Minutes of the Goole Town Deal Board meeting held on Friday 21 October 2022 at Raise Business Centre, Goole

Attending: Jos Richardson & Sons (Chairman JR Joseph Richardson), Constituency MP (AP Andrew Percy *dial in*), Goole Civic Society (MHC Margaret Hicks-Clarke), Portfolio Holder for Economic Growth and Tourism (JE Cllr Jane Evison), Goole Town Council (AH Cllr Anne Handley), Junction Theatre and Arts Centre (GW Graham Whitehead), Hull and East Yorkshire Local Enterprise Partnership (AHe Andrew Hewitt), Croda International (Martin Chapman), Public Health (Laurie Ferguson).

Present: Interim Head of Economic Development (CW Claire Watts), Town Deal Programme Manager (HH Helen Hoult). Lisa Welton Press Office ERYC.

Welcome and Apologies

JR welcomed all to the meeting. Apologies were received from: Siemens (FB Finbarr Dowling), DLUHC (PC Peter Campey), Teresa Chalmers (HEYLEP), Environment Agency (PS Paul Stockhill), Beal Homes (Richard Beal), Link Agency (Phil Jones), Head of Regeneration (NA Nigel Atkinson), Local Growth Co-ordinator (LJ Leigh Johnson ERYC).

1. **Declaration of Interests** No new interests were declared.

2. **Minutes of the previous meeting held on 20 September 2022** Agreed as a true record, approved by MHC, seconded by LF

3. **Property Activation Fund (PAF) Business Case**

HH summarised the Business Case outline that had been circulated. The proposal has followed the five-case model detailing the case for investment.

The Property Activation Fund (PAF) will respond to property market failure in Goole by providing funding which fills the viability gap to undertake property improvements to level up, transform, and regenerate the town centre. The Business Case sets out the Five Case Model demonstrating the rationale, value for money, and deliverability of Opportunity Goole.

Some of the opportunities and challenges driving the need for the project include:

- Property market failure
- Unwelcoming streetscape
- High retail vacancy rates
- Low town centre footfall
- High energy costs

The PAF aims to support Goole town centre in its vision to become a more attractive place. The PAF will support investment in the high-street across a variety of uses, enabling the town to re-invent itself as an activity hub and local recreation destination. The fund also seeks to promote enterprise by providing space for local entrepreneurs to occupy. It will also support in driving more footfall to the centre, supporting local businesses and the local economy. The relevant partners and Council services are in support of the project and have influenced the development of the options and how the service will be operated.

JR invited questions and comments from those present.

AH sought additional clarity on the decision-making panels as out lined in the management case and requested that they include a level of 'local' representation. AHe made comment on the importance of intense high-profile promotion and the strong skills of the person fronting the PAF locally to promote the opportunity and deliver the outcomes. JR referenced the clawback requirements and how that would be administered by the Local Authority. GW highlighted the eligibility terms referencing his experience of other grant programmes that exclude more than one application. The payment terms will also require careful consideration to ensure applicants are able to bank roll the investment if required to with a payment in arrears approach. AP welcomes that guidance will be available to help support applicants through the application process and how proposals can be brought forward in the Rapid Inundation Zone (RIZ). MC asked when the EA will review the RIZ given future flood defence work and investments. **Action: Update on the EA/Local Plan at a future meeting.**

The Chairman summarised that the PAF offers flexibility and a strong criterion for applicants to deliver valuable outcomes. It will be vital to stimulate town centre investment to deliver economic activity. **The Chairman asked if those present were supportive of endorsing the proposal and all were in favour.**

4. Public Realm Business Case

James Timm outlined the summary of the Business Case highlighting a clear role for improvements to the public realm to uplift the physical public spaces to drive footfall and spend in the centre and increase the attractiveness of Goole for further investment. While Goole 36 has seen significant growth, Goole town centre has been left behind. There is a need for investment which can have a catalytic impact on transforming Goole town centre. There is a clear role for Public Realm improvements to; address existing pedestrian movement and permeability constraints, encourage walking and cycling, increase footfall in the town centre, enhance the health and wellbeing of residents, upgrade the quality of the town's streetscape, create a more attractive place to visit and encourage new local enterprises to occupy and animate physical town centre premises. The public realm project aligns with several national and local strategies, to grow the local economy and create better places for local people.

AH made comment that she was supportive of the approach with a need to maintain a degree of flexibility on the finer design details. JR emphasised the varying views of wider engagement activity and the importance of appraising the conflicting views and perceptions of both resident and business expectations. JT advised that work would continue via a small working group that would also include detailed engagement and media input. MHC expressed the views of Goole Civic Society that the proposals must be right and in keeping for many years to come with the appropriate level of maintenance agreed between the various parties responsible.

AHe asked if a 'Design Guide' would be made available to support the PAF project as this could offer additional value. HH confirmed this would be made available and has been developed as part of the Public Realm project.

MC suggested the proposal lacked a level of 'Transformation' he was hoping to see and questioned why Town Deal funding was being invested in public space that was the responsibility of the Local Authorities. The Chair noted that ERYC are adding £1.4 million to the Public Realm project leading to improvements that otherwise would simply not happen due to the squeeze on public spending priorities.

AP asked that Goole Town Council be active within the Working Party.

As there were no further questions, the Chairman asked if those present were supportive of endorsing the Business case and all were in favour.

5. Station Hub Business Case

JT outlined that the Station Hub will create a more welcoming and attractive gateway to Goole town centre providing a hub for pedestrian, cycle, and public transport movements. The project will improve the arrival experience and provide ease of movement across the town and create a more integrated movement system to Goole 36. The priority focus is on the movement of increased numbers of people through the station gateway including those via rail, bus, foot and cycle. Onward travel is a significant consideration including ease of access to Goole 36 and the town centre.

The Chairman asked for questions and comments: AH referenced the close synergy between this project and the Public Realm project but that as Network Rail are the asset owner this will bring an additional layer of Governance and complexity to the delivery. JT advised that ERYC are entering into a formal agreement with Network Rail.

HH made comment that the investment in the Subway uplift offers very low value for money but the significance of this to the perception of transformation and social value is vital and, it could be suggested that any other funding to do this is highly unlikely making the need for Town Deal investment even more important.

The Chairman asked if those present were supportive of endorsing the Business case and all were in favour.

6. Victoria Pleasure Ground

HH advised that further work is required on the Economic Business Case to be compliant. However, given the complex nature of the project, the Board are asked to consider the strategic direction of the project and the current media issue with the Athletics offer. To develop the site options, it has been right and proper to consult with current user groups and their Governing bodies to formulate options that can then be used for wide community engagement and opinions. It is unfortunate that the Athletics Group have launched a public campaign to 'Save our Track' before the wider proposals can be presented in the context of increasing and diversifying the Athletics offer on the site.

AH advised that Town Councillors are being approached to intervene and that only one- sided information is currently being made public. MHC concurred with this and asked that the Board be better supported with media responses. LW noted this and that the Town Deal has established routes via its website, Facebook and Twitter accounts that require speed and consistency of response. GW expressed concern that external things are happening very quickly and keep catching the Board 'off guard' which is unfortunate given the operating framework the Board seeks to facilitate.

AP agreed the publicity needs improvement, yes there have been challenges and local criticism, it is natural that people may be drawn into focussing on matters that they see as a disadvantage, loss or disappointment, and that needs to be addressed. LW advised that her office can help with that. CW made comment that in most cases of significant funding awards, there is a time delay between the exciting announcements of an award and when the delivery starts to be seen on the ground.

It was agreed that Goole Town Council and their consultants will continue to work with the Athletics Group and the Governing Body to reach a design freeze and conclude the Business case process. This highlights that a further extension on the Business Case may need to be requested.

7. Goole Leeds Rail uplift service – update

JE advised that correspondence has been sent to the neighbouring Authorities by the Leader of ERYC but to date there had been no response. This will be followed up for a final time. It has been agreed that the Board need to make a conclusive decision at the December Board meeting about this project. Either it needs a funded Business case or be diverted away from the Town Deal to more traditional Rail delivery routes and a Project Adjustment Request prepared that seeks to justify alternative uses for the £1 million of revenue funding attached to the Rail uplift project proposal.

8. Proposed Project Variation Funding Requests

HH advised Board Members that the proposal circulated by email seeking value variations for the Leisure Centre, Opportunity Goole, Victoria Pleasure Ground, and the Property Activation Fund has been formally submitted and the outcome of that is expected in due course.

9. Community & Engagement Plan

Lisa Welton, Principle Public Relations Officer at ERYC attended this meeting and outlined a proposal to work more closely with the Board on facilitating the media and engagement objectives. Actions have arisen from this meeting and a LW will prepare a clear schedule for the future in association with the Board and the Local Authority. This will be brought back to the next Board meeting.

10. Any Other Business

HH advised that the Environment Agency have made an offer to host a site visit on the Dutch River for Board Members.

Openreach are planning to launch their proposals for Old Goole shortly and would welcome Board Members on a site visit if of interest.

11. Date and time of future Board meeting

Raise Business Centre in person from 2pm to 4pm

Friday 11 November

Friday 9 December - Venue required as Raise will not be available.