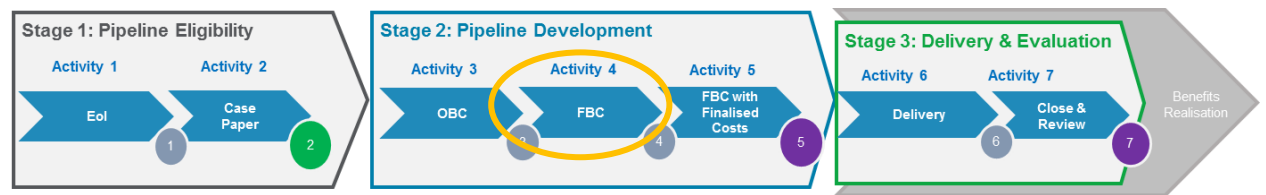


## Section A: Scheme summary

<b>Name of scheme:</b>	<b>George Hotel (Huddersfield)</b>
<b>PMO scheme code:</b>	GBF-WYCA-002
<b>Lead organisation:</b>	Kirklees Council
<b>Senior responsible officer:</b>	Rob Tranmer, Combined Authority
<b>Lead promoter contact:</b>	Rob Shipway, Kirklees Council
<b>Case officer:</b>	Heather Briggs
<b>Applicable funding stream(s) – Grant or Loan:</b>	Getting Building Fund
<b>Growth Fund Priority Area (if applicable):</b>	Priority 4- Infrastructure for Growth
<b>Approvals to date:</b>	Activity 2 – Programme Strategic Outline Case, September 2020
<b>Forecasted full approval date (decision point 5):</b>	31 <sup>st</sup> December 2021
<b>Forecasted completion date (decision point 6):</b>	31 <sup>st</sup> March 2024
<b>Total scheme cost (£):</b>	£3.260 million
<b>Combined Authority funding (£):</b>	£1.365 million
<b>Total other public sector investment (£):</b>	£1.895 million
<b>Total other private sector investment (£):</b>	n/a
<b>Is this a standalone project?</b>	This is phase one of a longer term development of the George Hotel. Funding for phase two will commence April 2022.
<b>Is this a programme?</b>	No
<b>Is this project part of an agreed programme?</b>	Yes- Getting Building Fund

## Current Assurance Process Activity:



## Scheme Description:

This Grade 2 listed building has been closed since 2013. The Hotel plays a prominent role in the delivery of the Huddersfield Blueprint, a 10 year masterplan to modernise Huddersfield town centre.

The George Hotel occupies a strategic location next to the railway station. It is a gateway to Huddersfield and will provide a welcome to the town. The Transpennine Upgrade places Huddersfield at the heart of train line improvements between Manchester and Leeds. The George Hotel's location and heritage offer an opportunity to redevelop the Hotel as a mixed-use facility including for offices and leisure.

Kirklees has secured a new National Museum for Rugby League to be located at the George Hotel, subject to redevelopment. The award recognises the role the George Hotel played in the creation of the sport as well as the Rugby Football League's enthusiasm for playing a role in the wider regeneration of the town. The project will support acquisition of the George Hotel and provide critical funding for essential remedial works internally and externally to ensure the building is safe and watertight, as well as preventing further costly damage to the fabric of the building. Funding is in place for the full redevelopment of the George Hotel through the Council's Capital programme and the Heritage Action Zone, with work commencing in Spring 2022 following completion of the Getting Building Fund project. It is expected that the works will be completed in Spring 2024 with the opening of the new National Rugby League Museum, bar and restaurants, and managed flexible workspace targeting digital, media and sports.

## Business Case Summary:

### Strategic Case

The George Hotel is an integral part of the Station Gateway Opportunity Area, one of six identified in the Huddersfield Blueprint 10 year masterplan for the redevelopment of Huddersfield Town Centre.

The Station Gateway comprises the Railway Station and surrounding St. George's Square, home to the George Hotel and an impressive array of other Grade 2 and Grade 2\* listed buildings.

Renovation of the George Hotel will create a more positive perception of the town and create incentive to invest in the town centre and will be redeveloped as a mixed use facility. Kirklees Council has secured the new National Rugby League Museum to be located on the lower floors of the hotel, highlighting a key moment in its long and illustrious history when it became the birthplace of Rugby League.

The project promotes a visitor economy, attracted to new leisure and tourism opportunities including a national sport museum. The growth of the digital media economy in Huddersfield will be promoted, with interactive curatorial collections attracting visitors and small / micro business to a new

	<p>hub at the heart of the town and at the midpoint of the Transpennine upgrade.</p>
<b>Commercial Case</b>	<p>The new National Rugby League Museum provides the George with a key anchor tenant at the ground and basement floors of the building along with some ancillary food and beverage space. This will add significantly to the cultural offer of the town and Yorkshire, bringing significant economic benefits in itself in addition to securing a new national museum within the region.</p> <p>Assessments of demand for the upper floors of the building have focused on the town's shortage of Grade A office space, and overnight accommodation in the town centre, particularly of four star + quality. The property market evidence indicates that the revenue per available room (RevPAR for overnight accommodation) and rental value per square metre / foot is too low to incentivise private sector investment in this area. The Council therefore has an opportunity to intervene and fund either a form of overnight accommodation or flexible workspace to set a precedent that may encourage future private sector investment in Huddersfield where the market is unable to do so.</p>
<b>Economic Case</b>	<p>The Strategic Economic Plan (SEP) provides an economic framework for growth. The scheme would make a real contribution to the SEP's priorities especially:</p> <ul style="list-style-type: none"> <li>• Priority 1, Growing Businesses; Priority 2, Skilled People and Better Jobs; Priority 3, Clean Energy and Environmental Resilience – the project involves restoring and bringing back into use a Grade II listed building; Priority 4: Infrastructure for Growth – the project will maximise Gross Value Added (GVA) benefits from redundant and vacant property in an urban location.</li> </ul> <p>The scheme will contribute to the wider 'Good Growth' objectives of higher productivity and output, quality places, environmental connections and income. This includes:</p> <ul style="list-style-type: none"> <li>• Business created / assisted.</li> <li>• Commercial floorspace.</li> <li>• Learning floorspace</li> <li>• New tourist visits and spend</li> </ul>
<b>Financial Case</b>	<p>Outline project costs for the George phase one are £3.260 million for the acquisition (now completed) and essential remedial works of the building. The Getting Building Fund project will focus on this stage with a total contribution of £1.365 million. Costs for remedial works are based on a Building Conditions Survey conducted by external consultants in May 2020. Funding for the acquisition of the building came from the Council's Capital Programme for Huddersfield Town Centre.</p> <p>Phase two will be funded by Kirklees Council's Capital Programme and from Kirklees' Heritage Action Zone. Both have been approved.</p>

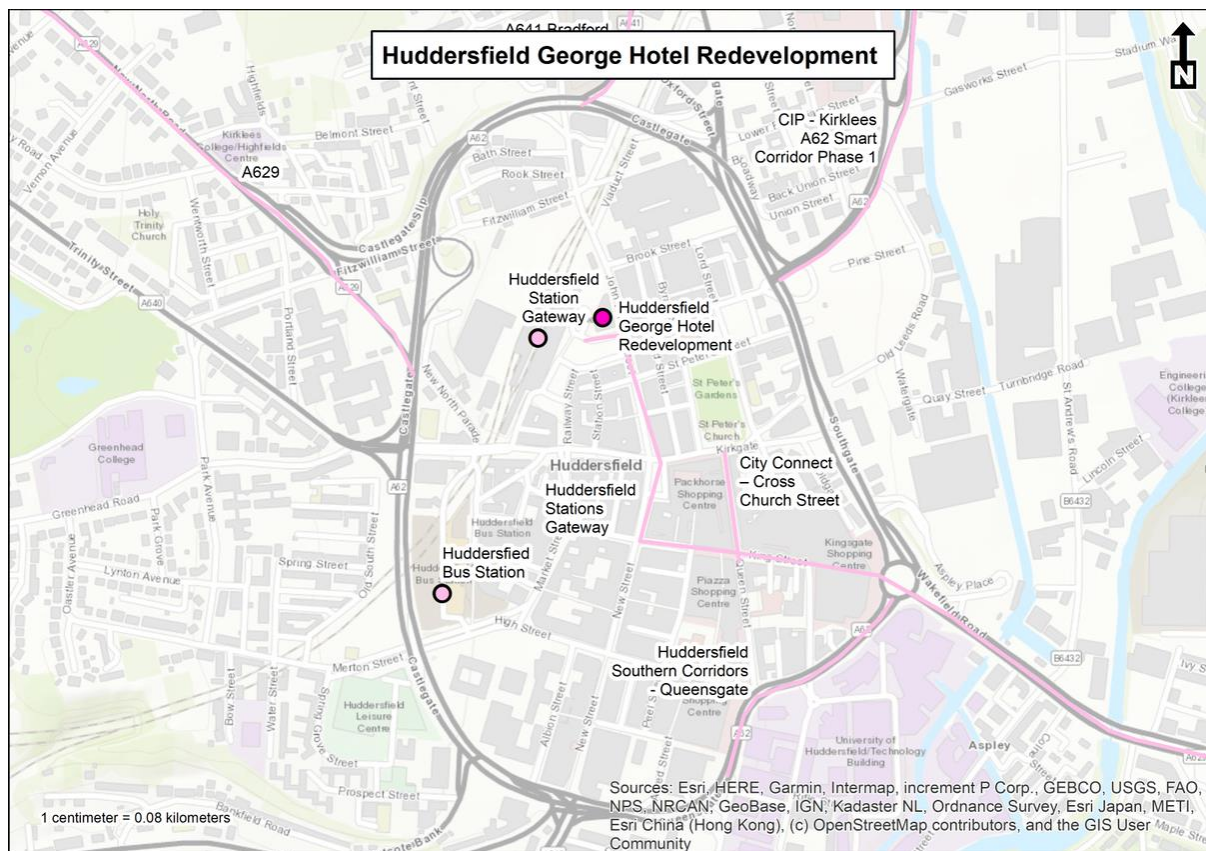
## Management Case

The management and delivery of the project conforms with the Local Authority's approach to effective programme management. The project will work with the Council's Conservation team and Capital Delivery team in addition to other relevant council functions.

The project reports to the Huddersfield Blueprint Board providing a coordinated management of all projects in George Square. Appropriate governance and risk structures and management tools are in place.

## Location Map

The following map shows the location of the George Hotel scheme:



Please note, depending on the level of scheme development, the location and scope of the schemes indicated here are indicative only.

For further information on Combined Authority schemes across the Leeds City Region please refer to: <https://www.westyorks-ca.gov.uk/growing-the-economy/leeds-city-regioninfrastructure-map/>