

Minutes of the Goole Town Deal Board held (online) on Friday 9 December 2022, 2.00pm - 4.00pm

Attending: Goole Civic Society (MHC Margaret Hicks-Clarke), Goole Town Council (AH Cllr Anne Handley), Hull and East Yorkshire Local Enterprise Partnership (AH Andrew Hewitt), Link Agency (Interim Chairman PJ Phil Jones), HEY Smile Foundation (NM Nick Middleton)

Present: Interim Head of Economic Development (CW Claire Watts), Town Deal Programme Manager (HH Helen Hoult), Local Growth Co-ordinator (LJ Leigh Johnson ERYC), (LO Lucy Oates)

1. Welcome and Apologies

PJ welcomed all to the meeting and introduced new Board Member Nick Middleton. He commended Joseph Richardson on the excellent and solid job he had done in his role as Chairman taking Goole Town Deal from early concept stage through to development of the Town Investment Plan and Business Case finalisation.

Apologies were received from Beal Homes (Richard Beal), Croda International (Martin Chapman), Public Health (Laurie Ferguson) Head of Regeneration (NA Nigel Atkinson), Jos Richardson & Sons (Joseph Richardson), Constituency MP (Andrew Percy), DLUHC (Peter Campey) Environment Agency (Paul Stockhill), Siemens Mobility (Finbarr Dowling), Portfolio Holder for Economic Growth and Tourism (Cllr Jane Evison), ERYC Asset Strategy (James Timm), ERYC Public Relations (Lisa Welton)

2. Declaration of Interests No new interests were declared.

3. Minutes of the previous meeting held on 11 November 2022 Approved by AH, seconded by MHC.

4. Victoria Pleasure Grounds Update

HH updated all on progress made following the November Board meeting. PJ suggested that a degree of compromise will be likely to ensure the project was viable and why certain compromises had to be made for the project to achieve its' ambition. He highlighted the expertise of the consultant team in their ability to convey clearly why certain proposals were being made and the importance of ensuring all points of view were heard to establish consensus.

A public consultation and exhibition will take place week commencing 9 January 2023 at Junction to include two drop-in sessions staffed by Steve Wells Associates who have led on the Business Case. Goole Town Council, as the project owner, will liaise with LO to produce a press release outlining the exhibition details. The Town Clerk will also brief Town Councillors to ensure they are fully aware of the engagement event. Once agreed the press release will be disseminated by Goole Town Council to share and replicate on social media. Comments can be submitted in person at the exhibition and online through the Goole Town Council website and Goole Town Deal. NM offered to promote the consultation event with Together for Goole members. The display will feature A1 boards capturing the 'now and then' potential physical transformation of the site. HH stated the importance of sporting groups that support the proposals to voice those thoughts at the exhibition. PJ reiterated and added that football groups would benefit enormously from the transformative opportunities the project will provide including 450 young people currently playing for Goole Tigers.

HH added that work to produce the benefit cost ratios for VPG was continuing. An additional meeting would be called in January specifically to consider the final Business Case for VPG. The deadline for business case approvals, submissions and sign off is March therefore the Business Case must be received by Goole Town Council and the Board to meet this deadline.

5. Communication & Engagement Plan

LO introduced the C and E Plan previously circulated. The plan was developed in parallel to identifying some quick wins and key messages. The first article was the Question & Answer Goole Times feature with JR. The plan covers objectives, audience, strategy, action, and key messages to provide clarity about Town Deal process. Key messages focus on communications including social media and new releases. An important element is identifying and challenging misinformation, misconceptions, and negative perceptions to ensure accuracy of fact. Sharing success stories is another as projects develop and milestones emerge in 2023. The importance of engaging with The Goole Times as the key media for Town Deal was considered due to the strong influence the paper has as the town's only weekly publication. A spotlight feature on each of the projects would be of interest to follow the initial Q and A feature. These would fit alongside time sensitive announcements such as the beginning of project works to develop a regular flow of information. The importance of actively engaging with third party advocates to share the positives of the projects across social media platforms was also referenced. The first spotlight feature will cover the market hall.

6. Business Case Summary Document Submission

HH referred to a document distributed earlier regarding submissions. Four summary documents were submitted to central towns funding on 14 November for cross checking against the heads of terms offer, sign off and release of funding. Feedback was received by 17 November with public realm project, the Dutch River project, and Goole Leisure Centre signed off. The Property Activation Fund (PAF) requires further information, which Peter Campey had indicated might be requested as PAF is a grant program within the Town Deal which is semi speculative in terms of economic uplift and outcomes.

CW added that the PAF business case differs from the others as it is asking for a lump sum of money for grants to property owners. It's specifically not defined and will require criteria for people to apply against.

7. Goole Leeds Rail Link

HH gave an update on the rail project. The profile of the project has been raised significantly and a strong strategic and economic case has been presented however it is now confirmed that it cannot be funded and therefore delivered via the Town Deal and ERYC will continue to push and drive the project through traditional transport opportunities. With the Boards approval, the project will formally require removal from the Goole Town Deal programme. The Chairman thanked HH for her update and highlighted the benefits of creating awareness regarding the potential benefits of the link for towns between Goole and Leeds despite the disappointment in lack of funding from other local authority areas. AH echoed the disappointment in relation to the huge opportunity the rail link could have brought into the economic investment opportunities being created in Goole and along the route. CW added West Yorkshire currently don't subsidise any rail services, all their subsidies are for bus transport. Investing in this project may have opened the authority up to pressure to subsidise other rail services that it could not afford.

CW asked the Board to formally acknowledge that the Goole to Leeds rail project could not be taken forwards through the Town Deal process. ERYC will commit to continuing to try to progress it by other means. NM congratulated the Board for going forwards and trying to invest in the project and taking the risk despite the outcome.

ACTION: The Board officially recognised the circumstances leading to the Goole to Leeds Rail project not being taken forwards in the town deal process and for the £1m funding to be subjected to reallocated within the Programme.

8. Project Adjustment Request – released rail funding

HH explained the considerations required to consider a formal request for the reallocation of funding. Preparation work has taken place to support the Board in decision making. Transport and connectivity could feature linking road and rail, town centre and Goole 36 and possible hinterland such as Howden Station to maximise opportunities for connectivity and employment. HH ran through options following discussion at the previous Board meeting in relation to transport connectivity options. £1m revenue is an asset in a predominantly capital programme. It can be used to subsidise and help establish projects in formative years. If converted to capital, it cannot then revert back to revenue.

HH explained how an additional £200,000 revenue funding could enhance the offer of the Market Hall project in its early years to establish itself prior to making a profit. She referenced the meanwhile uses that had taken place in the building and how a specific budget could be developed to encourage a range of events in the building to enhance the number of users and showcase the building,

The Victoria Pleasure Ground could also benefit from a revenue budget, HH referencing a paper previously circulated which outlined the projects financial forecast and outlined two potential revenue proposals, one for £100k and a second for £250k. An operational deficit will occur in the first 3 years until the VPG ground becomes financially sustainable and operates with a surplus. Goole Town Council recognise that it will take time for the project to reach full capacity and attract new users for sport and for social events. The Council has committed to under writing the operational budget up to £25K annually for the first 3 years. To ensure the VPG project fully delivers on the Goole Town Deal vision there is a need to invest further in the establishment period immediately before and after opening. It is also essential to address affordability and engagement with difficult to reach groups who do not take part in sports and physical activity and offset some of the expected and required cost increases for user groups during a difficult economic climate. Investment in ongoing community engagement work to reach a wide cross section of the community and undertake pilot work to break down the barriers that can exclude people from participating is necessary.

The £250k proposal makes a case for revenue funding to support the first two years of project establishment and economic growth through the creation of 1 full time Community Engagement Officer and 7 part time coaching jobs and a new community health social enterprise. It would also be used to support a gradual price increase for the grass roots clubs currently using VPG to more realistic pricing to ensure the facilities are sustainable. HH said the challenging economic climate makes it very difficult for clubs to increase their fees to players without losing members. Subsidised sessions would be provided for target groups to deliver social

outcomes and health benefits along with low cost and free taster sessions for target groups, so VPG reaches a wide cross section of the community and helps them to experience the benefits that VPG offers. The plan would develop high usage and establish a new offer on the re-modelled athletics facility to create a new athletics offer & sustainable community fitness programme at VPG.

NM thought the data generated from improving lives through the initiatives at VPG would be invaluable to local health partners to inform for future investments in health initiatives. £250k would subsidise services in the short term but provide a long-term investment in data to improve people's wellbeing and help inform the local health strategy. PJ thought it would allow initiatives to come forward, jobs to be created and support a variety of additional functions

The business case states a third-party operator would run the site. ERYC own the asset, it is leased to GTC on a 30-year lease, the investment will be facilitated by GTC who will appoint an experienced appropriate operator on their behalf. A preferred operator who is fully recognised within the industry has been suggested. They will bring significant successful operational experience and knowledge. PJ acknowledged the operator would be an integral partner and what was presented in the business case must provide a compelling opportunity. The additional revenue ask would offer sound foundations.

HH explained a Project Adjustment Request must be submitted outlining the request for reinvestment of the £1m. If VPG and Market Hall were approved that would leave a potential £550,000 to consider for the transport scheme linked to the Station Hub project as outlined in an options paper. This option is for subsidised transport services to initiate a modal shift to encourage less singular car use and more public transport use. She outlined research that had taken place at the request of the Board regarding major employers and transport connectivity for people working in Goole, Howden and Howdendyke.

HH referred to the spreadsheet previously circulated and summarised the potential opportunity to consider a regular hopper bus service connecting train stations to key employment sites. Factors for consideration included frequency, shift patterns, number of days per week a service could run, number of buses required, staffing, costs, and timetabling. A frequent service covering Goole interchange and Howden train station over a seven-day timetable would require two diesel buses, five drivers and associated infrastructure with running costs calculated at £347k per annum to operate. Factoring in income generation would be required.

PJ thanked HH and stated what a significant amount of work had taken place to formulate an excellent opportunity and potentially exciting project. AH agreed, he referenced the importance of linking housing sites in Howden to future economic opportunities in Goole which the LEP would support. He referred to evidence gathering transport project delivered in Bridlington, a similar scheme could be implemented in Goole to understand and gather evidence of demand and linkage between Goole and Howden, under the rationale of housing being created in Howden and economic opportunities in Goole. AH thought the opportunity a fantastic alternative enabling people to utilise low-cost transport to access work and social opportunities. CW thought a two-year pilot to demonstrate need prior to a permanent new service would be the next step, to justifiably include Howden and Howdendyke in the business case and consider a commercial operator once the pilot had completed.

PJ agreed adding the opportunity was exciting and a pilot project could also draw sponsorship and potential revenue. MHC highlighted difficulties Press Association staff experienced travelling from Goole to Howden with limited and poor bus timetables and opportunities for Old Goole residents to access higher paid work opportunities through connected travel options. She expressed full support for the project adding that a bus service to Howden would enable Goole residents to access job opportunities along the Leeds route via Howden station giving flexibility to also travel from Leeds to work in Goole. PJ said he thought there was Board consensus to take the pilot forward to illustrate potential and value. All agreed. HH will take the Board decision back to transport colleagues and work on the justification for the two-year pilot based on strategic reasoning for economic growth in Goole and housing market expansion in Howden.

Action: The Board agreed to a Project Adjustment Request to allocate £200k to Goole Market Hall project, £250k to Victoria Pleasure Ground project and £550k to a Transport pilot project.

9. Monitoring and Evaluation Return

HH outlined the process required by Government Office to evidence formal monitoring reports. This takes place each June and December during the lifetime of Town Deal. The current return is a minimal exercise as no projects were signed off prior to 30 September. The June 2023 return will be a greater piece of work to deliver and for the Board to monitor.

10. Appointment of Chair

The Board discussed various options available to appoint a Chair following the resignation of Joseph Richardson. The Chair must be a private sector representative. PJ confirmed he is willing to continue in the role for an interim period until April 2023 if the Board wished him to do so. AH said PJ had been an excellent Vice Chair, had done a sterling job when JR was unavailable, and she would have no hesitation in supporting him in the role.

HH explained the role of Chair is a two- year commitment although JR had served for three years through the pandemic. Following the conclusion of business cases, the role of the Board will move towards monitoring the delivery of projects and the interface with projects in the community. Running an expression of interest for new Board member organisations would be one option to establish if there are interested parties with skills and knowledge to bring to the Board for the next phase of Town Deal. PJ agreed that running an Expression of interest process could be beneficial and bring new thoughts, ideas, and knowledge to the Board.

NM agreed with PJ and asked HH what the process would involve. HH explained the Board would be part of the managed process. A specification of what is expected from a Board member will be available, an expression of interest exercise can be facilitated with a scoring assessment that the Board or agreed Board members can consider. Board members supported this idea and PJ asked HH to draft up the process for consideration at the next meeting.

11. Incoming Communications

HH read an email sent to Goole Town Deal regarding community energy generation options. The Board were pleased to hear the resident appreciated the plans for Goole. CW suggested the idea could potentially be eligible for people to apply to the Shared Prosperity Fund for community energy projects.

12. Any Other Business

AH thanked HH for the considerable amount of work undertaken throughout the year to ensure the Board has all the relevant information to make decisions. She also thanked CW for taking on the interim role of Paul Bell and doing an excellent job and wished everyone a wonderful Christmas. PJ echoed this and said the level of work undertaken by ERYC with the depth of detail, understanding and research for each project was commendable.

13. Date and time of future Board meeting

It is intended that future meetings will be held in person at Raise Business Centre, Goole from 2pm to 4pm on Fridays unless informed otherwise. **Dates for 2023 to be agreed and circulated.**