



HIGH STREET HERITAGE ACTION ZONE

OUTLINE PROJECT TEMPLATES

Project Title:		Project G1: Town Centre Property Ownership Study
Description of Project and its Objectives	<p>Project: in order to deliver the Heritage Grant programme, it is imperative that the HSHAZ Partnership develops a clear picture of property ownership in the HSHAZ Area. The project will engage a consultant to use available evidence bases and registers to develop an extensive dataset of ownership information; they will also identify the entire extent of unused space in historic buildings within the HSHAZ area. The information gathered through the database will enable the HSHAZ team to reach out to landowners, particularly those for identified target sites, and encourage applications to the heritage grant scheme.</p> <p>Objective: to provide the foundations needed for the Heritage Grant Scheme to be successful.</p>	
Project Category	<p>Feasibility work (<i>development appraisal/planning/technical feasibility</i>) Heritage assessment or research (<i>Conservation Area appraisal/archaeology/listing</i>)</p>	
Estimated Outputs	<p>Database of ground and upper floor property ownerships in Gosport High Street and Stoke Road Effective communications and engagement with Landlords regarding the availability of the Heritage grants</p>	
Project Leader	Project Director	
Start Date	1/1/2020	
End Date	COMPLETED	
Project Title		Project G2: Conservation Area Development Guidelines
Description of Project and its Objectives	<p>Project: The Council last produced guidelines in 1996/97; new Conservation Area Guidelines will be developed to replace the current versions. These new guidelines will complement the proposed new GSHAZ Masterplan, and specifically outline conservation imperatives and priorities likely to affect key sites which may come forward for investment.</p> <p>Objective: To establish new conservation area guidance for the HSHAZ area. This will help ensure that both HSHAZ activity and future investments celebrate and safeguard the area's unique heritage.</p>	
Project Category	<p>Feasibility work (<i>development appraisal/planning/technical feasibility</i>) Heritage assessment or research (<i>Conservation Area appraisal/archaeology/ listing</i>) Other (<i>Strategy development</i>)</p>	
Estimated Outputs	Revised Conservation Guidelines for Gosport High Street and Stoke	

	Road conservation areas
Project Leader	Project Manager
Start Date	1/12/2020
End Date	1/7/2021
Project Title	Project G3: HSHAZ Masterplan
Description of Project and its Objectives	<p>Project: A new Masterplan will be developed for the HSHAZ area, based on the recent Waterfront and Town Centre SPD. This will establish key development sites and priorities, guide proposals for further investment and identify potential delivery Partners’.</p> <p>For example the council owns a number of carparks behind the High Street and a new car parking strategy is under development; the Masterplan will ensure any new development on these sites is in-line with the HSHAZ’s objectives.</p> <p>The HSHAZ Masterplan will connect to the larger Town Plan being developed simultaneous to scheme delivery.</p> <p>Objectives: Develop and publish a suite of strategic planning documents to guide activity and investment by 2021. This will ensure that adjacent initiatives are joined up in order to maximise investment potential.</p>
Project Category	Feasibility work (<i>development appraisal/ planning/ technical feasibility</i>) Other (<i>strategy development</i>)
Estimated Outputs	Completed ten year Masterplan for the HSHAZ area
Project Leader	Project Director
Start Date	1/4/2021
End Date	30/12/2021
Project Title	Project G4: Conservation Advice
Description of Project and its Objectives	<p>Project: This project will establish a small panel of conservation experts, engaged on contracts to provide advice and input to the council and landlords on the conservation and regeneration of historic properties. The panel will prepare short guidance reports, and advise on the feasibility and investment potential of specific units. This will be used to guide purposeful decision making for the Heritage Grant Scheme, as well as future development plans and strategies.</p> <p>Objective: to ensure the Heritage Grant Scheme is directed towards heritage assets most in need of development, and that the needs of these buildings are purposefully met through investment.</p>
Project Category	Feasibility work (<i>development appraisal/planning/technical feasibility</i>) Heritage assessment or research (<i>Conservation Area appraisal/archaeology/listing</i>) Other (<i>Strategy development, advice and guidance</i>)
Estimated Outputs	15 short reports for the Gosport HSHAZ Grant Assessment Panel

	10 Landlords advised upon the feasibility and investment potential of adaptation of upper floor space within HSHAZ area properties
Project Leader	Project Manager
Start Date	1/12/2020
End Date	30/3/2024
Project Title	Project G5: Heritage Grant Scheme
Description of Project and its Objectives	<p>Project: This project will provide funding grants for property owners to improve the visual appearance and usage of historic buildings. A Heritage Grant Scheme will be launched to incentivise owners to invest in the repair and renovation of historic shop-fronts, and/or to create new uses for internal lower and upper floor space.</p> <p>Information from the property ownership mapping and conservation guidance will be used to engage the owners of target properties to engage with the scheme. We will be seeking match investment from landlords in target properties.</p> <p>Criteria for funding will be developed using in-house experience, Historic England advice, advice from the panel of conservation experts, and best practice from elsewhere. We will also engage the community in establishing priorities for the scheme.</p> <p>Objective: the objective will be to bring up to 19,000 m2 of high street floor space back into mixed economic and community use by 2024. A number of further objectives and outcomes flow from this project, ranging from creating a mixed-use town centre, reducing vacancies, making Gosport's heritage more visible and improving Gosport's streetscape and physical environment.</p>
Project Category	Capital works (<i>repair/restoration of historic building</i>) Shop front/public realm improvement Community engagement (<i>workshops/events/research</i>)
Estimated Outputs	5 major 'Heritage Grant Scheme' investments supported 15 smaller 'Heritage Grant Scheme' investments supported £350,000 of private sector investment secured
Project Leader	Project Manager
Start Date	UNDERWAY
End Date	30/9/2023
Project Title	Project G6: Gosport Museum and Art Gallery (GMAG)
Description of Project and its Objectives	<p>Project: This project will deliver capital redevelopment of GMAG to open up currently vacant/ underused High Street-facing rooms for community use. A café at GMAG will provide employment opportunities; a shop will stock goods by local makers. GMAG will provide working space for resident creative companies, extending the work of the incubator.</p> <p>GMAG will be transformed into a vibrant community hub, blending heritage, arts, education and cultural provision to attract high street visitors and support regeneration. Community engagement will be</p>

	<p>used to engage people with Gosport's heritage and to develop interpretation for a new museum, as well as to guide capital plans for the site.</p> <p>Objective: to invest in capital works to restore and adapt a key heritage asset for community use. This will contribute to increased economic activity, footfall and dwell time on the high street, greater engagement with Gosport's heritage, and increased cultural engagement and participation.</p>
Project Category (Delete as appropriate)	Capital works (<i>repair/restoration of historic building</i>) Community engagement (<i>workshops/events/research</i>)
Estimated Outputs	GMAG's vacant high street rooms will be converted into a new museum, café and retail offer. New residency spaces for local creative companies will be created. A cultural hub will be established at the centre of the HSHAZ area.
Project Leader	Hampshire Cultural Trust
Start Date	UNDERWAY
End Date	31/07/2022
Project Title	Project G7: Royal Arms Hotel Canopy Regeneration
Description of Project and its Objectives	<p>Project: this project will deliver the restoration of the Royal Arms canopy and establish new uses for the vacant front spaces within the property. The stained glass and lead canopy is a unique structure in Gosport and once repaired will represent an exemplar for the whole of England. This is the focal capital project within the Stoke Road conservation area.</p> <p>The owner has committed to co-investing alongside the HSHAZ Partners'hip, and to bringing the remainder of the building back into full community use.</p> <p>Objective: to invest in capital works to restore and adapt a key heritage asset for community use. The project will improve the appearance of Stoke Road and create new opportunities for visiting the area, increasing footfall and dwell time as a result.</p>
Project Category	Capital works (<i>repair/restoration of historic building</i>) Shop front/public realm improvement
Estimated Outputs	Full restoration of the Royal Arms canopy Refurbishment and use for community purposes of the front section of the building
Project Leader	Project Manager
Start Date	UNDERWAY
End Date	30/9/2022
Project Title	Project G8: Development of Co-working Office Space
Description of Project and its Objectives	<p>Project: this project will explore the use of a vacant medium-sized retail unit or upper floor space to create a co-working space for individual entrepreneurs and small companies. In addition to providing premises and furniture, the space would include a number of meeting rooms.</p> <p>The model is new to Gosport, and it is intended to use a small</p>

	<p>amount of HSHAZ funding to test the demand for such a concept.</p> <p>Objective: is to launch a new programme of training and support services for local commerce, to increase independent business activity, business confidence and economic activity.</p>
Project Category (Delete as appropriate)	Capital works (<i>repair/restoration of historic building</i>) Feasibility work (<i>development appraisal/ planning/ technical feasibility</i>)
Estimated Outputs	Co-working Space established and operational 15 small businesses operational
Project Leader	Project Manager
Start Date	1/1/2021
End Date	30/12/2022
Project Title	
Project G9: Business Incubator	
Description of Project and its Objectives	<p>Project: this project will create a Business Incubator in Gosport town centre by using vacant smaller retail historic units and upper floor space to provide offices for start-up businesses and local entrepreneurs. In addition to providing premises, Gosport Borough Council will provide business support and mentoring to first-time business owners.</p> <p>The model is new to Gosport, and it is intended to use a small amount of HSHAZ funding to test the demand for such a concept.</p> <p>Objective: to launch a new programme of training and support services for local commerce, to increase independent business activity, business confidence and economic activity.</p>
Project Category	Capital works (<i>repair/restoration of historic building</i>) Feasibility work (<i>development appraisal/planning/technical feasibility</i>) Capacity Building – GBC match funding to be used only
Estimated Outputs	Business Incubator established and operational 10 small businesses supported and operational
Project Leader	Project Director
Start Date	1/12/2020
End Date	30/3/2024
Project Title	
Project G10: Town Centre Live/ Work Opportunities	
Description of Project and its Objectives	<p>Project: this project will support enterprise, increase economic activity and provide town-centre living opportunities we will scope the possibility of historic retail units becoming live/work opportunities. Lower floor being used by tenants for work/commercial purposes and upper floors will be used for residential purposes.</p> <p>The model is new to Gosport, and it is intended to use a small amount of HSHAZ funding to test the demand for such a concept.</p> <p>Objective: as part of the new programme of training and support services for local commerce, to test and establish the feasibility of live/work opportunities in the town centre. This will help increase</p>

	independent business activity, business confidence and economic activity as well as town centre living.
Project Category	Capital works (<i>repair/restoration of historic building</i>) Feasibility work (<i>development appraisal/planning/technical feasibility</i>)
Estimated Outputs	Feasibility delivered At least one test concept unit created and evaluated
Project Leader	Project Manager
Start Date	1/2/2021
End Date	30/10/2021
Project Title	Project G11: High Street Customer Services Training Hub
Description of Project and its Objectives	Project: this project will create a town centre hospitality and retail training facility, to be used to train and upskill town centre residents from the Borough's most deprived wards. Gosport Borough Council is in contact with external agencies to provide training and mentoring support, to assist some residents furthest away from the labour market, into employment or vocational training. Objective: the objective is to upskill local unemployed residents, to help them move into employment or training. This project will also provide a talent pipeline for new jobs created through the HSHAZ programme, and will contribute to increased employment and economic activity in the town centre in the long-term.
Project Category	Capital works (<i>repair/restoration of historic building</i>) Capacity Building – GBC match funding to be used only
Estimated Outputs	Training hub established and operational 20 Gosport residents supported and finding employment or vocational training
Project Leader	Project Director
Start Date	1/1/2021
End Date	30/3/2023
Project Title	Project G12: HSHAZ 'Engaging Gosport' Programme
Description of Project and its Objectives	Project: This project is the delivery of the community engagement plan, to be finalised during the next phase of programme design. The plan will determine how the HSHAZ will communicate with residents, the frequency of communication and communication channels, a mechanism for suggestions and input to be made to the HSHAZ Project Team and Board and regular events intended to broaden public understanding of heritage and regeneration. Objective: The objective is to create meaningful opportunities for community voice and participation, to inform development of the HSHAZ scheme. This will help increase community pride and wellbeing. The objective is also to increase engagement with Gosport's unique heritage.
Project Category (Delete as appropriate)	Community engagement (<i>workshops/events/research</i>) Capacity-building (<i>training/skills/education</i>)
Estimated Outputs	Community engagement programme
Project Leader	Project Manager

Start Date	UNDERWAY
End Date	30/3/2024
Project Title	Project G13: 'Volunteer' Gosport
Description of Project and its Objectives	<p>Project: this project will create and manage volunteer programme for people of all ages to be involved with delivery of various components of the HSHAZ programme. It will aim to bring people together from across the community, to increase engagement with heritage. It will also provide opportunities for people who are retired or out of work to stay engaged and active.</p> <p>Objective: the objective is to create new volunteering opportunities for Gosport residents and increase engagement with Gosport's unique heritage.</p>
Project Category	<p>Cultural Programme (<i>cultural events/ publications/marketing</i>)</p> <p>Community engagement (<i>workshops/events/research</i>)</p> <p>Capacity-building (<i>training/skills/education</i>)</p>
Estimated Outputs	<p>Establishment of a 'Volunteer' Gosport framework and infrastructure</p> <p>Skill and capacity building sessions, 'celebration' events</p> <p>Development of volunteer database and core volunteer group</p>
Project Leader	Project Manager
Start Date	1/3/2021
End Date	30/3/2023
Project Title	Project G14: High Street Market Development and Indoor Market Feasibility
Description of Project and its Objectives	<p>Project: this project will transform Gosport's twice-weekly High Street Market. We will increase and diversify the product-offering while providing opportunities for small traders to take their first steps towards becoming retailers, through provision of pop-up stalls. We will also scope the demand for a small scale permanent indoor market within one of the larger vacant units.</p> <p>A tender has been issued for the provision of external consultancy advice for this project, the outcomes of which should be available by the time the HSHAZ goes 'live' in April 2020.</p> <p>Objective: to revitalise Gosport's markets, contributing to increased footfall and economic activity in the historic town centre while providing opportunities for local makers and traders.</p>
Project Category	<p>Shop front/public realm improvement</p> <p>Feasibility work (<i>development appraisal/planning/technical feasibility</i>)</p>
Estimated Outputs	<p>10 new established traders operational in existing outdoor market</p> <p>Indoor Market feasibility study completed</p>
Project Leader	Project Director
Start Date	UNDERWAY
End Date	30/11/2021
Project Title	Project G15: 'Historic Alleyways' and Interpretation Programme

Description of Project and its Objectives	<p>Project: This project will interpret the streetscape of the HSHAZ, to provide a clear narrative for visitors to the town. It will create interest by amplifying the unusual; for example there will be a focus on telling the story of Gosport's historic alleyways.</p> <p>Objective: the objective is to increase the visibility and engagement with Gosport's unique heritage in the HSHAZ area.</p>
Project Category	Public realm improvement Feasibility work (<i>development appraisal/planning/technical feasibility</i>)
Estimated Outputs	Tours created Interpretative signage and boards installed
Project Leader	Project Manager
Start Date	1/1/2021
End Date	30/3/2023
Project Title	
Project G16: HSHAZ Place-making Programme	
Description of Project and its Objectives	<p>Project: this project will deliver a programme of sustained, long-term place-making activity, to encourage residents form new perceptions of Gosport and the HSHAZ area. The project will increase engagement and ownership of Gosport's unique story, developing a new image and brand for the town.</p> <p>The project will engage a place board of key community representatives, and a team of ambassadors will be provided with key messages and collateral to tell the Gosport story, identify appropriate marketing and general communication activities and work to a unified longer term place plan aligning the promotional activities of core partner organisations.</p> <p>Objective: the objective is launch and cultivate a distinctive, heritage-driven place-making programme for the town centre, to increase engagement with Gosport's unique heritage and increase community pride. The long-term objective is to transform the HSHAZ area as being perceived as the biggest challenge for Gosport to a source of community pride.</p>
Project Category	Community engagement (<i>workshops/events/research</i>)
Estimated Outputs	A new Gosport Place Board and Place Ambassadors Community-driven mechanism for Placemaking Clearer identity and 'brand' for Gosport
Project Leader	Project Director
Start Date	UNDERWAY
End Date	30/3/2024
Project Title	
Project G17: Gosport 'Pop-up' Museum	
Description of Project and its Objectives	<p>Project: This project will create a temporary pop-up museum in a vacant historic unit while Gosport Museum and Art Gallery is closed to the public. The project will also coincide with the potential interim closure of the Tourist Information Centre; the plan is to also include this within the unit. This project could include partnering with a national museums consortium, to also install a 'virtual</p>

	<p>museum' on the High Street, making national online collections available via VR technology.</p> <p>Objective: to increase visibility and engagement of Gosport's unique heritage.</p>
Project Category (Delete as appropriate)	<p>Capital works (<i>repair/restoration of historic building</i>)</p> <p>Community engagement (<i>workshops/events/research</i>)</p>
Estimated Outputs	Pop-up museum and potential pop-up tourist information centre
Project Leader	Hampshire Cultural Trust
Start Date	1/2/2021
End Date	30/6/2022
Project Title	HSHAZ Cultural Programme
Description of Project and its Objectives	<p>Project: The third strand of the HSHAZ scheme is the cultural programme, which will be developed locally as well as delivered nationally. The two programmes together will to celebrate the local identity of each high street and help each high street feel part of something bigger.</p> <p>The local programme will be designed and administered through a cultural consortium; a collective of arts, cultural and community organisations and groups with expertise in working with local communities.</p> <p>The cultural consortium will be led by Hampshire Cultural Trust, who will work alongside Gosport Discovery Centre (operated by Hampshire County Council), Bridgemary School, Gosport Heritage Open Days, Gosport U3A and Motiv8. Together, these organisations and groups have an established track record of developing and delivering arts and cultural activity in Gosport, and bring to the group heritage, cultural and community expertise.</p> <p>Gosport Borough Council will have oversight to ensure the programme happens and to contribute to evaluation of the overall programme.</p> <p>Objectives:</p> <ol style="list-style-type: none"> a) To revitalise high streets through cultural activities, bringing both a wider range of people and new activity to the heart of communities and raising aspirations; b) To encourage greater use of high streets and increase dwell time; c) To create greater pride, sense of community and wellbeing through cultural engagement; d) To help local organisations, communities and stakeholders to embed and e) sustain the benefits of the Programme in the future; and

	f) To support the work of the overall capital programme.
Project Category	Cultural Programme (<i>cultural events/ publications/marketing</i>) Community engagement (<i>workshops/events/research</i>)
Estimated Outputs	Local and national cultural programme Creative interim use of vacant units Public art Nationally commissioned high street activities
Project Leader	Hampshire Cultural Trust Cultural Consortium
Start Date	1/4/2021
End Date	31/12/2024
Project Title	Project G18: Gosport HSHAZ Project Officer
Description of Project and its Objectives	<p>Project: A Project Officer will be engaged to oversee delivery of the HSHAZ programme design, in line with agreed objectives and activities, and to agreed timescales. This post will be essential to successful management and governance of the programme, and will report on progress of delivery to Historic England and other key stakeholders. The post-holder will have experience in project management and community engagement. The post will be managed by the Project Director, and will sit within Gosport Borough Council's regeneration team.</p> <p>Objectives: Efficient and effective delivery of the HSHAZ programme.</p>
Project Category	Other (<i>project management and governance</i>)
Estimated Outputs	Successful delivery of all outputs detailed through the HSHAZ Programme Established governance and management structures to ensure successful delivery (See draft job description in Appendix AA for further detail)
Project Leader	Project Director
Start Date	RECRUITMENT UNDERWAY
End Date	30/3/2024
Project Title	Project G19: Monitoring & Evaluation Frameworks
Description of Project and its Objectives	<p>Project: effective monitoring and evaluation will be delivered throughout programme delivery, to track progress against agreed activities and timescales and from an identified project-start benchmark. Monitoring and evaluation will enable the project team to identify which project strands are and aren't successful, and to develop solutions to ensure successful delivery of the HSHAZ scheme. Monitoring and evaluation will be used to regularly report on progress to Historic England and other key stakeholders; a project-end report will provide an overall evaluation of the success of the scheme, and will be used as a resource to advocate for future investment from other sources beyond the funded period.</p>

	<p>Objectives: the objectives of delivering on-going monitoring and evaluation are to ensure purposeful and successful delivery against agreed targets and milestones; to respond to and identify solutions to challenges throughout the delivery process; to communicate progress of the project to Historic England and other key stakeholders; to produce interim reports and a project-end report to demonstrate the successes and challenges of delivering Gosport's HSHAZ.</p>
Project Category	Other (<i>project evaluation</i>)
Estimated Outputs	<p>11 quarterly reports on project progress Three annual reports for Historic England Final programme evaluation report</p>
Project Leader	Project Director
Start Date	1/4/2023
End Date	30/3/2024