
Leader, Selby District Council



Renaissance focuses on releasing and capturing the power of place. Places exist because of people, they prosper because of peoples' activities and their passions.

Renaissance uses a creative recipe of architecture, urban design, strategic property development, community engagement and civic leadership to make places. Renaissance as the urban entrepreneur, acts to stitch together the activities, ingredients and energies of the planning and development of places. The ingredients include housing, leisure, retail, health, schools, transport and workplaces.

Renaissance is fundamentally about the maximisation of opportunity and the assembly and arrangement of the relationships to make a successful place. Renaissance is not a technical science but a creative art; it relies on creating and enabling the desire to invest in a place.

Renaissance is about acting locally to secure, strengthen and shape the economy. A growth in our local economies will in turn help to drive the Region. Renaissance sets out to create great assets, great places and a realm for the public which will help to bolster a strong future, both of distinctiveness of place and alliance of place.

Renaissance is deliberately visionary, Renaissance acts as a catalyst to gather together the many stakeholders to set a common vision for the future of the towns and cities of the region. We must raise our aspirations but remain steadfast and patient as it will take time and persistence to achieve and turn the vision to reality.

Renaissance aims to work for the common good of the people, their places and their prosperity.

Barra Mac Ruairí
Head of Renaissance Towns & Cities
Yorkshire Forward



It is always a cliché - however Selby District really is a place of contrasts. A rich area of farm land where the valleys of five rivers meet between the cities of Leeds and York. Within this agricultural district three strong, independent and very different market towns have grown up. Selby a historic market town with one of the finest Abbeys in England, Tadcaster a historic and beautiful brewing town and Sherburn, once the capital of a Saxon kingdom but now wanting to be a village rather than a town.

Alongside these historic towns lie the remains of the Selby mines complex hailed only 20 years ago as the most modern in the world. In the south of the district stand the huge power stations of Drax and Eggborough and the district is also home to modern manufacturing and distribution industry. Selby was never really a mining town, nevertheless the closure of the mines could be seen as the start of a new era for the towns and the district. The Selby District Renaissance process has been an opportunity to map out this new era.

This Charter is the result of an intensive and enjoyable year of work that has involved hundreds of people in three town teams. We believe that it sets out an imaginative and challenging vision but nevertheless one that we can achieve if we work together. By signing up to this Yorkshire Forward Urban Renaissance Charter the people of Selby District, the Council and stakeholders commit ourselves to doing just this.

David Rudlin
Director, URBED.



vision

We, the communities and stakeholders of Sherburn-in-Elmet, Tadcaster and Selby, commit ourselves to the physical, social and economic renaissance of the towns so that...

...they become good places to live with a range of high-quality affordable housing. We will encourage population growth by accommodating new housing in the most sustainable locations so that it supports town centres and creates attractive sustainable communities.

...they are focused on thriving town centres, with bustling shops, high quality services and attractive environments serving the people of the towns and visitors.

...they make the most of their rich heritage and history as a source of identity and pride, as a way of projecting a positive image and as a magnet for visitors.

...they are able to look to the future by building on their current industries while diversifying their economies through a range of high-tech, knowledge and eco-industries.

...they embrace the change in the energy industry following the closure of the mines and promote energy efficiency and renewable forms of heat and power generation.

...they work creatively to manage the water that dominates the district to control flooding, to improve the appearance and navigability of the river and increase the attractions of the area to visitors and wildlife.

Sherburn

A large village with a strong community, focused on a lively high street. This will be at the centre of a network of villages including a new eco-village on Gascoigne Wood.



Tadcaster

An historic brewing town with an unspoiled character that is a good place to live and visit.



Selby

A 21st century market town with a lively town centre surrounded by high-quality urban housing and diverse thriving businesses.



The towns



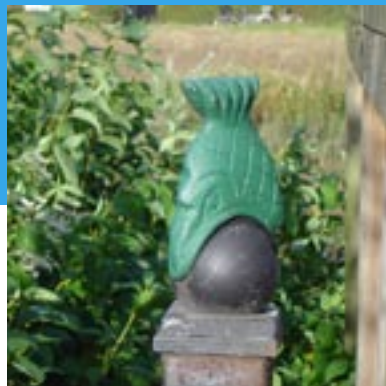
Part 1

Background to the Charter

Selby District Renaissance

The Renaissance Programme

What is urban renaissance?



'We know that an urban renaissance will not be achieved and sustained without the direct engagement of local people.'

The Deputy Prime Minister
in the introduction to the Urban White Paper.

In which we describe the background and purpose of this report and the work that has been done to date.

Selby District Renaissance

In 2004 the Yorkshire Forward Renaissance towns and cities team conducted extensive research into the Selby District. In October 2004 Yorkshire Forward appointed URBED to help the Renaissance team prepare a Selby District Charter, the first visionary step in planning the development of the district over the next 25 years.

The URBED team, which includes transport engineers Alan Baxter & Associates, landscape architects Camlin Lonsdale and economic specialists Tomlinson Feeley have undertaken further research into the district, its people, economy, environment and transport links. They have also held discussions, both individually and in workshops, with hundreds of people in the district. The results of this work are summarised in the first part of the Charter but the more detailed work is available on <http://selbytowns.urbed.net>.

At the heart of these discussions were the **Town Teams** made up of local people and stakeholders in each of the three towns. These teams met monthly for much of 2005 to guide the work on the Charter and are signatories to this document. The Town Teams will oversee the implementation of the Charter.

The Charter sets out a 25 year vision for the Selby District and in particular for the three towns. It starts by describing the district, its history and its people and economy today, before looking in more detail at the three towns and developing a vision based on 6 themes:

- ☐ Growing smart - the creative use of housing development to reinforce the towns
- ☐ Revitalising town centres
- ☐ Uncovering the district's hidden heritage

- ☐ Diversifying the economy
- ☐ Embracing new futures for the energy industry and
- ☐ Managing water so that it becomes an asset rather than a threat

The final section outlines how this vision can be taken forward. An important part of this is the **Strategic Development Framework** that is published as a separate document. This develops six more detailed strategies including masterplans for the three towns and strategies for Energy, Water and Business.

The Renaissance Programme



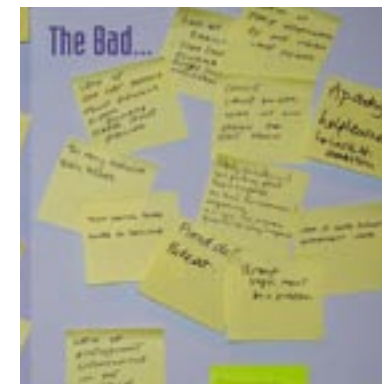
Yorkshire Forward launched its Urban Renaissance programme in 2001 to support the physical, social and economic regeneration of towns and cities across the region. The first of the strategies to be published - Will Alsop's vision of Barnsley as a Tuscan Hilltown - set the tone for the programme to be visionary and provocative. Since then Charters have been produced for 19 of Yorkshire's towns and cities.

The three 'towns' of Selby District, Sherburn-in-Elmet, Tadcaster and Selby, joined the programme in 2004 prompted, in part, by the closure of the mines in the district. Since then a range of stakeholders have come together to develop a vision for the district and its towns over the next 25 years.

The Renaissance Towns Programme works by supporting local people – including councils, local agencies, residents and businesses. This is done through '**Town Teams**' that have been set up throughout Yorkshire to allow local people to be involved in imagining the future, identifying priorities for action and helping to realise projects. These Town Teams work with professionals drawn from Yorkshire Forward's Urban Renaissance Panel. In Selby District, the urban design practice URBED was appointed to this role.

In Selby an embryonic Town Team first met in Summer 2004. Further meetings took place in the Autumn and a Visioning Day was held in November (A write-up of this event is available as a DVD). Early in 2005 a series of workshops were held, one for each of the towns along with topic groups on business, transport and energy. Town Teams have since been set up for each of the three towns along with Action Groups on business, water and energy.

These Teams have overseen the development of this Charter which was first published as a 'Think Piece' in April 2005, formally agreed in July and will be launched with a series of celebratory events in September.



Urban renaissance is a term that has been used since the late 1990’s to describe a strategy to revive the UK’s towns and cities. The strategy was initially designed to channel new housing into existing urban areas to protect the countryside. While this is still important, it is also now recognised that building in existing towns has many other benefits.

There are therefore two strands to renaissance - the ‘stick’ of planning policy to restrict out-of-town development and the ‘carrot’ of urban policy to make towns and cities more attractive so that they become places where people live and work out of choice rather than necessity. This is already reflected in the Selby Local Plan and the Renaissance Charter is seeking to take this further by creating a vision for the towns that:

- Supports the town centres, their shops and local businesses by making sure they have a strong local customer base.
- Reduces the need to travel by building housing close to existing jobs and services where they can be reached on foot, by cycle and public transport.
- Helps the towns retain and attract talented people by making them desirable places to live.
- Encourages new business particularly in the growing knowledge and creative sectors.
- Protects the countryside by restricting the outward expansion of the towns.

sance was suggested by the Urban Task Force in 2000 and the Government’s response was set out in its **Communities Plan** in February 2003. This seeks to accommodate and improve the quality of the new housing in the south while growing the economy of the north through the renaissance of its towns and cities.

The strategy for the north was set out in the **Northern Way**. This brings together a range of initiatives to regenerate run-down parts of the region (including the Coalfields Programme). The Northern Way aims to grow the economy of the North by £35 billion to bring it in line with the English average. It identifies two growth corridors, one from Liverpool to Hull and the other from Sheffield to Newcastle. Selby District lies at the point where these two corridors cross.

This national renaissance programme has built upon the pioneering work done through Yorkshire Forward’s Renaissance Towns and Cities Programme. This has concentrated on the physical transformation of towns in the belief that the region’s economy can only thrive if its towns are successful. The Selby towns are the latest to benefit from this programme. The Council’s **Community Strategy** complements the renaissance vision to improve the quality of life for those who live and work in the district. The Community Strategy sets out five themes all of which are relevant to urban renaissance:

- Targeting areas of greatest need;
- Building sustainable communities;

Urban Renaissance is relevant to all urban areas not just those in decline. It is about channelling new housing and commercial investment into existing towns in a way that improves the quality of life for all residents.

- Engaging the community;
- Bringing about a renaissance of the three towns;
- Improving the district’s image.

Urban Renaissance is therefore different to urban regeneration. It is relevant to all urban areas not just those in decline. It is about chan-

nelling new housing and commercial investment into existing towns in a way that improves the quality of life for all residents. One of the problems with many towns is that when people succeed they tend to move out so that the fruits of their success do not benefit the town. Urban Renaissance is about creating places that are attractive enough to attract them back and persuade others not to leave.

Where Urban Renaissance has been successful, as in city centres like Leeds and York and smaller towns like Thirsk and Richmond, it has created a virtuous circle in which increased local spending power supports a wider range of shops, attracts more employers and generates more local businesses. This improves the attraction and environment of the town attracting more people and spending and so forth.

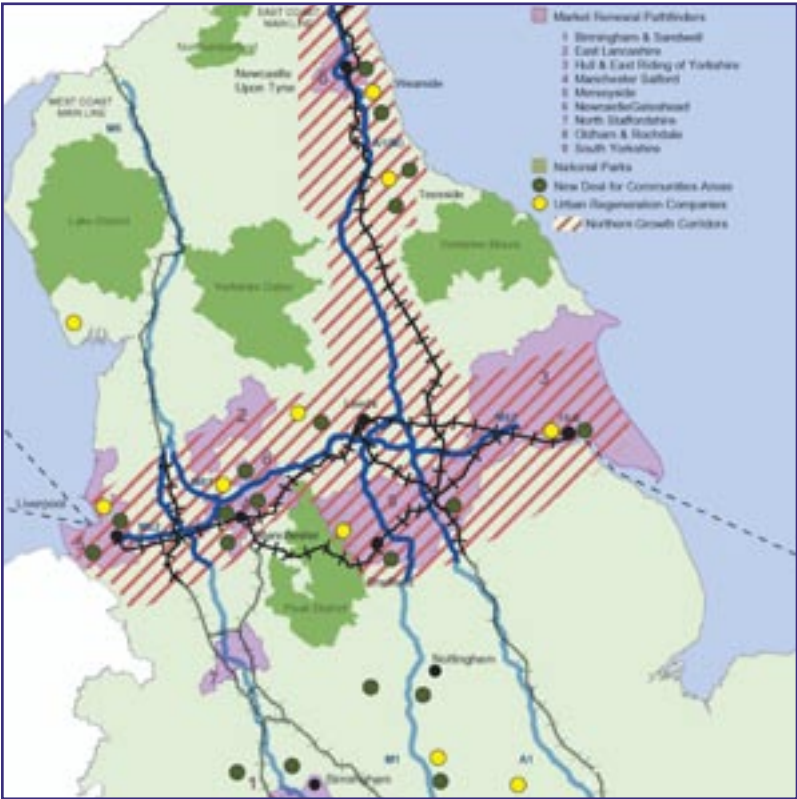
If this is to happen it is vital that there is a focus on the highest quality urban design, architecture, public realm and landscape. Done properly this will mean that the extra people and investment will make the town feel lively and bustling rather than overcrowded.

This Charter sets out a Renaissance Vision for the towns of Selby District. It envisages a future where the towns will bustle with life, economic activity and provide a high-quality of life for their residents, visitors and workers. This will include a range of high quality affordable housing, an excellent range of local shops & services and good quality public transport infrastructure. The renaissance of the towns will be apparent in the quality of their public spaces and buildings, signs of investment that has been attracted to the towns and also of the care and creativity that has been devoted to high quality design.



What is Urban Renaissance?

In which we describe the concept of Urban Renaissance and how it applies to the Selby District.



‘Renaissance leads with the environment, the built form and the quality of our centres: the impact of this work ripples out, building a sense of pride and belonging, an ability to attract investment and a confidence from both within and outside the region.’

Jemma Basham, Urban Renaissance Policy & Strategy, Yorkshire Forward



Part 2

Selby District past and present

History of the district

The people of Selby District

Pressures of growth

Backwater or crossroads?

The legacy of coal

A changing economy

An environment shaped by water

The past

In which we describe the history of the area and how the three towns developed.



The district of Selby has a rich and varied history. Each of the three towns has different historic roots; Tadcaster was an important Roman town, Sherburn could have been the Saxon capital of England while Selby after a muddy start was established two years after the Norman Conquest.

Tadcaster

The district's history starts with Tadcaster. It was established as a Roman fort known as Calcaria or 'place of Limestone'. Indeed Tadcaster limestone built the walls of York and the Minster. The fort protected the Great North Road as it crossed the River Wharfe in an area, regarded by the Romans, as boggy, unpleasant and inhabited by unfriendly locals.

The town prospered as an important coaching stop. It was in Tadcaster that the Pilgrim Fathers planned their voyage to America in the 15th century. It was also once held by the Duke of Clarence infamous for being drowned in a butt of Malmsey Wine in the Tower of London for high treason.

Tadcaster has been a centre for brewing since the 1300's. Its hard water that bubbles up through the town's Popple wells is ideal for the clear pale ales that became popular in the 19th

century when Sam Smith, a tanner from Leeds bought the old brewery for his son John. John Smith later built the magnificent brewery, which opened in 1883 bearing his name.

Other than brewing, the town was bypassed by the industrial revolution. The railway and its magnificent viaduct, built but not finished by George Hudson, became little more than a siding. However, Tadcaster did become known as a resort and summer days saw visitors flock to Tadcaster beach on the river.

Sherburn

After the Romans, Sherburn was ruled by King Mascuid the Lame and was one of the last kingdoms to resist the Saxons. However, in 617AD it fell to invading Northumbrians and the town became the capital of the Saxon Kingdom of Elmete and the seat of King Athlestan. He was the first king to unite the Saxon Kingdoms and thus was instrumental in the establishment of the English nation.

Once a potential capital of England, Sherburn's glory days ended in the 14th century when it was razed by invading Scots. It saw action the following century in the War of the Roses and was the scene of a

skirmish in the Civil War. However, for much of the time it has led a comfortable existence as a small market town. Recently it has seen the growth of employment on the industrial estate and it has also become a dormitory centre for Leeds. However, it still retains the feel and character of a village.

Selby

Selby was a muddy backwater until the 1060's when the Monk Benedict founded the Abbey. From Auxerre Abbey in France, a vision told him to build an Abbey in England. Initially believing this, mistakenly, to be in Salisbury, he continued northwards arriving in Selby closely followed by the invading army of William the Conqueror. William's son, who was to become Henry I, was born under the care of the monks in Selby, in recognition of which, William granted the Abbey its Charter in 1068.

The Abbey prospered until the dissolution of the monasteries in the 16th century. However, the town continued to prosper because of its position as the highest point on the Ouse navigable by sea-going vessels. Consequently it became an important transhipment point for goods brought

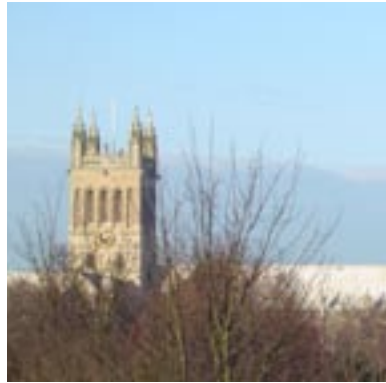
down river from York and was further enhanced by the opening of the canal connecting it to the River Aire and to goods from Leeds. In 1791 the toll bridge was opened - the only bridge on the Ouse between York and the sea heralding a boom in Selby's fortunes. The railway arrived in the early 1840's (the second passenger railway in the world) terminating in Selby. However, within a decade the railway had been extended to Hull and the new port at Goole increasingly took Selby's trade.

However, shipbuilding (mostly trawlers and coastal steamers) continued well into the 1990's. Transport still remains an important industry although now based on the motorways rather than the river. The coal mining industry started in the 1970's (the largest and most modern complex in the UK at the time) but closed within 30 years as a result of geological problems. Today, Selby is once more emerging as an attractive market town, dominated by its Abbey rebuilt after a fire in the early 20th century.



In which we describe the population of the district
- its distribution, age structure and prosperity.

The people



Selby District is home to 76,468 people making it, in population terms, a relatively small local authority. This is 1.6% of the population of Yorkshire and the Humber. Due to its large geographical area it has a low population density - one of the lowest 20% in England. However, the population is concentrated, with 51% of the people living in just 2.6% of its land area.

Selby town has a population of 13,000 although if Barby and Brayton wards were included this would rise to around 22,500. Even then this is small compared to nearby towns such as Castleford and Pontefract which have more than twice the population. This small population and with a sparsely populated hinterland impacts on Selby's ability to support a wide range of shops and facilities.

Sherburn and Tadcaster have a population of around 6,000 and feel a lot smaller. Their populations are less than half that of Selby and they support a fraction of the shops and facilities.

To understand Selby District it is important to understand its relationship with Leeds and York which are substantial draws for the western

and northern parts of the district. In Sherburn much of the pressure for housing comes from people commuting into Leeds. Tadcaster relates in a similar way to York although the low level of house building and the lack of a station limits its commuter role. There is, however, an inward flow of workers to the breweries, many of whom live in Leeds and York.

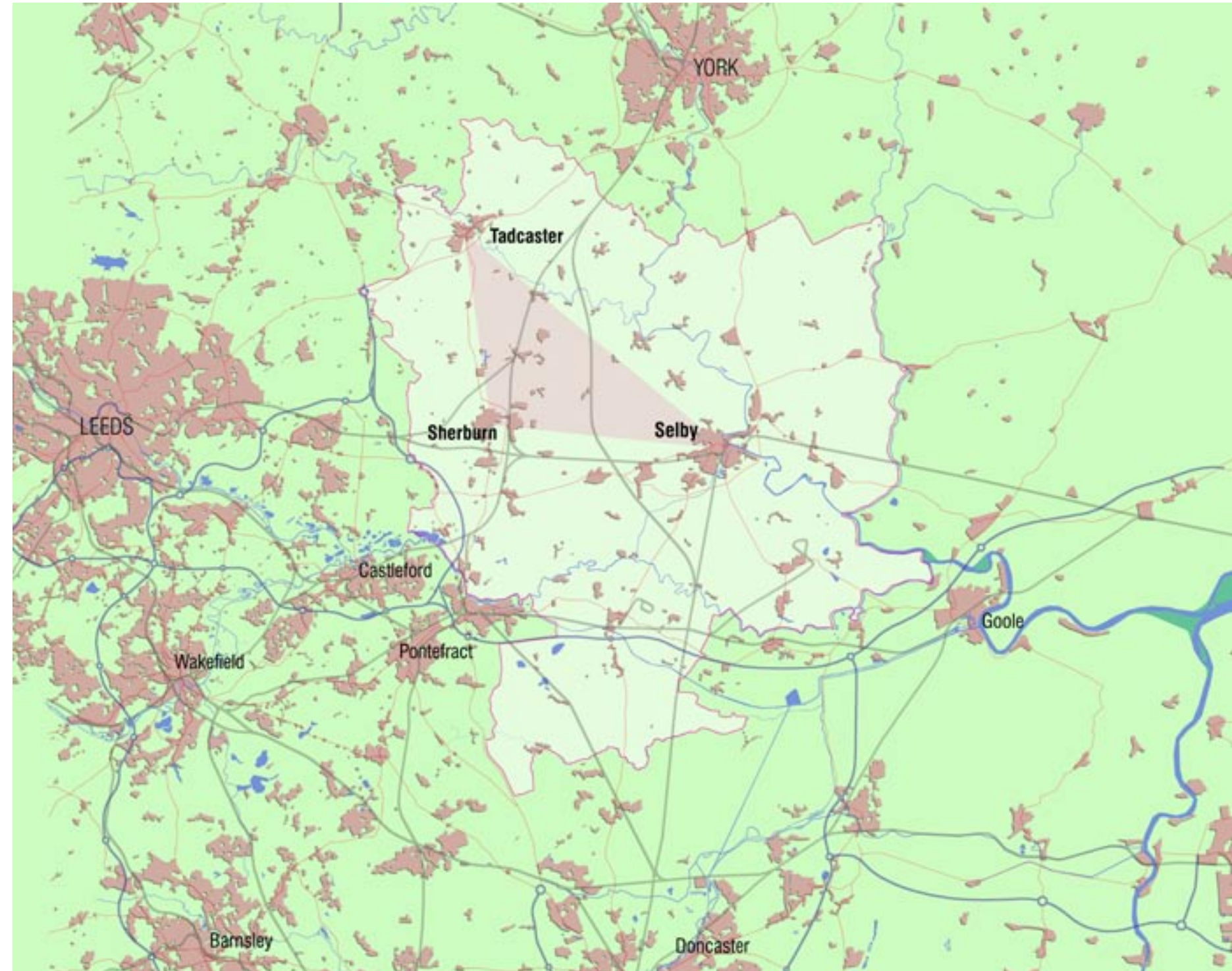
The town of Selby is within commuting distance of the cities but travel-to-work patterns show that it is not a major commuter centre. Indeed it attracts commuters and shoppers from the surrounding hinterland in preference to Leeds and York due to the ease of access even though it has poorer facilities. Its isolation has therefore protected it to an extent from competition.

The district has an ageing population - in half of the parishes 35% of households are pensioners. Tadcaster has an ageing population whereas Selby and Sherburn have a higher percentage of young people than the national average. The district is overwhelmingly white 99.3% in 2001 and a very high 81% describe themselves as Christians.

Social Exclusion

The district is relatively affluent. Average household incomes in 2003 were comparable with the English average but the third highest in the sub-region. The rate of employment at 83% is high and the population is well qualified - 10% have degrees.

However these figures mask internal variations. While some parts of the district have the highest incomes in the region, Selby Town has some concentrations of deprivation. In 2000 three of the town's wards were in the 20% most deprived nationally. By 2004 this had improved to only one part of one ward although the closure of the mine may check this improvement. In Selby Town only 5.7% of people have degrees and the overall level of qualifications is low. There is a need for greater skills if people are going to be able to compete for the new jobs that are created. Parts of the community will also need to be assisted if they are to participate in the renaissance programme.



Pressures for growth

In which we describe the population of the district and its impact on housing development and the future allocation of housing land.



Population growth
One common factor across the district is the growth of the population. The population has grown by just under 6% since 1998 and is projected to grow by a modest 4.5% as part of the Regional Spatial Strategy.

Housing
House prices in the district have risen by 50% since mid 2002 (twice the English average). An average house in the district is worth £152,000 which, despite these rises, is still just below the English average. However, prices are comparable to the East Riding, York City and Newark and Sherwood.

This masks significant internal variations with prices rising closer to York and Leeds. The highest prices in the wider area are in Tadcaster and Wetherby as well as in many of the villages.

Despite the high prices within Tadcaster, there has been relatively little house building because of a lack of available housing sites. Lack of supply and high levels of demand, together with the attractions of Tadcaster have served to push up prices to more than 50% above the

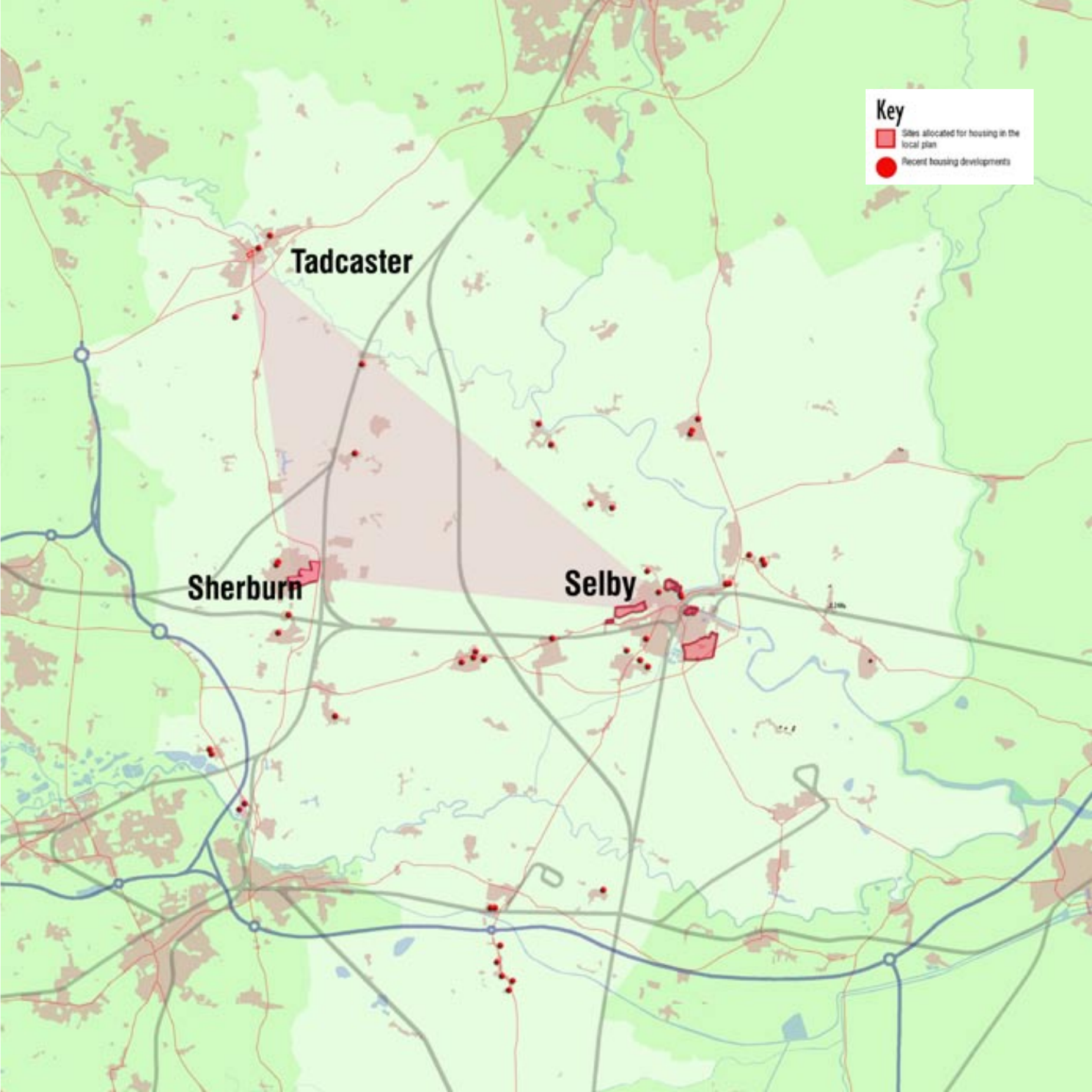
regional average. Sherburn by contrast has seen a great deal of house building and most of the available infill sites have now been developed. Consent has recently been granted for a scheme of 168 homes on the edge of the village.

The supply of housing land has been a source of tensions in the preparation of the revised local plan. The amount of infill development means that the council's urban capacity work has shown limited scope for brownfield development. The local plan therefore sought to allocate four large greenfield sites for housing, two on the edge of Selby, one in Tadcaster and one in Sherburn for up to 1,000 homes each. This has been subject to intense debate because of national policy against greenfield development and local opposition. As a result one of the Selby sites is being developed and part of the Sherburn allocation is subject to proposals for 165 new homes. The remainder of the allocations have been put into a second phase to be allocated only if the monitoring of housing growth

means that they are required. This issue will need to be readdressed as part of the Local Development Framework and has been a central issue for this Charter.

The housing stock is 78% owner occupied, more than 10% above the national average. There is concern about the lack of affordable housing in the district particularly given rising prices. Only 6% of housing in the district is flats and 17% terraced compared to 19% and 26% nationally. As a result there is a fear that young people are being driven away from the district as much by the lack of appropriate housing as by poor job prospects.

A recent development consisting of apartments on Selby waterfront has been in great demand. A further two schemes by other developers on the waterfront are now planned. This suggests a future market for this type of housing in Selby.



Connectivity

In which we look at the way that transport links have shaped the district and its prosperity.



The fortunes of the Selby towns have waxed and waned depending on their accessibility. Accessibility has been assessed by Alan Baxter & Associates and was the subject of a special workshop in January 2005.

Tadcaster and, to a lesser extent Sherburn exist because of their position on important routes whereas Selby was a backwater until the River Ouse became an important navigation route. Selby developed as an inland port with the construction of the toll bridge (initially the only one between York and the sea) acting as an important crossroad. The canal and railway expansion further improved its connectivity but since then it has declined in importance it has been increasingly bypassed giving once more a feel of being a backwater.



This is confirmed by a study of movement patterns within the district. There is significant movement out of the district to Leeds and York for employment and shopping. However, there is also a lot of local movement from the villages to each of the three towns. As might be expected, movement from Tadcaster is mainly to York, and Sherburn relates mainly to Leeds. Selby, because of its geographical isolation, has less movement out of the district and acts as a local focus for the surrounding villages.

Roads

The district has good connections to the road network with good east-west (M62, A63 and A64) and north-south (A1 and A19) routes. The three towns all have bypasses with the Selby by-



pass being the most recent. However, significant traffic remains in the town centres with HGV's continuing to cause problems in all three towns.

Public transport

Strategic public transport connections are good. Leeds, York and Doncaster have excellent rail links and three local airports are located close to the district. Public transport connections to Leeds and York are good (particularly from Selby) but public transport between the three towns and connectivity to the surrounding villages could be improved.

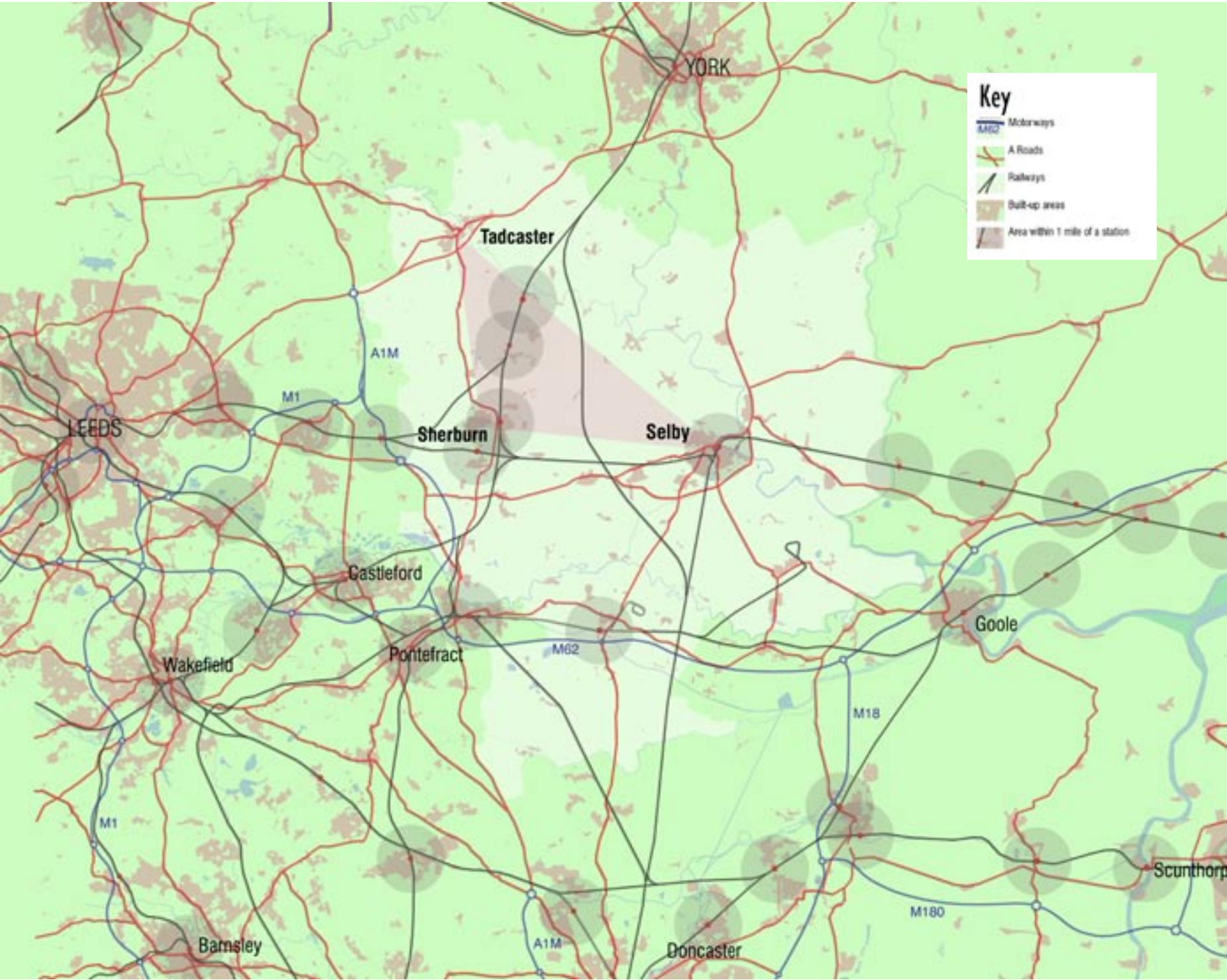
There are six stations within the district. Selby is the main railway station with six services a day to London run by GNER and Hull Trains. This is an extremely good service for a town

of its size (much better, for example, than Bradford). Sherburn is accessible to two stations with South Milford providing good services to Leeds. The stations are however located away from the town centre.

There is a poor integration between bus and rail services making journeys by two modes of public transport very difficult. Tadcaster has no rail station and has to rely on buses. Generally bus usage throughout the district is well below the national average. Connections to the larger cities are good but links between the towns could be improved.

Cycling

There are very few designated cycle routes in the district although the Trans-Pennine Trail does provide a good recreational route for pedestrians and cyclists. The links between the town centres and surrounding countryside are currently weak and the town centres lack good cycle parking facilities. This however is currently being addressed through the Local Plan and Traffic Management Strategy.



The legacy of coal

In which we describe the impact of the mine closure and the prospects for power generation suggesting that Selby could play a leading role in future sustainable energy production.

In recent decades the energy industry has shaped Selby District. The Selby mining complex stretched for some 110 square miles under the district. The southern part of the district is dominated by Gascoigne Wood and the three coal-fired power stations.

The end of coal

Selby is not a traditional mining area. The mines were sunk in the mid 1970's with significant investment to reduce their visual impact. The first coal was brought to the surface in 1983 at a time when mine closures were under way in traditional mining towns. As a result many miners transferred to the new Selby mine, which employed around 2,000 people and supported a further 2,000 jobs. The complex cost some £1.3 billion to build and at its height productivity was five times the UK coal industry average producing 12 million tonnes of coal in the record year of 1993-94.

The mine comprised 5 pitheads at North Selby, Stillingfleet, Wistow, Riccall and Whitemoor. These were connected underground by drifts and 15 km of conveyors to Gascoigne Wood where coal was bought to the surface and processed before transport by rail to the power stations.

However, during the 1990's the power industry shifted from coal to gas. With liberalisation of the energy market and environmental regulations to tackle acid rain there has been a trend towards the import of cheaper, low sulphur coal. This together with geological problems led to the early closure of the Selby complex in 2004.

The closure leaves a legacy of vast underground workings and pit heads along with the Gascoigne Wood site that is a major piece of infrastructure. The closure has also meant the loss of more than £100 million to the local economy. However, this affects a much wider area than Selby with many former miners living in surrounding districts. Positive actions taken by stakeholders in the area has meant that it has not been the body blow to the local economy experienced elsewhere in Yorkshire.

Power generation

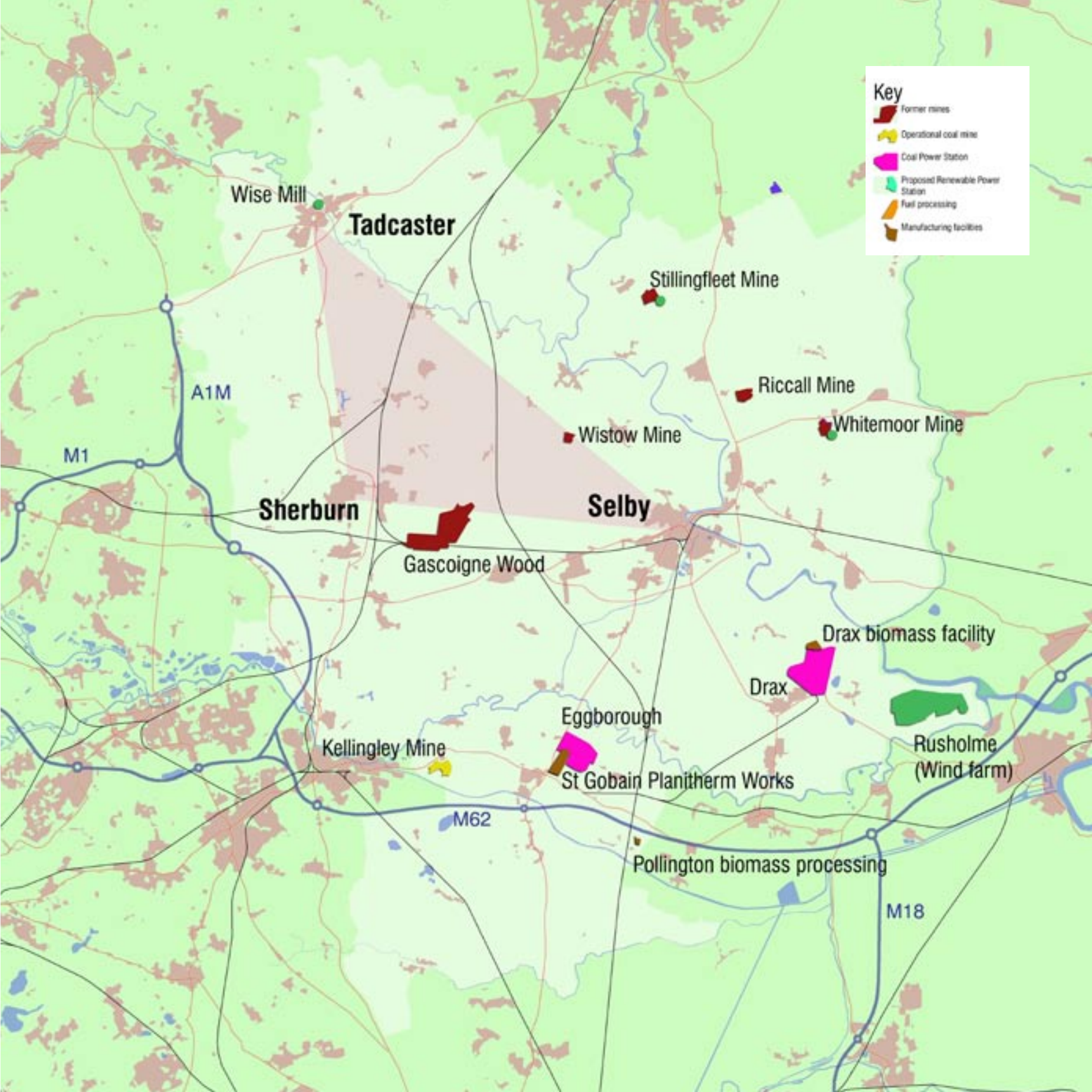
In the southern part of the district stand three power stations; Eggborough, Ferrybridge (just outside Selby District) and the huge Drax complex which, at 4GW, is the largest power station in the UK. Together these power stations account for 10% of the UK's generating capacity and em-

ploy 900 people. They were built as a result of centralised planning by the Coal Board and the Central Electricity Generating Board in the 1970's.

The operating environment changed radically with privatisation of the coal and power industries in the 1980's. The three power stations are now in different private ownerships, buying a substantial proportion of their coal on the world market. At the same time gas-fired power generation in the UK has risen from virtually nothing to 32% of generating capacity in less than a decade.

Closure of the Selby mine complex has taken away part of the reason for the power stations being in Selby. While the stations will continue to operate in the short and medium term, in the long-term the sites have valuable road, rail, water and electricity grid connections which could accommodate the next generation of 'clean' coal generating stations.

With climate change focusing attention on the need for clean technology and renewable fuels, Selby has the opportunity to build on local experience and play a leading role in sustainable energy production. This is the aim of the energy theme developed as part of this Charter.



In which we describe the economic base of the district, employment patterns and the way that these are changing.

A changing economy

There are around 3,000 businesses in Selby District and 24,000 jobs and unemployment is generally below the national average. While the district is generally rural, it has long been an important industrial and distribution location. Its agricultural base has made it a centre for food processing and animal feeds, which remains an important part of the local economy through companies such as Tate and Lyle, Westmill Foods and BOCM Pauls.

Distribution has also been an important sector, from the early days of the port to today's distribution companies such as the Potter Group, Eddie Stobart, Exel and G. W. Sissons. Other economic sectors include energy as described in the previous section and modern manufacturing such as Saint-Gobain Glass in Eggborough and a range of companies on the Sherburn Industrial Estate.

Tadcaster is a base for three breweries; Samuel Smith, John Smith and Coors. While productivity improvements have reduced the workforce in recent years they remain major employers and contributors to the local economy alongside companies such as Lamberts and the Commer Group. The town suffers from a skills shortage and companies import staff

from surrounding areas using mainly Leeds-based recruitment consultants. Because of the price of housing many local workers need to commute into Tadcaster while local residents commute out to jobs in Leeds and York.

Sherburn is dominated by the industrial estate to the east of the town. This continues to expand with a range of significant companies such as Linpac, Crown Paints and British Gypsum. Many of the miners made redundant in Selby mines have retrained for employment opportunities in the area. With links to the new A1(M) link the area is growing in importance as a distribution centre. Sherburn has also seen reverse commuting with workers travelling in from surrounding towns (including Selby, Castleford and Pontefract) and many local people commuting out to Leeds.



Sherburn Industrial Estate

Economic futures

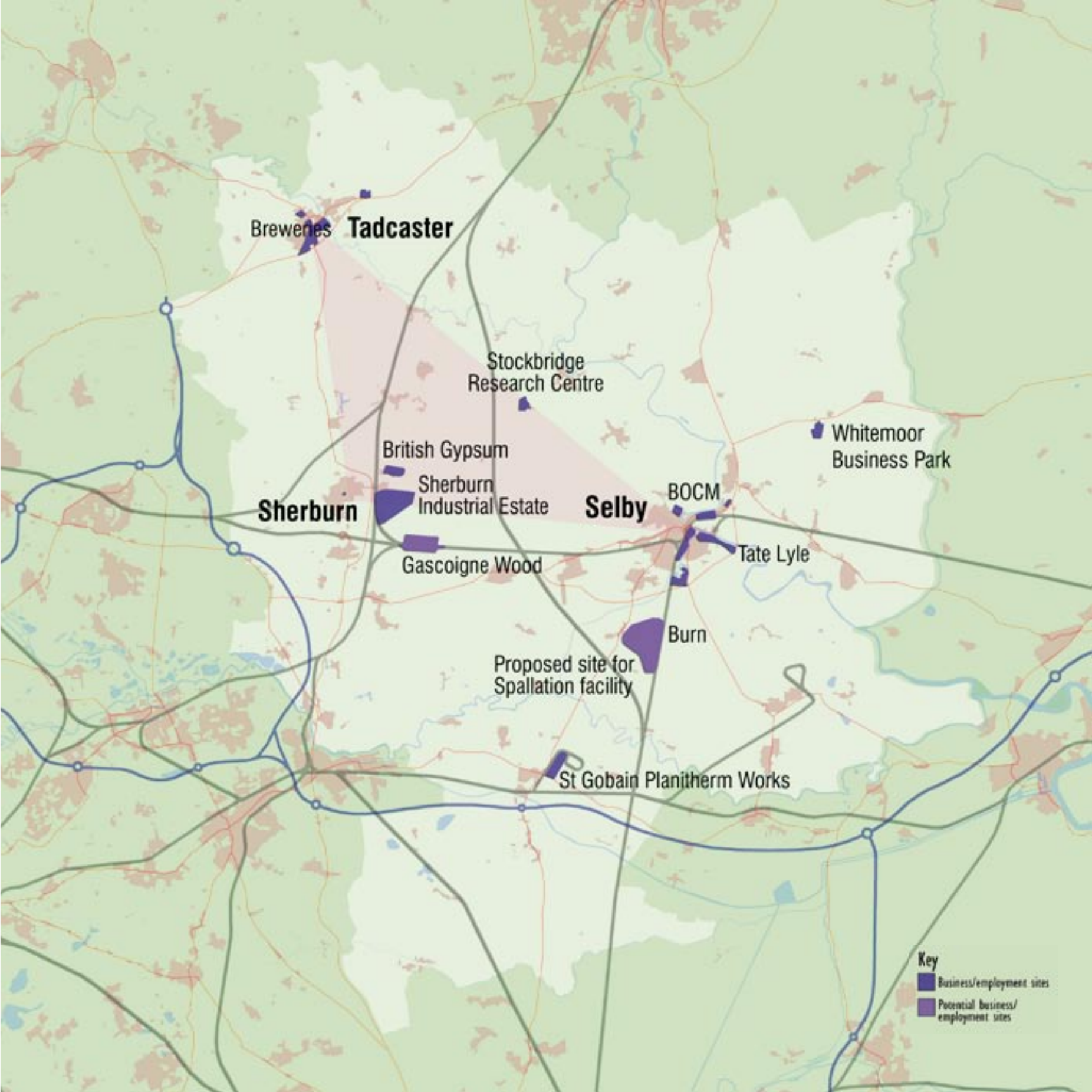
Distribution, manufacturing and energy will remain a central and expanding part of the Selby economy. It is this that has allowed the district to bounce back from the closure of the mines. There is a healthy demand for industrial space and a number of developers are seeking to develop new space on sites opened up by the Selby bypass.

However, rising house prices mean that low-paid workers are travelling in and high-paid workers travelling out to places of work. There is an opportunity to diversify and strengthen the economy by creating jobs locally that can be taken by higher paid workers.

There is a healthy rate of business start-ups in the district (40 per 10,000 people). However, there is a lack of office space and so little opportunity for these businesses to

locate and expand in the district. A recent study has looked at developing the land behind BOCM Pauls for a range of uses including high-quality offices. Burn Airfield has been put forward as a possible location for the European Spallation Source and is the subject of a planning application for science based uses.

The town centres of the three towns are also vital to the economy of the district. They are important employment locations that are suffering decline. They are also central to the appeal of the district for inward investors. The shopping offer needs to be consolidated and there is scope for diversification into leisure uses such as hotels and restaurants, quality/ niche retail and the service economy.



Land and water

In which we explore the topography of the district and the impact of water on its landscape and agricultural uses.

Selby lies on the Humberhead Levels on the meandering course of the River Ouse. The west of the district is defined by a limestone ridge. Both Sherburn and Tadcaster, are built on this ridge, indeed the Limestone gave Tadcaster its Roman name Calcaria.

Most of the rest of the district lies in an area that was once an estuary before being enclosed as the glacial Lake Humber. This gradually turned into bog land and swamps and in the Roman period was regarded as impenetrable. It has since gradually been drained to create some of the most productive agricultural land in Britain. Water has shaped the towns of the district, Tadcaster grew up to protect a fording point on the river and Selby is at the limit of navigation on the Ouse. However, both towns are also at risk from flooding.

Flooding

The flood plain that covers most of the district is crossed by the Ouse, the Wharfe, the Aire and the Derwent. The land is generally just 20 feet above sea and therefore prone to flooding. This is caused by both rain flowing down river and by tidal surges from the sea.

The plan opposite shows the land subject to the 100 year flood level,

which covers almost a quarter of the district. A large area of land around Selby would fall within this flood level were it not for flood defences. Selby experienced major floods in 1794, 1866, 1947 and most recently in 1982 and 2000. The central part of Tadcaster is also prone to flooding and last experienced major flooding in 1935 and 2000.

The Environment Agency has erected temporary flood defences in Selby town centre and is developing a comprehensive scheme for implementation in the next few years. A scheme is planned for Tadcaster but this is not scheduled for five years and could involve walls along the river which would cut off views of the water. In the longer term the Environment Agency is commissioning work looking at management of the whole watershed.

Agricultural heritage

The flooding has left a rich legacy of alluvial silts, which create extremely good quality agricultural land that has been farmed for centuries. This has created an agrarian-based settlement pattern with a large number of evenly distributed rural villages and hamlets supported by the larger market towns of Selby and Tadcaster. Many of these villages are conservation areas. There are also a number of ancient sites and monuments across the district including Brayton Barff and Cawood Castle.

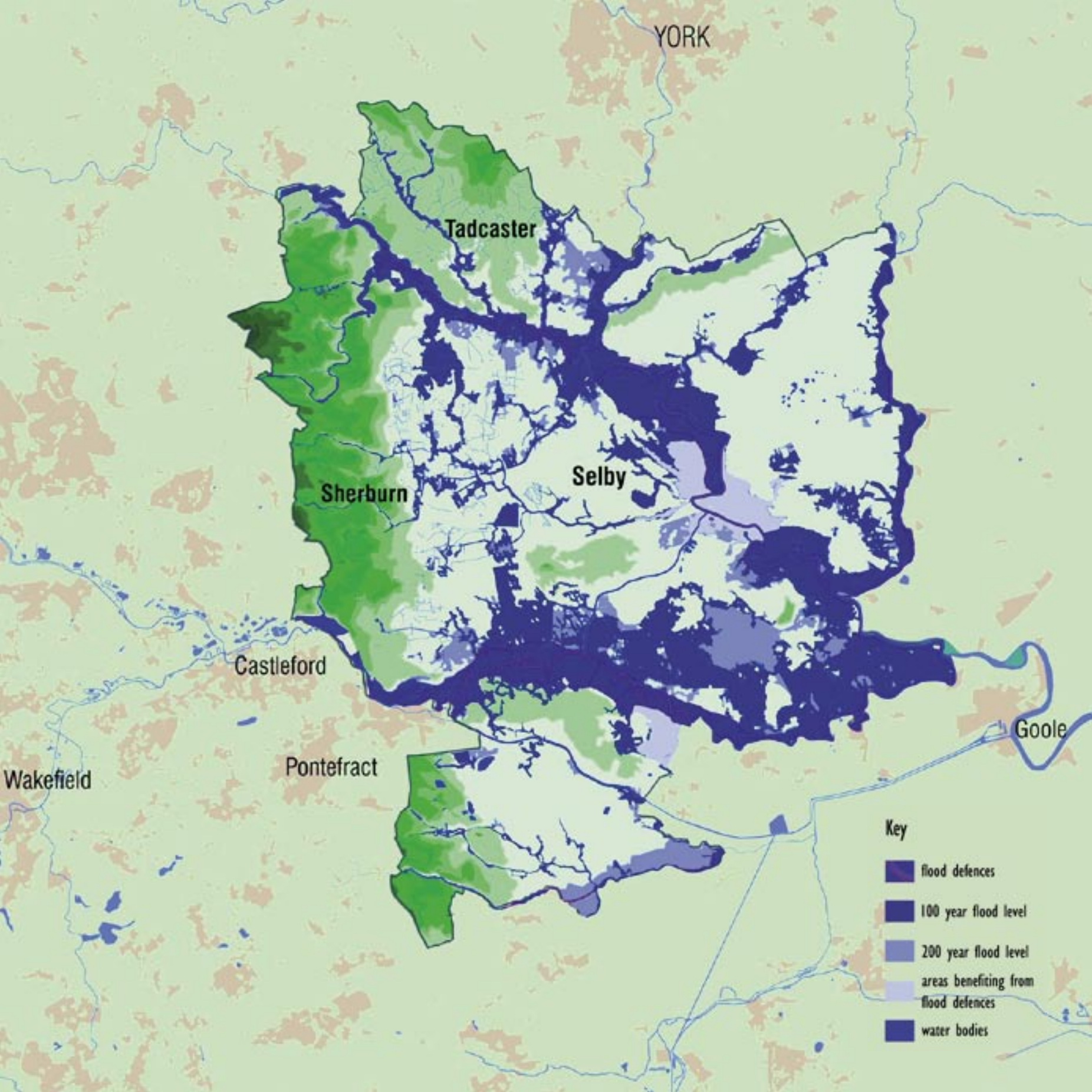
However, the agricultural value of the land means that it has been farmed intensively and much of it is flat and featureless. This has led to habitat impoverishment particularly of wet land habitats, loss of trees and hedgerows and the localised lowering of the water table through water abstraction. There

are, however, two remnants of ancient forest, Bishop's Wood just north of Hambleton and Skipwith Common.

The future

Selby District is at considerable risk from global warming. Predicted increases in sea levels by as much as 30cm by 2080 will increase flood risks and increase saline water conditions, which could have a significant impact on the future landscape character of the district.

On the other hand changes in farming practices as a result of the Single Farm Payment scheme may lead to diversification of agricultural practices, with more emphasis being placed on conservation issues and alternative uses of the land.





Part 3

The towns

Sherburn-in-Elmet

Tadcaster

Selby

Sherburn



Today little remains of Sherburn’s historic past. Extensive housing development in the 20th century has seen the original village surrounded by housing estates. Parts of the original village remain on the hill around St. John’s Church and at the junction of Low Street and Kirkgate. The latter is a classic village high street with long burgage plots. Between these two old parts of the village stands Eversley Park, the venue for an annual gala.

20th century development has taken two forms - large housing estates on fields around the village and infill development often on the back of the

original burgage plots. Today Sherburn has a population of 6,000 and struggles to retain a village character with the population of a town. The benefit of its size is that it has retained a level of shopping and facilities rarely found in a village. The disadvantage is that the town feels crowded, the roads congested and the community feels diluted by ‘incomers’ who work elsewhere and do not participate in village life. Of the three communities in Selby District, the people of Sherburn felt most negative about the way their village had changed. This has led to widespread resistance to further housing development.

Sherburn has development as an uncoordinated patchwork of poorly-linked estates. There has been a proposal to allocate land for a further 1,000 homes in the village and the question for the Town Team has been whether to resist further development or to accept it provided that it is planned in a way that can make the village feel more coherent.

The team has come to the conclusion that the latter is impossible. The housing land is peripheral and there are few points where it can be connected to the existing housing areas. Instead the Charter proposes that future growth be limited in Sherburn and the surrounding villages to small infill sites. Growth should instead be accommodated in a new eco-village as part of the development of the Gascoigne Wood site which is likely to be required beyond 2012. The small amount of infill development within Sherburn should reinforce the heart of the village as part of improvements to Low Street. This will include traffic calming, environmental improvements, on-street parking, a village square and the redevelopment of the Sherburn Club to create new facilities.

Vision

‘A large village with a strong community focused on a lively high street. This will be at the centre of a network of villages including a new eco-village on Gascoigne Wood.’

- Proposals**
- No further housing within the village other than small infill sites.
 - An Eco-village as part of the redevelopment of Gascoigne Wood to accommodate future housing growth beyond 2012.
 - Environmental improvements to Low Street to create a village high street and square with on-street parking.
 - The redevelopment of Sherburn Social club to create a new feature fronting onto the village square.
 - Improved links by cycle, foot and public transport to the industrial park.
 - Improvements to Eversley Park with an improved link to a new space on Low Street.

Sherburn Town Team

The Town Team has been meeting throughout 2005. Their main concerns are:

- Sherburn has been undermined by piecemeal development. The community feel overwhelmed by newcomers who do not participate in the life of the village.
- They feel that the town had been neglected by Selby Council, which has used it to accommodate new housing.
- Public transport is poor so people feel very car-dependent. The bypass is ineffective because it only runs north/south whereas much of the traffic runs east/west. There is concern that new development will increase congestion.
- Other than the park there is little attractive public space. Pavements are narrow and the streets are unattractive.
- There is a feeling that Sherburn lacks facilities. However, while facilities have been lost, the list of those that remain is impressive: 3 churches, shops, ambulance and police stations, library, community centre, park, 2 banks, 2 junior and 1 senior school, 5 pubs, 3 guesthouses, 2 restaurants, 1 deli / coffee house, 8 take aways, and football, rugby, cricket club, bowls and tennis clubs. The main gaps were youth and leisure facilities.



Tadcaster



Tadcaster, with a population of 6,000, is the same size as Sherburn. However, there the similarities end. Tadcaster has Roman roots and has been an important brewing centre since the 1300's. Its heyday was the eighteenth century and it retains a fine Georgian town centre dominated by the breweries that are still the town's main industry.

In many ways the issues facing Tadcaster are the opposite of those facing Sherburn. Tadcaster has seen relatively little new housing development since a major expansion in the 1950's. On the positive side this means that the town retains its traditional character and

form. However, the limited choice of housing in the centre means that there are problems in maintaining the range of shops and services the town wants.

The two towns may be the same size however Sherburn is a village that has grown into a town while Tadcaster is a town that has grown very little in recent years. In contrast to Sherburn – that should limit growth if it is to maintain its village character – Tadcaster needs to encourage growth of an appropriate scale on brownfield sites if it is to revive its town centre and maintain its role as an important town. The Town Team has, therefore, explored a strategy to preserve

and enhance the special character of Tadcaster whilst allowing for carefully planned housing development within the existing urban area in order to support and revitalise the economy.

Progress in the past has been hampered by disagreements between the District and County Councils and Samuel Smith Old Brewery, a major land owner. However the brewery is willing to invest and has drawn up a scheme for the central car park area and on land either side of the River Wharfe. As part of the development of this Charter, agreement is being sought from respective stakeholders to make town centre improvements. The next stage will be to implement the flood defences in a way that does not damage the character of the town. As trust between the different stakeholders grows it will be possible to address new housing needs. Any houses need to be both high quality and affordable and should be subject to specific design guidance agreed by all parties.

Vision
'A historic brewing town with an unspoilt character that is a good place to live and visit.'

- Proposals**
- Environmental improvements to the central car park area as part of an initiative to improve the pedestrian experience of the town centre.
 - The control of traffic through the town centre in accordance with an agreed traffic management strategy.
 - The implementation of flood defences in a way that does not damage the town's character.
 - The enhancement of the natural features of the valley as a sustainable recreational resource.
 - The sensitive development of a mix of affordable housing in the heart of the town focusing on the Mill Lane site and infill housing throughout the town centre.
 - The creation of design guidance to control the quality of new housing development.
 - The attraction of niche retailers to occupy empty shops and revive the market.

Tadcaster Town Team

The Tadcaster Town team has brought together representatives of Tadcaster, Samuel Smith Old Brewery, the Town Council and Civic Society. Their main concerns have been:

- The team are concerned about rising house prices and the lack of housing for young people and the elderly. There is also a concern about the poor quality of new housing and a desire to see no greenfield development.
- The town centre lags behind places like Wetherby – it has been standing still for twenty years, trade has declined and shops have closed. There is a call for a greater range of shops and a new location for the market.
- While the buildings of Tadcaster are beautiful, there is a need to improve the quality of the public realm.
- As part of this, the impact of traffic in the town centre needs to be reduced by excluding traffic from Kirk-gate and reducing its impact elsewhere. However, it is important to retain free car parking.
- There is some concern about flooding but even greater concern that the proposed flood defence scheme will damage the look of the river, which people consider to be one of the town's greatest assets.



Selby



Throughout its history Selby has oscillated from boomtown to backwater. It has a number of personalities - a historic abbey precinct, a rural market town, a port and shipbuilding centre and most recently a mining town. The outside world may still see it as a mining town but of all its personalities this fits it least well and will fade rapidly now that the mine has closed.

The question is what vision should Selby have for its future? This can be broken down; who will live in Selby, where will they work, shop and socialise and what will be the basis of the town's economy?

If current trends continue the likelihood is that employment in traditional industries will decline as firms contract or become more efficient. The town's population will continue to expand as more people commute to work elsewhere. The town centre will not collapse because it will be insulated to an extent by its isolation, but it is also unlikely to thrive. The current trend scenario is therefore not disastrous. However, it falls well short of Selby's potential which is what we must aim for in this Charter.

In developing this vision there is a great deal of potential to build on.

Pressure for housing development can be channelled into the heart of the town at higher densities whilst retaining its character, to reinforce the centre. The town can also make more of its waterside location by developing the former quays, exploiting the canal and creating a marina. This has the potential to encourage leisure uses but also to change the town's image and its appeal to visitors.

There is a need to expand existing employment in the town particularly by developing sites opened up by the bypass. There is also the potential to diversify the economy with a new science park to accommodate overspill from the York Science Park and town centre office space.

The glue, which holds this together, is a transformed environment. This is already being promoted through the Selby Town Design Guide. A refurbished park would act as a link from the station to the town along with improvements to Market Cross and Gowthorpe. Quality environmental works, interpretation and town centre management should raise Selby to the standards achieved in York so that it feels like part of the same offer.

Vision

'Selby will become a 21st century market town with a lively town centre surrounded by high quality urban housing and diverse thriving businesses.'

Proposals

- Environmental improvements to create a riverside park, waterfront housing and leisure uses.
- A new higher density housing quarter around the station.
- An environmental improvement scheme that stretches from the station, through the park and along Gowthorpe.
- A science park on the Olympia Park (Barlby) site linked by a new footbridge to the town centre.
- A new marina either off the canal or beyond the Holmes Lane site (linked to the proposed Water Park).
- A town centre manager and a visitor information centre as described in the hidden heritage section.

Selby Town Team

The Selby town team has been meeting throughout 2005 with more than 50 people involved. The main issues raised have been:

- Selby has a poor image, it looks run down and dirty and local people do not have high aspirations for the town.
- There is a need for environmental improvements, a clean up campaign, better signage/shopfronts and better management.
- The waterfront is a problem and the team have been very supportive of making better use of water through a marina, waterfront development etc...
- Traffic remains a problem despite the opening of the bypass. There was support for restricting heavy traffic through the town but concern that this should not make it more difficult to get to Selby by car.
- There was a general dissatisfaction with the range of shops and facilities in the town centre despite it comparing well with towns of a similar population.
- There should be more festivals and heritage days.
- Local business should have a greater voice in the town centre.





Part 4

A vision for renaissance

A vision for Selby District

Growing smart

Revitalising town centres

Uncovering hidden heritage

Diversifying the economy

Embracing energy futures

Managing water



In which we describe the six themes that have been developed into the Charter Vision

A vision for Selby

In the first part of the Charter we painted a picture of a district that lies in a hinterland between larger towns and cities. Inevitably Selby District is in the shadow of places like Leeds and York and many of the district's people look to these cities for employment and services.

The Northern Way is based on a renaissance of the region led by the growth of the cities. It is already the case that the success of Leeds and York is fuelling the population growth and prosperity of surrounding areas. This has given rise to what has been called a 'Golden Triangle' between Leeds, York and Harrogate.

Selby's future will, therefore, be based in part on the benefits flowing from the cities with the creation of a second Golden Triangle between Leeds, York and Selby. This would

bring increased prosperity and economic growth. However, it would also mean pressure for development, something which local people in parts of the district are concerned about. It is, therefore, important to plan and manage this growth so that development is not intrusive and reinforces the qualities and social infrastructures of the existing towns. This is why our first theme is **smart growth**.

This is not a strategy to turn the towns of Selby District into satellites of Leeds and York. The three towns have historic roots, strong identities and loyal local communities. Each town is very different but, as we set out in the previous section, each has enormous potential to build on its strengths to bring about its renaissance. Within this potential is the ability to develop social, cultural and

human capacities within the district. This is why our second and third themes relate to **strengthening town centres** and making much more of the **hidden heritage** and history of the district.

This strategy is based on economic growth as much as housing development. Supporting this economic growth requires people growth in terms of skills, knowledge and capacity for the entire local workforce to ensure the opportunity for all and long term sustainability. Selby has a strong industrial tradition and, as we have seen, manufacturing, energy and distribution remain important local employers. These sectors are strong and should be supported. However, like coal, these sectors may not be of a long-term sustainable nature and coupled with increasing productivity, may lead to

The Charter is based on 6 themes:

1. Growing smart
2. Revitalising town centres
3. Uncovering hidden heritage
4. Diversifying the economy
5. Embracing energy futures
6. Managing water

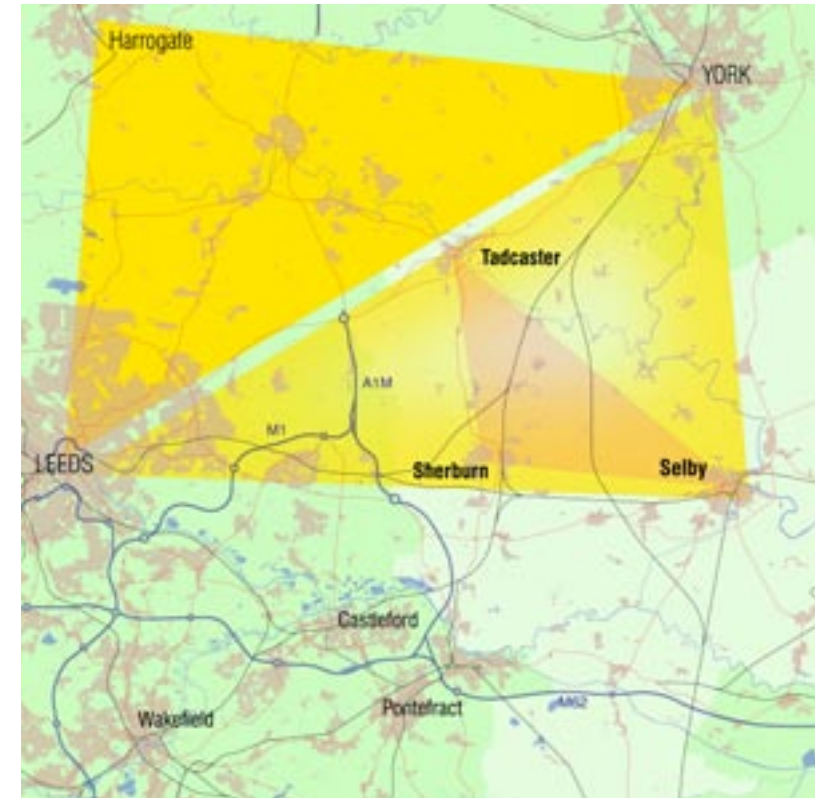


decreasing sources of employment. The strength of the Selby economy and the growth of companies in places like the Sherburn Industrial Estate have allowed the district to bounce back from the closure of the mines. It is important to ensure that the same would be true in the future if, for example, policy on global warming were to effect the power stations. This is why the next two themes relate to strengthening and **diversifying the economy** of the district and **embracing the future of energy** production.

Our final theme relates to the force that has shaped the district over the last thousand years - the rivers and their flood plains. Flooding will increase as a threat as global warming increases. Flood defences are necessary but will be expensive and could have a negative effect on the towns.

Now is therefore the time to explore more radical solutions as explored in our final theme **managing water**.

These six themes are not designed to transform Selby District in the short term. The district does not need such radical transformation unlike some of the towns hardest hit by mine closures. Rather the Charter looks to the medium and longer term over the next 25 years. If the district and its towns are to be successful over the next quarter century it needs to know where it wants to be and to have a plan in place to get there. This Charter aims to set out the long term vision for a district, which embraces and plans for economic growth in order to become more prosperous, attractive and productive.



Growing smart

In which we describe a ‘Smart Growth’ strategy that carefully plans housing growth to improve the quality of the environment and the economic and community life of the towns.

Unlike many places in the north, the Selby District towns do not have problems with falling population and weak house prices. On the contrary the pressures for growth have, in the past, been seen as one of the problems that the district needs to deal with. The idea of ‘Smart Growth’ suggests that if properly planned this is not a problem but a huge opportunity.

The towns have grown in a gradual and unstructured manner despite the efforts of the planning authority. Growth has taken place through low-density suburban housing estates around the edges of the towns. These new estates lack good connections to the rest of the town and tend to be car dependent. This is particular evident in Sherburn, which has led to great resistance from the local community

to further housing development.

The concept of Smart Growth suggests that if you plan growth carefully it will boost local economies, support public transport and strengthen local communities. This is already reflected in the Selby Local Plan and should be strengthened by the Charter. The elements are:

- Concentrating new housing within the existing urban area whilst strictly controlling new development on greenfield sites outside the urban area.
- Building to higher densities so that people are within walking distance of facilities and public transport.

- Investing in high quality urban design so that the new housing creates attractive, distinctive neighbourhoods.
- Developing a mix of uses so that shops, facilities and employment opportunities are provided alongside housing so that the area does not feel like a dormitory area.
- Creating a mix of housing to create a balanced community including affordable property for local people.
- Involving local communities in the development of masterplans to build consensus about where and how new housing should be built as part of a wider vision for the future of the town.

These issues affect the three towns in different ways. In Tadcaster and Selby the issue relates to unlocking sites within the towns. In Sherburn the issues are most sharply focused because most of these infill sites have already been developed and the question is whether Sherburn should expand onto surrounding fields. The Smart Growth recommendations for each of the towns are therefore:

Sherburn: To call a halt to further house building because it cannot be built in a way that reinforces the town. We are instead proposing that new housing beyond 2012 should be concentrated in a new eco-village with employment uses and recreational space as part of the development of Gascoigne Wood. This would initially be 1,000 units but would be planned to grow over 25 years to 3,000 homes.

Tadcaster: To promote sensitive infill housing of the highest quality through a design guide for the town. With this agreement to promote high quality affordable new housing on gap sites within the town to reinforce the economy of the town centre.

Selby: To create a new urban neighbourhood around the station with a second neighbourhood on the Holmes Lane site. Together with infill development and waterside apartments, and accommodation over retail development this should be sufficient to accommodate Selby’s future housing growth without negating the need for further greenfield land releases on the edge of town.

Key points...

- Seeing population growth as an advantage not a problem
- Concentrating new housing in the most sustainable locations
- Using sites more intensively
- Increasing local spending power
- Retaining and attracting talented people
- Waterside environments
- Ensuring the capacity of the social infrastructure (education and health) meets the needs of an expanded housing development programme



Revitalising town centres

The town centres of Selby, Tadcaster and Sherburn are crucial to the future of the district. They are major centres of employment, they provide a wide range of shopping, facilities and services and they are the focus for community pride and identity.

Yet all three town centres have problems of different kinds. Selby actually has a larger shopping centre than one might expect for a town of its size. This is because it draws trade from a wide rural catchment area and its isolation limits the loss of trade to larger centres. In Tadcaster the community wants to see a broader range of shops and facilities. This would be assisted by new housing to increase the catchment population of the shops. However, there are more deep-seated problems in that the offer has

declined to such an extent that the shops are not even capturing the existing potential spend. The starting point is, therefore, to transform the environment and the quality of the town centre experience. In Sherburn the quality of the centre depends on whether you consider it a town or a village. If it is the latter it has an excellent range of facilities, however, there is widespread local dissatisfaction with the centre, which is unattractive and lacks the character of a village high street.

While the strategy for each town needs to be different, in each case the aim must be to make the centre a focus for community life and not just a place to shop. There is a need to develop rounded town centres where people can live, work, shop and play. This will ensure that the centres

In which we describe proposals to revitalise the town centres in the district as a focus for employment, shopping and community pride.

are lively and insulate them against problems in any particular sector.

□ New retailing should be concentrated within reach of the existing centres.

□ A greater mix of uses should be encouraged in the centre including office and town centre housing.

□ There is a need for a specific plan for evening and leisure uses in Selby to prevent the dominance of the 'binge drinking' culture while promoting cafes, restaurants and leisure attractions, particularly on the waterfront.

□ Traffic schemes for each of the towns should be implemented to reduce through-traffic while maintaining easy car access and creating more pedestrian-friendly environments.

□ There is a need for a concerted and coordinated programme to spread the improvements that have been made to the

public realm throughout the town centres. Our proposals include improvements to the Park and Gowthorpe in Selby, to Low Street in Sherburn and to the car park and Kirkgate in Tadcaster.

□ This should be linked to a programme of interpretation and promotion to highlight the history and heritage of the towns.

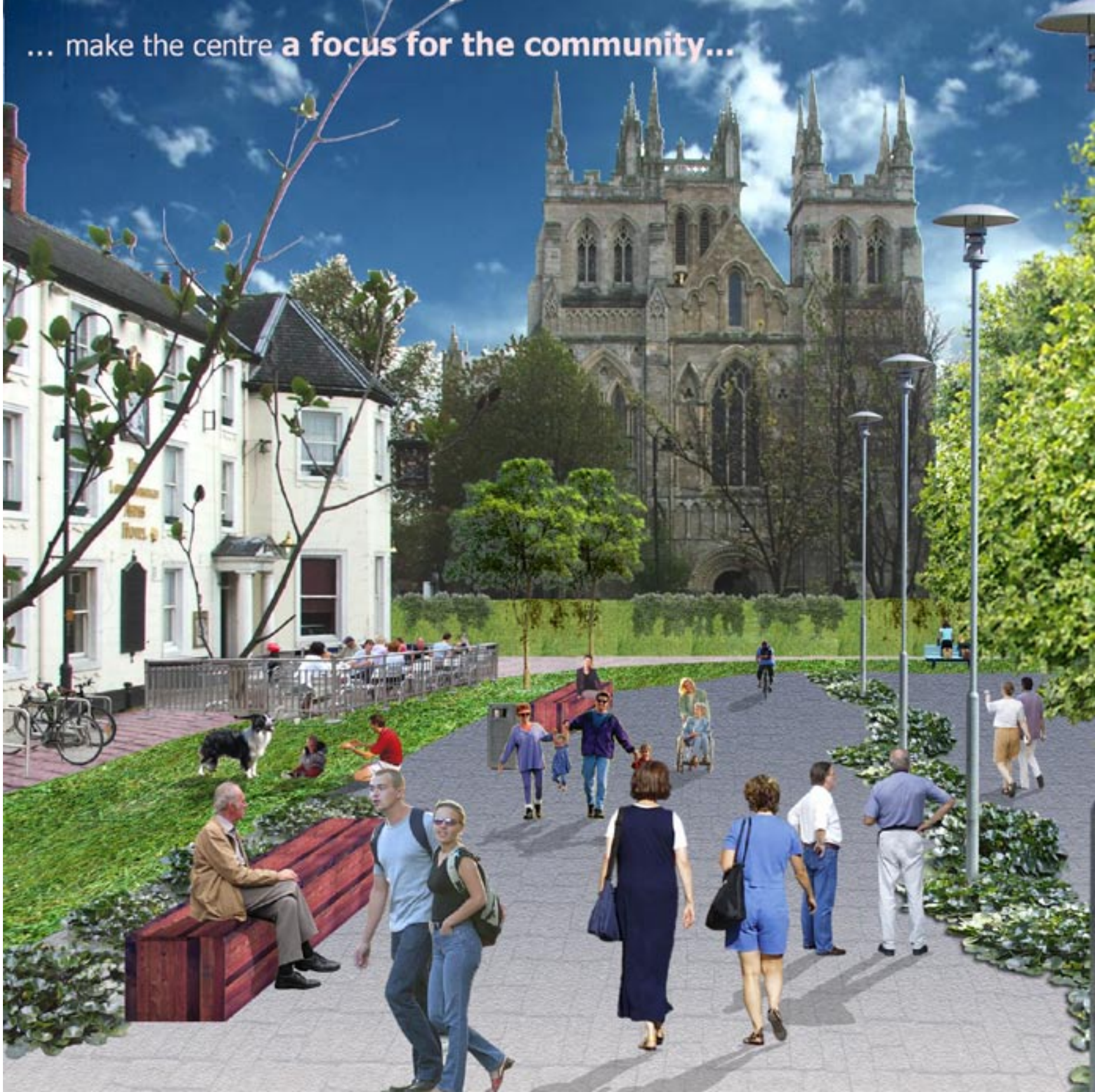
□ This in turn should be part of a programme of events, and festivals to animate the centres. This includes existing events such as the Galas in Tadcaster and Sherburn and the festivals in Selby. Key elements are also the markets in each of the towns.

□ A co-ordinated approach is required to promotion and management of the centres. To this end a town centre manager should be appointed covering all three towns, with a programme of interpretation, animation and promotion.

Key points...

- Concentrating new shops within easy reach of existing town centres
- Town centre housing and office development
- Town centre management and animation
- Public realm improvements
- Heritage, interpretation and promotion
- Creating places to relax, enjoy and visit
- Using town centre improvements to mobilise investment and change attitudes

... make the centre a focus for the community...



Uncovering hidden heritage

Selby's three towns have long and interesting histories. Selby boasts a fully preserved Norman Abbey as well as the unique remains of an Abbey Warehouse and medieval port. It has one of the earliest canals and one of the world's first railway stations. Tadcaster has the remains of a Roman fort and a wealth of archaeology, a fine Georgian centre as well as two historic breweries. In Sherburn the history is perhaps less evident but it includes the site of a Saxon Royal Palace.

In addition to this, there are ancient villages throughout the district, the castle at Cawood and a number of historic battlefields. More recent history includes important Second World War airfields and collections of planes as well as the modern infrastructure of the power stations.

Much of this history results from the district's position on the ap-

proaches to York. However, today the proximity to York means that Selby's heritage is overshadowed and marginalised. The three towns currently have a poor image and are not known or visited as historic places.

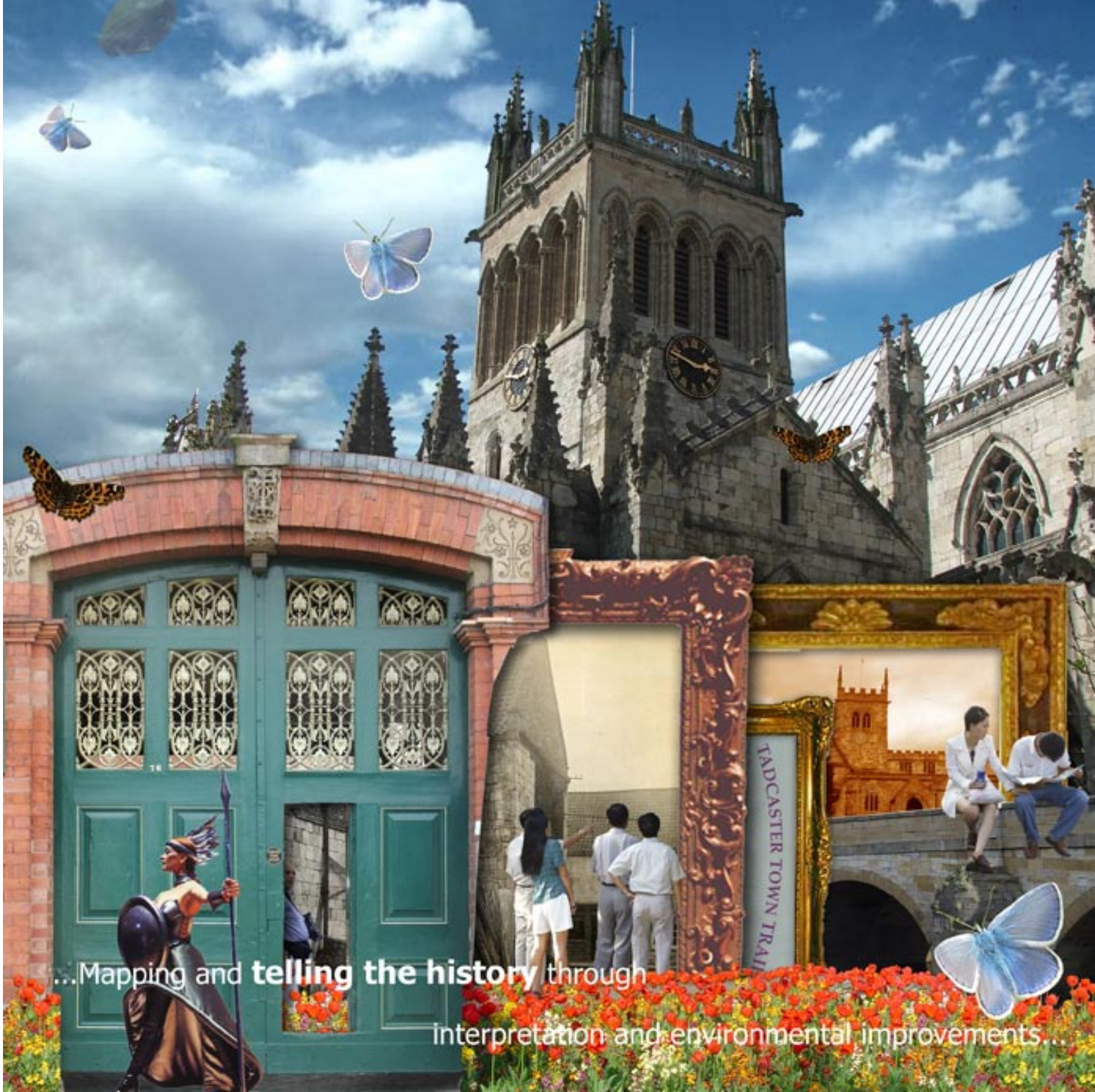
There is, therefore, the potential of regeneration through heritage, a proven approach that has worked in other towns. The aim of regeneration through heritage is to generate visitors to the town and thereby support local shops and increase spending. However, it has a wider impact because a focus on what makes a place special increases the sense of local identity and belonging so increasing local pride. It also has a beneficial effect in projecting a much more positive image for the town to the wider world. This has been achieved in places far less promising than Selby such as Wigan (through its pier that never really existed). The trick is to make best

use of the raw material that exist in the towns and to exploit this potential in the following ways:

- Map and interpret the history and heritage of the towns including the listed buildings and archaeology. There is a wealth of local knowledge and archives that can be pulled together to achieve this.
- The next step is to communicate this history in leaflets, interpretation boards, trails and themed events in all three towns.
- Restore and recreate the historic parts of the town. This does not mean historical pastiche but, for example the restoration of Abbot Staithes as part of any future plans for Micklegate. The same is possible as part of plans for the central car park and overall town centre revitalisation in Tadcaster.
- This should be facilitated through a building preservation or development trust to acquire and restore historic buildings.
- Creating a new tourist information and local history centre in Selby. This is currently rather hidden away in the library and should be moved to a prominent shop front where it should have as its centre piece a model of the Abbey and its precinct at its zenith. This could also look to the future as a base for the renaissance programme and the town centre manager.
- Promoting the Selby cultural attractions as part of the wider Yorkshire offer. This could include joint promotion, links to tour promoters, day trips and accommodation. The Selby Tourist Company is already very active in this area.
- Making a bid for Heritage Lottery funds, for example under their Townscape Initiative.

Key points...

- Mapping and telling the history of the towns through interpretation and environmental improvements
- Restoring historic buildings and sites
- Packaging and promoting the attractions
- Tourism promotion and development by creating links with York



In which we describe proposals for promoting existing business and diversifying the economy of the district.

Diversifying the economy

Selby District has long been a centre for traditional industries, from brewing in Tadcaster and distribution in Sherburn to the shipbuilding and animal feed production in Selby. It has also been a major centre for the energy industry. Some of these industries like the mines and ship yards, have gone forever. Others like animal feeds, are likely to contract while sectors such as alternative energy and distribution will expand.

The Charter recognises the importance of this existing activity and the first part of the strategy is to support existing firms. This includes the continued expansion of the Sherburn Industrial Estate and new development on Selby bypass sites. The distribution sector should be supported with use of rail heads at Olympia Park and Gascoigne Wood.

Training and skills

In order to support existing businesses there is a need for the ongoing develop-

ment of education and training to produce a flexible skilled workforce able to fill newly created jobs in the district. The work of Selby College is crucial in this respect. The Surewaters Project provides training on waterways skills (linking to the water theme).

Knowledge and innovation

Alongside support for existing industries there is a need to diversify into new growth areas so that the district is less vulnerable to problems in one sector or becomes just a commuter dormitory. The areas with the greatest potential for diversification are energy, bio-sciences and high-tech industries.

York has become a major centre for bio-sciences based on the expertise in the University. However, York Science Park is now full, creating an opportunity to develop a new science park in Selby District. In developing the Charter three locations have been explored: Olympia Park in Barlby, Gascoigne Wood and Burn Airfield. The latter is the proposed location for the European

Spallation Source which the Charter fully supports.

The Charter proposes to develop a science park in two parts - an expanded research and development facility at Olympia Park in Barlby grown out of the incubation units at York Science Park, and a manufacturing development facility at Gascoigne Wood linked to the proposed eco-village. The overall approach would be based on the model of a Technopole - a focus for growth industries - however because it would specialise in sustainable bio-industries we have called it a 'Biopole'. The Olympia Park facility would provide modern offices served by the station and with the potential to change the image of the town. The Gascoigne Wood facility would have the added benefit of the rail head and has the potential for links to the Sherburn Industrial Estate. This approach would link the university labs in York to the industrialists of Selby to develop and manufacture new products.

Industrial accommodation

Whilst both Selby and Sherburn are seen to have sufficient expansion space for manufacturing and distribution, Tadcaster struggles within its current development constraints as the town has very limited land available and most of this appears to be earmarked for residential purposes. Ideally, land would be freed adjacent to both the central and eastern junctions of the A64 to provide expansion space within the town to avoid relocations outside the area with resulting job losses.

Office and studio space

There is a need to ensure there is suitable space for start ups and sectors such as business services and the creative industries. This would allow the towns to benefit from the growing economies of Leeds and York, with the potential to attract entrepreneurs and spin-offs from major employers. The Selby by-pass sites are now considered by many companies to be a cheaper alternative to Leeds and York. With other areas of Yorkshire shortly to receive reduced European funding, Selby should be ready to promote itself as an alternative but needs schemes in place. Sherburn could be an ideal base for live-work accommodation as many people currently live in the village but commute to Leeds for work. This type of workspace could encourage business start-ups, with uses including offices and workshops, promoting home working and reducing road congestion.

Additional facilities

There is a need to increase the range of facilities on offer, particularly in Selby town centre. The lack of quality but affordable hotels, conference facilities, restaurants, a cinema and even cafes is currently a weakness and are essential if Selby is to attract regular visitors from both home and abroad. Whilst this is also true of Tadcaster and Sherburn, the lack of suitable development land means that these facilities are not as important as for Selby. There could be potential to incorporate facilities within the proposed Olympia Park science facility.

Key points...

- ☐ Supporting existing business, expand the Sherburn Industrial Estate and create new employment sites on Selby bypass
- ☐ Promote the distribution sector by developing the rail heads
- ☐ Promote the skills, knowledge and capacity of local people in order to allow them to participate in renaissance and to provide a skilled workforce for business
- ☐ A new 'biopole' comprising a science park on Olympia Park in Barlby and a manufacturing centre on Gascoigne Wood
- ☐ Support the Spallation Plant at Burn
- ☐ Promote town centre business and new office and studio space in Selby Town Centre
- ☐ Provide additional facilities to make Selby more attractive
- ☐ Free up expansion land in Tadcaster



In which we describe the way in which the energy industry could be transformed to secure Selby's position as one of the centres of the national energy grid.

Embracing energy futures

The future of the energy industry is crucial to Selby. This is partly because it will affect the future of the three power stations. However, it is also an opportunity for the district to innovate so that somewhere once associated mainly with the coal can become equally known for a pioneering approach to sustainable energy. The Charter has been developed with industry specialists and includes the following themes:

A future for coal power

With the decline of the mines, electricity market competition and increasing concerns about global warming the power stations have an uncertain future. There is a need to think creatively about their future and ways in which they could diversify:

- ❑ **By-products:** Making use of some of the available CO₂ and waste heat;
- ❑ **Biofuel co-firing:** Switching to renewable bioenergy sources (see eco-industries);
- ❑ **Hydrogen economy:** Making clean burning hydrogen from coal;

Reducing CO₂ emissions could create new opportunities. One possibility is making plastics from CO₂ working with polymer manufacturers. CO₂ could be used to produce algae.

Waste heat could be stored and distributed to heat local housing or other developments. Alongside these developments there is potential to improve the power stations' appearance to symbolise a new approach.

Developing eco-industries

Selby should promote 'eco-industrial' innovation for a resource efficient future. Specialisms could include:

- ❑ **Zero waste:** Reducing waste and energy use by using by-products and sharing infrastructure;
- ❑ **Carbohydrate economy:** Biomass as feed stock for bioplastics, composites and chemicals.

This could become a key theme of the proposed 'Biopole' encompassing Olympia Park and Gascoigne Wood, with each site making use of rail access. Research and development would translate into projects drawing upon the considerable regional expertise of Stockbridge Centre, Springdale, the Non-Food Crop Centre, York University and Hull University.

Community energy

There is significant potential to develop a range of projects across the district, supporting the rural economy and improving the environment. Key objectives would be to:

- ❑ Integrate biomass heat and

power into new developments and existing homes, businesses and mine sites;

- ❑ Develop the local supply chain for biomass fuel in conjunction with farmers, off the back of co-firing;
- ❑ Develop community owned wind turbines at Rusholme;
- ❑ Develop low energy homes and offices at the two 'Biopole' sites;
- ❑ Install small-scale renewables such as solar heat and power.

Local action on climate change

A campaign to raise awareness of the need for action on climate change. The community will design a promotional campaign to target all age groups, based on the experience of 'Planet York'. Key themes will be energy efficiency and renewable energy. This initiative will form the lead-in for the promotion of practical measures people can take, identified through 'green' home audits. This will develop the local market for low carbon products and services, such as solar installers.

Key points...

- ❑ Work with the power stations to address their environmental impact through co-firing and the use of waste heat and CO₂
- ❑ Research and development of sustainable technologies and eco-industries
- ❑ Sustainable new development through renewable energy such as community owned wind power, solar power and biomass heating
- ❑ Local education and awareness raising about the need for action on climate change
- ❑ Develop the local market for low carbon products and services including biomass heating, solar installations, insulation and low energy glazing



Managing water

In which we describe how the water, managed in a positive way, could be utilised to aid the rejuvenation of the district by offering the potential to introduce a distinctive landmark to the area as well as addressing sustainable flood management.

As described in the first part of the Charter, water is a defining influence on the district of Selby. In the recent past the community’s dynamic relationship with water has been perceived as a problem rather than an opportunity. The district lies at a key point in its evolution and the opportunity exists to tap into the resource potential of that water to aid future economic development, supported by changes in agricultural systems and the way in which water is managed within the countryside.

If managed positively a significant water resource might be established, which facilitates waterside development, leisure and recreation facilities, farm diversification and habitat creation, whilst also addressing the threats posed by climate change, such as rising sea levels and the increase in the number and severity of flood events. This wide-rang-

ing subject is being explored in more detail, as one of the SDF topic masterplans, with partners including the Environment Agency (EA), Defra, British Waterways and the North Yorkshire County Council. The EA and Defra have already undertaken extensive research into the sustainable management of water and the effects of agriculture on water runoff in the wider landscape. It is important to build on this, supporting and enhancing the watershed action plan, which will look at the scope for tree planting and management interventions to reduce the speed of run off in the upper reaches of the catchment area and to slow the flow or control the inundation of water in the lower reaches. In particular there is a need to identify and exploit the opportunities created by such changes in the management of the water resource within the district. The following

initiatives have been identified as having the potential to act as a major stimulus to the renaissance of the area and aid in the management of water within the wider district:

Yorkshire Water Park

This involves the creation of a major water feature north of Selby, achieved by expansion of the Wistow lngs to form an area of wetlands and lakes. It could become a permanent water resource for leisure and recreation facilities and lowland wetland habitats, whilst maintaining its role as a temporary flood management area. This water park could become an important wildlife reserve, comparable with Slimbridge, as well as a recreational resource for the district with potential for sailing and other water-sports. At its southern end it could be linked to Selby via a marina constructed as part of the Holmes Lane development area.

Harnessing tidal flows

There may be benefits to be gained from managing the tidal inundations on the River Ouse downstream of Selby. The tidal nature of the river means that it does not currently provide an attractive focus within Selby and provides a limited resource

for leisure craft. There is potential to build a barrage south of Selby town so that the up-stream river becomes non-tidal, aiding navigation and creating up to 50 miles of cruising waterways between York, Selby and the Aire-Calder Canal to the south, whilst also enhancing the setting for waterside development within Selby. Such a barrage could also improve the protection of Selby from future tidal inundations and may provide the potential to extract potable water and/or generate hydro-electricity.

Waterside development

There is huge potential to develop the waterfront in Selby. This is already happening and may receive a boost from the barraging of the river, which would prevent the outgoing tide exposing the mud banks and increase the potential for leisure craft on the river. However, even without the barrage there is scope for riverside housing in Selby and a marina either at Holmes Lane or off the canal. These waterside developments at Selby and Tadcaster should incorporate flood-defences that are visually less intrusive whilst maintaining an effective aquatic barrier to protect both new development and the existing settlement.

Key points...

☐

The creation of a regional water park as a leisure and wildlife attraction

☐

Investigate the scope of barraging the River Ouse to make it non-tidal

☐

Waterside development in Selby and Tadcaster and a new marina for leisure craft in Selby

☐

A watershed action plan to promote holistic measures which aim to manage water flow throughout the catchment area

☐

Bids for feasibility study funding, for example through INTERREG or the Living Landmark programme under the Big Lottery Fund



...The creation of a regional water park as
a leisure and wildlife attraction...



Part 5

Making things happen

Next Steps

In which we describe the next steps in the renaissance process and the action that the town teams are committing themselves to in signing this Charter.

Reports are of no use to anyone if they just sit on the shelves or (if they have good pictures) on coffee tables. This Charter sets out a strategy for the area over 20-25 years and if it works, people should be able to look back to 2005 as the year when it all started to happen, when the people of the district started working together with agencies and stakeholders with a real vision of what Selby's future should be and a clear picture of how to get there. However, this will not happen unless we plan for it.

The Strategic Development Framework

The Strategic Development Framework (SDF) is being developed in tandem with this Charter. The SDF will set out key projects to arise out of this Charter and includes 6 specific pieces of work:

- 1. **Selby town centre masterplan:** Including proposals for town centre housing around the station, a new marina and improvements to the park and the public realm of the town centre.
- 2. **Tadcaster town centre masterplan:** Including proposals for the town centre car park, environmental and traffic improvements, guidance for future housing development, and measures to diversify the economy.

- 3. **Sherburn town centre masterplan:** Including proposals for the improvement of the High Street with some infill housing and investigate the potential for a masterplan for a future Eco-Village, Biopole on Gascoigne Wood.
- 4. **The water strategy:** Including a suggested strategy for the control of flooding and specific proposals for a regional water park, marina and an investigation into some form of barrage on the Ouse.
- 5. **The business strategy:** Including proposals for a Science Park on Olympia Park and a Biopole on Gascoigne Wood. New business space and visitor facilities are proposed for Selby, live/work units for Sherburn and support for tourism in Tadcaster.

- 6. **The energy strategy:** to secure the future of the power stations, to exploit the potential of bio-crops through the Biopole and new housing, encourage energy efficiency, and develop the local market for low carbon products and services.

These plans and strategies include a series of proposals, from short-term actions or pilot projects that can take place almost at once to longer term or flagship proposals that will take 10-15 years to bring to fruition. Each of the plans includes a delivery path to guide action from the present to the future vision. In some cases this means immediate action, in other cases there is a need for further studies or preparatory work to be undertaken. In each case the SDF provides indicative costing for the next steps.

The Town Teams and Town Team Executive

The Town Teams for Tadcaster, Sherburn and Selby have come together during the course of the Charter's preparation and will continue in existence as a focus for implementation. Groups have also been formed for the Energy, Water and

Business themes. The Town Teams and Action Groups together with the Council and other stakeholders form a Town Team Executive, which is the main body responsible for coordinating implementation. A technical panel with officers from the district and county councils, and key external agencies, will help progress projects. The overall approach will create opportunities for the ongoing involvement of stakeholders in the district.

There are, however, many projects within the Charter and the SDF that require no funding. These relate largely to the proposals for new development where the sites are sufficiently attractive to the market to bring forward. In this case the Charter needs to be fed into the statutory planning process through the new Local Development Framework. This is the responsibility of Selby District Council as the planning authority.

Implementation strategy

Yorkshire Forward's Urban Renaissance programme has allocated significant investment to the Selby District commencing in April 2006, which will be managed by the Renaissance Towns & Cities team and a manager has been appointed.

Selby is the first Urban Renaissance town to benefit from the partnership skills programme. As part of this work a team



mentor will be appointed to work with the Town Teams as a catalyst and facilitator. The mentor will have an understanding of regeneration and renaissance and previous experience of delivering projects and working with key stakeholders. This should help in broadening the range of people involved, promoting Town Centre Management and the engagement of young people.

The partnership skills programme includes opportunities for development, facilitated training events, action learning and an on-line resource centre hosted by the Regional Centre of Excellence.

Yorkshire's Regional Centres of Excellence are piloting programmes

for effective networking and understanding of varying agendas. These include design awareness skills for elected members and tools to develop the behaviours and attitudes necessary for effective partnerships. These programmes are supported by traditional skills development such as masterclasses and seminars. Selby will actively participate in this wider programme.

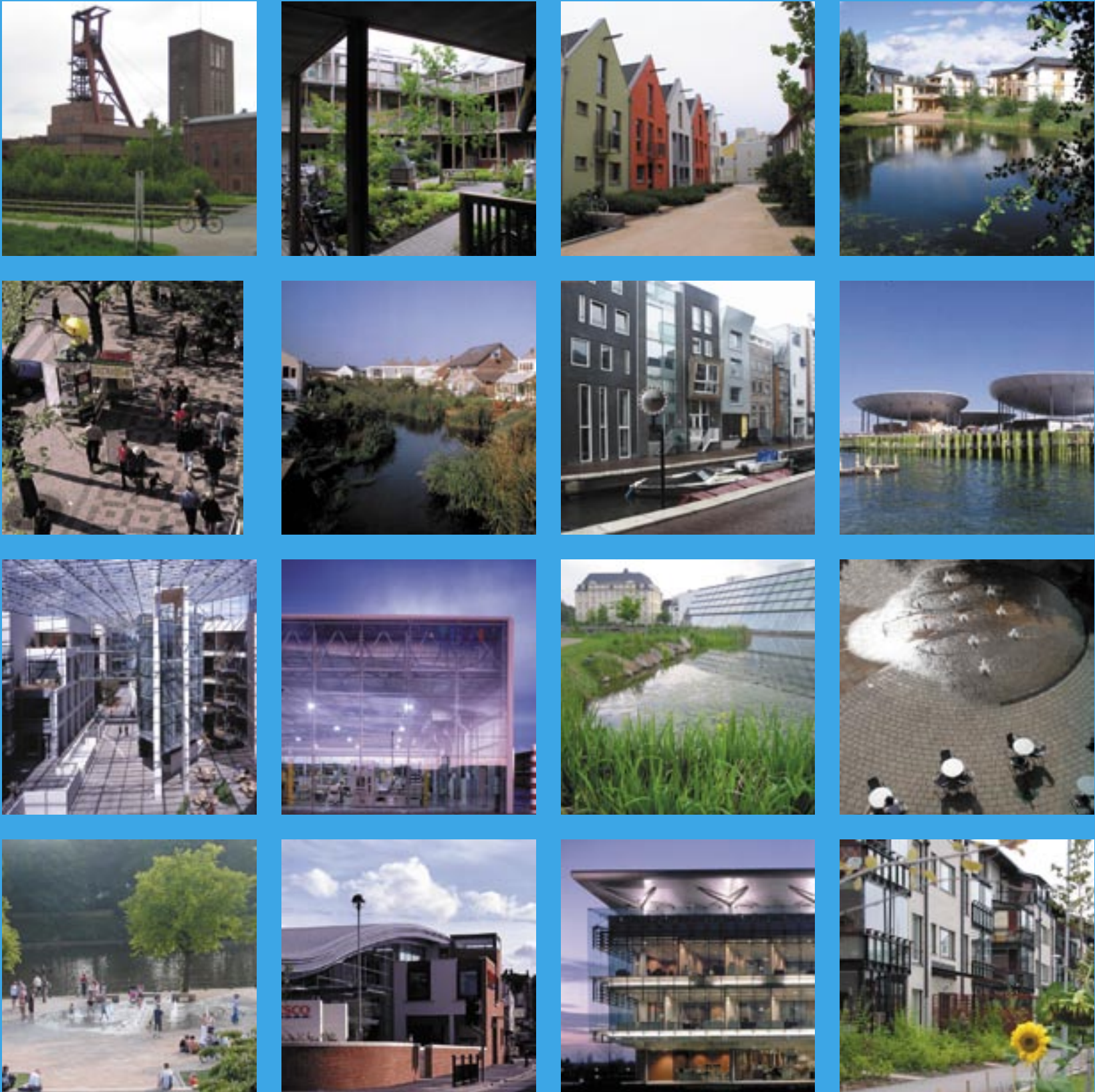
Building capacity

If the renaissance programme is to be successful it needs to be resourced in terms of staffing as well as capital projects. As the consultancy team withdraws there is a need to provide local capacity to support the town

teams, widen involvement and provide coordination for implementation. This will require a continuation of the Renaissance Officer Post. Selby District AVS have also suggested three renaissance champions, one for each of the towns, which would be a valuable way of widening the involvement of local people, especially young people in the process. In addition to this we have suggested that town centre management covers the three towns. These staff resources will need to be considered by the Town Teams Executive, along with the technical panel consisting of external agencies and including the Environment Agency, English Heritage and North Yorkshire County Council.

Conclusion

As the Renaissance Towns And Cities Programme is a new way of working, designed to enable communities to respond positively to opportunities, it can never hope to please everyone. However it taps a far wider range of expertise and resources than traditional planning. It involves collaboration across traditional boundaries, extensive community engagement and joint working with a range of agencies. Hence the adoption of this Charter, and subsequent implementation of the projects in the SDF should mark the turning of the tide in the Selby district in ways that will bring benefits for all.



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