

**Minutes of the Goole Town Deal Board Meeting
held on Friday 16 April 2021, 2.00pm to 4.00pm**

Attending: Joe Richardson & Sons (JR Chair Joseph Richardson), ERYC Portfolio Holder for Economic Development & Inward Investment (VA Councillor Victoria Aitken), ERYC Goole North Ward (AH Councillor Anne Handley), Constituency MP (AP Andrew Percy), North Yorkshire Local Enterprise Partnership (DK David Kerfoot), Environment Agency (PS Paul Stockhill), Croda (MC Martin Chapman), Public Health (LF Laurie Fergusson), Goole Civic Society (MHC Margaret Hicks-Clarke), Goole Town Council (BR Brian Robertson), Associated British Ports (DM David Morris), MHCLG (PC Peter Campey), Siemens Mobility Ltd (FB Finbarr Dowling), Beal Homes (RB Richard Beal),

Present: ERYC Head of Economic Development (PB Paul Bell), Head of Bridlington Renaissance (NA Nigel Atkinson), Town Deal Programme Manager (HH Helen Hoult), Regeneration Projects Co-ordinator (CHM Charlotte Howe-McCartin), Local Growth Co-ordinator (Leigh Johnson), LDA Design (MG Mark Graham and SN Szymon Nogalski)

1. Welcome

The Chairman welcomed all to the meeting.

2. Apologies

Received from Phil Jones (Link Agency), Kishor Tailor and Theresa Chalmers (Hull and East Yorkshire LEP), Lisa Quinn (Nichols Group), Andy Barber (Hull and East Riding SMILE Foundation).

PB informed all Board members that Teresa Chalmers (TC) has been appointed Chief Operating Officer of Hull and East Yorkshire LEP. Kishor will be working closely with the LEP until September 2021 to close down key projects. TC will either attend Board meetings or nominate an appropriate representative from her team. The Chairman took the opportunity to thank KT for his excellent contribution to the Board and hoped he would continue in another capacity.

3. Declaration of Interests

No Declarations of Interest were asserted.

4. Minutes of the Board Meeting held on Friday 26 March 2021 and Matters Arising

Phil Jones emailed a correction regarding who asked a question about tax advantages for non-importing businesses at item 6 (PJ not BR) and a question about the location of the Customs site in Goole.

The Minutes were agreed as a true record of the meeting. Proposed by AH and seconded by MHC.

4.1 Reopening High Streets Safely Recovery Fund work and the eight week programme

LJ updated on the town centre covid recovery plan work. Two project planning meetings had taken place, an information review was in progress to collate existing data. Business surveys had been designed and agreed with stakeholder engagement taking place from 19 April to 10 May. A stakeholder workshop will take place in mid May prior to analysis of all research areas. The final report will be presented to ERYC on 31 May and subsequently the TD Board.

4.2 Project Engagement Groups update

HH informed all that work on engagement groups would pick up next month. A Towns Hub training session had taken place focusing on engagement. The approach taken by Goole was commended but caution advised on establishing engagement groups, acknowledging preparation work could take place but to be mindful that priority for business case work would be those projects government offers Heads of Terms for.

5. Accelerated Projects

HH previously circulated an update regarding completion of each of the accelerated funds projects. JR referenced the significant amount of work that had taken place to deliver each of the accelerated projects. AH informed all that groups using VPG are delighted with the improved facilities, in particular the added benefits the new lighting system has brought to the venue. HH talked through a photographic presentation indicating the additions and improvements created across each of the projects.

AP asked that the Wheels to Work (Kickstart) promotion includes reference to the Town Deal funding. MHC informed that she had visited the market hall to consider the internal modifications and found them to be impressive citing her amazement at the space created. HH referred to the report on specific scope of works that had taken place to the building. She referenced the modifications that had taken place at VPG and the possibility of phase two enhancements to the athletics track creating the only competition standard track in East Yorkshire pending Government's decision on TIP projects. New street furniture created additional leisure zones and spill out spaces in the town centre and had already been welcomed by residents using the pedestrian plaza and Paradise Place. Many positive comments had also been received via social media about improvements to South Park and West Park. Animation of Oakhill through a range of commissioned art pieces and signage to complement and enhance the visitor experience had been created including a bespoke totem in the car park entrance.

JR said how pleasing it was to know that residents had commented positively regarding development of the various accelerated projects on social media. He asked what the next phase of works would be for the market hall. HH stated that very early conversations were taking place in terms of how the building could temporarily aid Junction in the current climate to adapt to social distance measures prior to reopening. The business case process will be worked through to consider governance models, operational anchor tenants and the future role of the building in the town centre. The work on the covid recovery plan will also offer access to specialist information on market halls.

PC congratulated the delivery and progress made in the short time scale available for completion of accelerated projects. He suggested appropriate signage / publicity materials be used to ensure awareness that projects were delivered by Goole Town Deal. MHC suggested meeting in the market hall to take a photograph of the Board as part of a plan to communicate updates to the general public. AP concurred and added that each project is connected and ought to be publicised as it completes. LJ informed all that a number of press releases had been created and disseminated through the East Riding Communications Team. A press release surmising completion of all accelerated projects had been previously arranged.

FD suggested inviting David Burns (Burnsy) from Radio Humberside to Goole, to view progress on all accelerated projects and other work taking place in Goole over a morning show. PS agreed with FD idea. He referred to the excellent art works created on accelerated projects and the possibility of signposting others to the providers to continue a theme across each of the projects. He also referenced sharing updates for the Environment Agency to retweet. JR asked if East Riding Comms Team had links into communications / media departments of companies on the Board. PB informed all that East Riding of Yorkshire Council have joint discussions with public sector partners such as the Environment Agency and not directly with private sector members, but that can be pursued. Close links are already established between the Town Deal and both the Beal Homes and Siemens media team.

6. Goole Masterplan draft stakeholder consultation – this section details the presentation and comments

The chair welcomed Mark Graham (MG) and Szymon Nogalski (SN) of LDA Design to the meeting, explaining that the Masterplan is focused on Goole town centre and acts as a visioning framework for place making, development and investment that maximises opportunities for the town centre and capitalises on existing

assets. ERYC engaged ARUP to support the Town Investment Plan work including a refresh of the 2010 Masterplan to establish an updated strategic vision and goals. Arup engaged LDA Design for this aspect and, following submission of the TIP in January, LDA Design have continued to work on the wider Masterplan refresh.

The document builds upon the Goole Renaissance Haven of Opportunity Plan published in 2010, and is the overarching strategic visioning document for Goole town centre. It can also be used to develop supplementary planning guidance in the local plan and protect buildings and assets to deliver future interventions. New investments, transformations in leisure and lifestyle have influenced the way the town centre performs and how the place delivers for people

MG, LDA Design Director, explained how LDA worked alongside ARUP to support TIP work, frame the vision, level and scale of opportunity and use the Masterplan process to drive forward and structure future work. The Masterplan will describe a common vision, define the goals to achieve, align programmes, initiatives and projects and form the basis of more detailed documents such as development briefs and supplementary planning documents. It also communicates the ambition to the community, investors and Government.

The proposed Masterplan includes a comprehensive Vision Statement; MG highlighted key areas

- The town centre is at the heart of Goole's future
- Social and economic hub
- A liveable place to grow and embrace a vibrant town centre
- Local Pride, reinforcing the passion people have for the town
- Delivering a place to meet, learn, play and create
- Celebrating the town's unique history and industrious nature
- Active, healthy town, focus on a young growing population and access to nature

The proposed Masterplan features eight central goals

- Economic Growth
- Reconnecting with Nature
- Sustainable Connectivity
- Local Pride
- Building Skills, Nurturing Talent
- Town Centre Activity Hub
- Town Centre Place to Grow
- Climate Action

Defining the Town Centre in more detail as a place to grow includes setting down roots for families and incubating future business growth and innovation. The town centre would also sustain a hub of vibrant activity. Environmental considerations and responding to these would be at the heart of a greener town. MG defined four high level key moves captured through each of the interventions and proposals in the draft Masterplan. These focus on:

1. People, Places and Timeless Streets
Defining new public spaces or enhancing current spaces that bring people together to create a quality urban environment. Reflecting the history of streets.
2. Unlock our Assets
Unlocking the potential of derelict or under performing assets
3. A Big Welcome
Gateways into the town centre, and around the station entrance.
4. Working with Water
Connecting the town centre to canal, river and waterway systems, reconnecting with Goole's natural setting to unlock connections to water and present opportunities.

The Masterplan structure comprises of Frameworks and Areas of Change. Frameworks incorporate spatial and design principals to consider movement (pedestrian, cyclists, public transport and vehicular), development proposals, public realm and open spaces. Areas of change to implement frameworks concentrate on Boothferry Road, Pasture Road, along with the heart of the town (town centre), the historic quarter (Aire Street) and Ouse links.

Cycling and Pedestrian Routes, Bus Routes Rationalisation

SN talked through proposals and concepts across various themes beginning with cycling, pedestrian routes and bus routes. He described a movement framework to encourage and support sustainable travel to improve existing corridors and take forwards Environment Agency proposals to establish resident and commuter routes in the town. The benefits would include quieter streets and enable easy navigation for pedestrian and cycle routes resulting in cycling and walking being primary choices in Goole. This would also relieve pressures on highways and increase health benefits through active travel. New cycle parking would also be created. Members were made aware of the primary and secondary cycle routes, along with existing cycle parking, proposed cycle parking and proposed secure cycle parking across the town centre.

Public transport would be the second suggested preferred option of travel for residents using the town centre. A proposal to revisit the travel loop around the town centre and location of bus stops was suggested as an excellent opportunity to create a public transport hub around the railway station comprising of an intermodal stop which would be intuitive to use. This would cut down travel times around the town and encourage public transport use. The map highlighted the proposed central bus stop interchange, and proposed bus routing in the town centre.

It was suggested that altering vehicular movement in the town centre would lead to a congestion decrease in particular at the rail crossing. Visitors to the town would be encouraged to arrive via the port from a south westerly direction to ease pressure on the town centre and level crossing. Boothferry Road could become a link more for residents use, meaning the area would be less congested by external traffic and cater for the travel needs of the town's residents. It would also decrease air pollution, fulfil elements of an active travel plan for the town and provide a practical solution to the movement issues currently facing the town.

Public Realm Framework

SN drew attention to a proposed Public Realm Framework for Goole town centre. This consisted of a map highlighting:

- Key town centre public spaces
- Areas with potential to introduce street trees
- Network of green public spaces
- Primary public realm corridor
- Potential for green residential streets
- Potential for strategic green corridors
- Primary Town centre gateway
- Secondary Town centre gateway
- Improved / new pedestrian routes

It was thought that public realm improvements would promote lower speeds and a friendlier, safer environment for cyclists and pedestrians whilst also creating a reduction of traffic on Boothferry Road and Pasture Road. The map showcased how car parks could be designated visitors only to ensure space was available for visitors to the town whilst encouraging active travel options in the resident population for short journeys. This would define and manage traffic flow into the town.

The thinking behind the approach to public realm stems from analysis of the spatial structure of the town and identifying corridors that need to be enhanced. These include Pasture Road, Boothferry Road, Victoria Street and North Street, as the backbone of public spaces in Goole with the addition of enhanced arrival points with the railway station as the pivotal point in the town centre.

Areas of Change

SN drew attention to five areas which have identifiable characteristics and would benefit from clustering of opportunities. He described how each area had opportunities for catalytic change which would provide positive reinvention of the town centre. These were:

1. Boothferry Road Corridor
2. Pasture Road
3. The Heart of Goole (town centre)
4. Aire Street - Historic Quarter
5. River Ouse Links.

He explained how this could manifest in each of the five areas. Boothferry Road development opportunities included creating a designated arrival gateway from the west, public realm improvements, greening opportunities along the length of the road, activation of the frontage of the former grammar school, reinvention of the Goole College site, parking rationalisation, and a new pedestrian/cycle bridge into the town centre along with regeneration of Victoria Pleasure Grounds. There is potential for the bridge to become an iconic infrastructure in celebration of Goole's bicentenary in 2026.

Pasture Road is a vibrant multicultural space, iconic of the changes Goole has undergone in the last 15 – 20 years. Actions include Unlocking western access to the station to create a more pleasant, intuitive experience and bring additional footfall from that direction to further diversify the offer of Pasture Road. There is potential for additional public realm development and taking advantage of the wide pavement to improve the quality of the experience for pedestrians and cyclists. Traffic measure to improve public transport accessibility of Pasture Road would also feature.

SN described the suggested measures and the catalyst of change at the heart of the town focusing on the development of the market hall as a community or activity hub with surrounding public realm improvements enhancing the way the space could be repositioned for the benefit of pedestrian use. The other key area would be linked to the railway, public transport hub and the public space around that area, including improvements to the underpass / subways, to unlocking prospects in the town centre.

Development prospects focusing on Mariners Court were suggested along with the introduction of new public open spaces in vacant lots at the back of Boothferry Road referred to as Belgravia Gardens. Redefinition of ERYC Church Street offices was suggested to utilise one of the wings to introduce additional public open space. SN explained the importance of improving air quality, biodiversity, quality of life and the green credentials of the town whilst considering measures that offer environmental improvements at a localised level. A variety of other projects are included as referenced in the TIP.

SN informed those present that the culmination of all projects across each of the areas of change would create a successful and compelling town centre experience. The emphasis of the document covers what would be beneficial for the Town Centre rather than a linear diagram of how things would occur. A regenerated market hall, improved public realm across the clock tower roundabout would generate a different environment and experience from what is offered now and support an increase in dwell time and foot fall.

SN stated that the Historic Quarter - Aire Street – has a significant heritage aspect and historic character creating much opportunity to build upon. The location offers a place where frontages could be activated with independent business, and improved public realm could develop into a catalytic project to make sure the Street is a great place to run small businesses, create footfall and interest in diversity of the offer including

food and beverage. An important linkage to the leisure centre could contribute additional visitors to the town centre, if this connection is achieved it could naturally trickle visitors into Aire Street and along into the town centre and further boost attractiveness of the offer. Urban realm improvements around St John's Church and opening up of diverse spaces for easier use for residents could also contribute to the potential offer of this area and include additional opportunities for significant regeneration including heritage buildings such as the former Theatre Royal.

SN explained the last slide considered strengthening links between the river and the town centre so it becomes a more recognisable feature of the town centre. At present the link is lost and the relationship between the two not easy to understand. There is significant recreation potential creating a link to each end of the town centre through a number of opportunities to improve fronts, and introduce pocket parks. Regeneration of the arcade would be catalytic with a range of potential uses and benefits including over spill from the market hall offer; retail, work, social space or introduction of creative works space, an attractive hub for start-ups and new companies to grow from with a link to Aire street, complementing the offer of the leisure centre, and food and beverage at the market hall. SN stated it was very important to make sure this part of the town centre enjoyed the same level of activity, life and footfall as all other areas of the town centre.

The Chairman thanked SN for his presentation, declaring it very interesting with much to consider and asked the Board for initial comments and questions. AP provided his thoughts suggesting that the Masterplan was aspirational and included some excellent suggestions but had to consider the realms of reality and deliverability. He was concerned about the suggestion of restricting visitor vehicular access into the town centre via Boothferry Road, restricting traffic flow around the town, and increasing pedestrianised areas as these were controversial options.

AP said the term 'climate action' was politicised and suggested using 'protecting the environment' as an alternative phrase. He emphasised a number of Goole's residents rely on working in sectors such as hydro carbon, steel, and petro chemicals but also recognised climate change and protecting the environment were vital to Goole's future. He thought all the projects included in the presentation were excellent but had concerns regarding inclusion of the former Arcade as an overspill for the offer within the market hall given a use for the building had yet to be determined and the Arcade was privately owned. He also advised not to produce a plan that was undeliverable and to roll back to what could be delivered taking into account the purpose of the Masterplan is to consider the best case scenario for the town. He added it was also important to consult residents for their thoughts and opinions on what they would like from their town and design the Masterplan around their priorities. AP thought residents would like to see a better town centre and better jobs in the town with a focus on skills and job opportunities in the Masterplan. He supported inclusion of the Town Deal projects within the Masterplan adding that tying the river into the town centre and leisure centre was important but thought economic activity needed to be at the centre of the Masterplan as this is what he thought would transform residents lives.

MG responded to the point concerning vehicular movement suggesting it was more a case of managing movement not restricting it, which was thought to be an important distinction as the topic is often an emotive subject. The suggestion is not to remove road access and parking but to manage how vehicles enter and exit the town, to make sure the town is easy for residents to drive through, and have easy access to their homes while traffic is managed elsewhere. Further work is required to look at models of traffic. The term climate action can be amended.

SN commented that the phasing and delivery of projects encompasses a number of years which is reflected in how they are set out in the Masterplan; not all projects will come into fruition as deliverability has to be a consideration and whilst some proposals may have merit, they might be something for the longer term. It is clear certain elements will be delivered through TIP projects and once they come to fruition, other

opportunities that arise afterwards can be unlocked, which relates to where the Masterplan sits in the grand scheme of things. The Masterplan is ultimately a collection of all the possible opportunities and not a list of all the things that will happen. An action plan would consider what would be deliverable within the first two years, following which other works may occur. Public realm is often the initial focus as it is physical renewal and almost instantly visible so people can see deliverable actions and plans occurring, which is critical for acknowledgement from the wider public. AP responded by adding that reality is required along with aspiration and it is important to gain resident views.

FD asked for clarification on one of the slide images and updated all on the proposed Goole to Leeds rail hub following attendance at a meeting with Northern Rail and ERYC which he described as outstanding having been informed by Northern Rail that the idea for the link was the best idea they had been presented with. It now requires ownership and consideration of a Plan B if it's not able to be brought forward through a Town Deal. He added that the Goole to Leeds link is essential for more trade and footfall to occur in the town, and the success of the Masterplan will be based on driving footfall in through job opportunities.

MC concurred with AP and acknowledged the importance of raising skill levels and aspiration due to the imminent arrival of new opportunities at Goole 36 that will require particular skill levels. He didn't see the relevance of a connection to the river but more so a missing recreational connection to the docks, especially with the Humber Freeport opportunity.

MHC added a number of points in reference to the railway station. Improvements to the vicinity of the station, in particular the underpasses, land adjacent to Pasture Road and better access to the platform were thought essential. She pointed out the limited number of all-day parking spaces available in the town centre and suggested decreasing access to parking that would only then be made available for visitors to the town would be unpopular with residents. A free all day car park is in operation from Estcourt Street, often used by workers, whilst others are time limited.

MHC added her thoughts on inclusion of the former Arcade, and two other buildings owned by the same local business in the Masterplan. She expressed concern that they had been referenced in potential development opportunities for the town given one was currently in use as a storage facilities and another the front face of a trading business whilst the Arcade remained vacant. She recommended a constructive conversation was required with the owner prior to referencing the buildings within the Masterplan and emphasised the continuing public interest in the Arcade. She also informed those present that Pontefract Civic Society had engaged with Goole Civic Society and contacted AP in pursuit of a rail link to Leeds. They aim to join forces and work with West Yorkshire Combined Authority to push the route out to include Pontefract and asked FD if reference had been made to this development. FD concurred that an excellent meeting had taken place with much enthusiasm that the rail link will happen if a project lead is in place.

JR said the Masterplan references a range of privately owned buildings and sites; prior to further development would be consideration of what is immediately deliverable as opposed to what is not along with a time frame of how quickly some aspects could transpire. He also suggested looking at what elements could be worked up that would then influence others coming on stream and which would require further conversations. A key point was made regarding the swiftness of some works taking place considering some elements of the Masterplan would suggest a ten, fifteen or twenty year time frame to work towards. The Chairman added some of these may not include the public sector with large projects being delivered by the private sector that would naturally bring additional benefits to other elements of the Masterplan. He also suggested that potential plans around One Public Estate would need consideration in terms of where they fit within the Masterplan and the impact of opportunities to utilise the former Goole College campus would require the Board's attention.

MC added that in terms of opportunity and encouraging footfall into the town centre, he thought connectivity to Goole 36 had been underplayed and more about the linkage to the industrial site was required including mention of the energy network. HH commented that this presentation was an overview and that the full Masterplan (circa 100+ pages) has wider framework connections and a strong narrative. The Chairman asked for details of priorities, what was deliverable and asked about public consultation options, suggesting that MHC, AH and AP would already be aware of pertinent points residents may suggest. He then asked for clarification of the next stage of the process.

HH explained the purpose of the presentation was to consult the Board and receive feedback prior to the Masterplan going to wider consultation. To get to this stage, it has to be viewed by a range of people including colleagues within ERYC to ensure it is compliant with elements such as planning. She informed all that discussions had occurred with ABP and one suggestions had already been ruled out during those conversations, which is how the draft has been developed through stakeholder input before wider public consultation. Similar to the TIP process, the Masterplan seeks to outline a direction of travel for the future, the fine grain detail comes with wider community and stakeholder engagement in developing the delivery detail.

No other feedback was given. AP suggested recording the key issues that had been made as follows for inclusion and consideration in the Masterplan

- More about how the Masterplan envisages connecting with Goole's employment sites and growing sites including Freeport
- Changes to be made around the language used in addressing climate concerns and removing 'climate action'
- Concern to be recognised and to proceed carefully regarding changes to traffic movement or parking in the town centre
- Concerns as to how Goole's waterfront is connected with the town centre compared to the example suggested in the presentation

JR added the detail underlying the presentation, looking at deliverability and sequencing of how things could occur would be necessary. AP suggested that every part of the Masterplan should be underlined by economic activity adding that is what will make people better off, healthier, and provide a cleaner environment, and more town pride. The Masterplan should indicate how it underpins economic activity.

FD added that the Masterplan should also reflect the impact of Goole 36 and how that has seen land prices exploding in Goole combined with consideration of getting people to and from Goole 36 to use the town centre. PB explained that work on the Masterplan had taken many factors into account. Today's presentation was focused on how to put the right infrastructure into the town centre, considering entrances and egresses and in a sense capitalise on the opportunities that Goole 36 and Freeport status will bring and how residents and the town centre business community responds to those opportunities.

AH added that residents in Goole regularly remark upon the town centre and some are eager to share thoughts and ideas around regeneration. JR muted the opportunity to include willing residents in potential Working Groups such as the Property Activation Fund. HH highlighted that the Masterplan is the umbrella by which the TIP will be included and some of those projects will be the initial catalytic interventions for changing the town. The right balance has to be found to pitch that to the Local Plan and through the planning process but also to the community so they feel it is going to deliver a town for them, their children and grandchildren.

She informed all that a whole range of ideas and suggestions had been put forward by the community during the TIP process and the project engagement groups will strengthen the wider engagement and consultation process along with other engagement methods with the assistance of Board Members.

JR asked if the intention was to submit the Masterplan as part of the Local Plan. HH informed all that is a consideration but the most likely outcome is to take specific objectives to form part of a supplementary planning document.

NA added the Masterplan was aspirational and would sit within a hierarchy of documents but would not sit at the same level as the Local Plan. It could be defined as a Supplementary Planning Document (SPD), which would carry more weight, but there would be more process to go through in adoption of that to take it forwards and be likely to take a couple of years to formally progress.

PS thought many good points were contained with the document and it gave some key threads on which to hang other pieces of work including the creation of green spaces at the river front. He thought the principle of the document was ideal, that he could see how the Environment Agency could deliver some aspects, and that it just required some fine tuning. He suggested adding a strapline paragraph to summarise Goole at the beginning of the document.

MHC reiterated the importance of constructive engagement to ensure the community can express views on the proposed Masterplan. She suggested hosting a town centre event similar to Miracle on Aire Street in which the community had a specific reason to attend that then enabled detailed engagement to take place, some of which had fed into evidence built into the TIP. She described the purpose of National Civic Society Day, held annually and offered to use the occasion to link into consultation on the Masterplan adding that people do want to see change and are ready for it in Goole.

HH will forward the slide presentation to Board Members after the meeting to allow for closer scrutiny and time for additional feedback.

7. Any Other Business

AH informed all that an Open Day picnic event was to be held at Victoria Pleasure Grounds in a covid safe way to showcase the work that has taken place through the Accelerated Towns Fund grant.

8. Date and time of next meeting

Friday 14 May via Teams followed by Friday 11 June and Friday 16 July all to begin at 2pm and end by 4pm via Teams. Pending notification of a decision from Government regarding the TIP, a later date for May might need to be advised.