Minutes of the Goole Town Deal Board
Friday 11 November 2022 at Raise Business Centre, Goole.

Attending: Jos Richardson & Sons (Chairman JR Joseph Richardson), Constituency MP (AP Andrew Percy), Goole Civic Society (MHC Margaret Hicks-Clarke), Portfolio Holder for Economic Growth and Tourism (JE Cllr Jane Evison), Croda International (Martin Chapman), Public Health (Laurie Ferguson *dial in*), Environment Agency (PS Paul Stockhill), Link Agency (Phil Jones PJ).

Present: Town Deal Programme Manager (HH Helen Hoult), Lisa Welton & Lucy Oates (Press Office ERYC), DLUHC (PC Peter Campey).

1. **Welcome and Apologies**

JR welcomed all to the meeting. Apologies were received from: Siemens (FB Finbarr Dowling), Teresa Chalmers & Andrew Hewitt (HEYLEP), Beal Homes (Richard Beal), Head of Regeneration (NA Nigel Atkinson), Local Growth Co-ordinator (LJ Leigh Johnson ERYC). Goole Town Council (AH Cllr Anne Handley), Interim Head of Economic Development (CW Claire Watts), James Timm (ERYC).

The Chairman noted and gave thanks to Graham Whitehead who had provided Arts & Cultural input to the process thus far, representing Junction Theatre and Arts Centre (part of Goole Town Council). Graham has now stepped down from the formal Board proceedings and will continue to engage via specific project tasks.

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

3. **Minutes of the previous meeting held on 21 October 2022** Agreed as a true record, approved by MHC, seconded by PJ

4. **Victoria Pleasure Ground**
   HH updated the Board on the progress since the last Board meeting. Goole Town Council (GTC) and Steve Wells Associates (SWA) have continued to engage with Athletics England who gave advice on redesign options for the existing 400 loop track (a 200-meter loop and straight) and expanding the athletics offer in Goole, whilst also advising that Goole would be highly unlikely to be a regional competition venue but serves well as development and training facility. The Goole Athletics Club continue to object to the removal of the 400- meter loop and as a Members Club, England Athletics are supportive of them in that campaign. As such, England Athletics have issued a statement informing that they would object as part of the Planning consultation.

   In contrast, the Football Foundation are highly supportive of the redevelopment and likely to invest into the development cost. The proposal is for a multi- use sporting and events venue including a new two storey building to meet the needs of sporting clubs and serve as a new venue for the town catering for more than just sports events.

   GTC and SWA are working on preparing the final design freeze drawings to produce a drop in display that will take place at Junction Arts Centre and on- line. Concurrently, the Business Case is also being updated and additional support has been made available to SWA for the Economic Case via Arup to ensure that the Benefit Cost Ratio of the investment is sound.

   PJ commented that it is vital the whole picture for the redevelopment is presented as currently, it is a one side story from the Athletics Club and there are many other users existing and potential who are excited by the new design options.

   AP said it is important to understand how and why the 400-meter track is so significant to the design, The Athletics Club whilst perhaps not being the biggest user of the site, or the biggest income generator, are just as important when considering meeting their needs and naturally will feel they are losing rather than gaining which is not the intended aim of Goole Town Deal. What is required however, is a facility that is fit for both now and future generations, without the Town Deal investment, VPG is highly likely to deteriorate further until it can secure an alternative major funding investment.

   JR advised that both options explaining the current 400-meter loop track (in or out) should be publicized so that people have wider information on the transformational and sustainable objectives for VPG.

   MC asked what funding England Athletics were putting into the redevelopment, HH advised that to the best of her knowledge, none in terms of hard cash but they are committed to supporting on the ground activity to grow Athletics provision and especially work at bringing forward more volunteer coaches from within the community.

MHC said the ground is an important part of the town's heritage and identity, hence how and why the Board supported its inclusion within the Town Deal. The engagement event needs to capture wider sides to the issues faced and the options that are structurally possible.

JR closed the discussion instructing that the Board need to see the engagement content and those involved must remain mindful of the timetable for Business Case sign off to ensure the funding assurance process.

5. Communication & Engagement Plan

Lisa Welton from the ERYC Press & Media Office introduced Lucy Oates (LO) to the Board who many knew from her previous work with the Goole Times and as a local resident. Lucy has been appointed to work on behalf of the Board under the management of the Accountable Body (ERYC) for the Town Deal. Responsibilities will include updating the Board Communication Plans and producing editorial and features that both inform and respond to comments and issued raised within the wider public forums.

LO advised that it would be helpful to start with a back- -to basics feature, there was much publicity on the announcement of the fund, but proactive programme wide news releases have subsided while development work has been taking place on the Business Cases.

PJ expressed support for this, stating that the Town Deal does need a dedicated level of resource to manage this aspect. MHC agreed, outward communication is a specific task, and this was further endorsed by JR who welcomed Lucy and her involvement.

PS asked how long Lucy would be involved in the process, LW advised that an initial contract had been established to the end of January just for initial speed but is likely to be longer.

AP suggested that emphasis should be put on featuring projects given these are what the Town supported for the Town Deal submission and sadly, attention seems to dwell on the negatives overshadowing the positives.

JE endorsed this approach, saying people forget what is planned and are unaware of what is currently taking place, it is on us a Board and Accountable Body to tell the story on an ongoing basis.

LW advised that the approach will include handling the Boards Social Media accounts (Website, Facebook & Twitter) as well as the hard copy editorials and publications.

6. Goole Leeds Rail Project

HH updated the Board that despite further approaches to the neighbouring Authorities via the Leader of ERYC, there have been no responses. In addition, a further approach was made to the Department for Transport and Transport for the North via the Rail North Partnership Board, again with no response.

JE said it was important to have confirmation to allow this Board to make a final informed decision on the project and if it transpired that the aspiration cannot proceed via the Town Deal then she would ensure that there remained a firm commitment from ERYC to pursue this via the traditional transport planning and provision routes.

AP expressed disappointment and emailed West Yorkshire Combined Authority while speaking. MHC confirmed again the significance and importance of transport connectivity, not just regionally but also locally and the personal experience of arriving at Goole Rail Station and the lack of onward travel to Goole 36 and other major employers.

Discussions then focused on what alternative connectivity proposals could be added to the Station Hub project with a view to seeking project adjustment values if the Goole Leeds Rail project could not proceed via the Town Deal, releasing £1 million of revenue funding from the Heads of Terms offer.

MC expressed the view that keeping a focus on transport and connectivity was a need to be addressed and that Croda are committed to supporting public transport and a modal shift towards this. PS agreed the Board should not lose sight of this issue.

AP made comment that local transport is a barrier to connect people to jobs and shift patterns as well as seeking to capture added value in the town centre through increased footfall. If proposals can be brought forward to assist this, then they should also consider Old Goole and the Hospital. However, any proposal is likely to become engaged in the contracting and procuring of public transport provision unless there is a mechanism to develop something independent and stand alone. MC said that some of the big local employers are already operating their own transport services and this would need to be factored in. PJ suggested that Howden should also be a consideration, especially connection with Howden Train Station given its direct connection with Leeds, York, and London (unlike Goole that serves Hull, Doncaster, and Sheffield).

JR asked that Officers explore what might be possible by identifying where there is a gap and how the Town Deal could strategically demonstrate value and fit. HH advised that Transport Policy Officers had already costed the idea of an electric bus and what level of subsidy may be required.

PC reminded the Board that a formal Project Adjustment Request would need to be submitted seeking an alternative use of funding any funding not required for a project as outlined in the Heads of Terms offer.

7. Options for Project Adjustment Request

In preparation for the anticipated release of the Leeds Goole Rail project funding, HH advised the Board of the projects that could potentially justify and benefit from an increased revenue allocation, especially projects that will need to generate operating revenues as part of their sustainable journey during an increasingly challenging and unpredictable economic backdrop and climate. These would include Goole Market Hall, Victoria Pleasure Ground, possibly Goole Leisure Centre and as discussed above, any improved public transport subsidy. Any request to increase project value will need to be justified and recalculate the Benefit Cost Ratios of the investment.

JR asked that options be firmed up and brought to the next Board meeting in readiness for decision making.

8. Monitoring & Evaluation Return

HH presented to the Board the categories and data to be included in the six- monthly Monitoring & Evaluation return that, Town Deals nationally are required to submit every December and June. The Board are required to have sight of these, and they are signed off by both the Chair and the Councils Chief Financial officer. The Board noted the details.

9. Supplementary Guidance

HH gave an overview of recent information issued and circulated to Town Deal Boards outlining their ongoing role once Business Cases had been signed off. MHC commented that keeping projects on track and maintaining public communication is a responsibility the Board are keen to oversee. PC advised that Boards should keep the pressure on delivery and scrutiny to ensure the Town Deal achieves its objectives.

10. Any Other Business

JR asked to record the Boards thanks to Graham Whitehead for his input on the Arts & Culture element of the Town Deal.

PJ advised that he had received communication from the Moorlands asking if Smile Foundation still represented the Voluntary & community Sector as an umbrella organization. JR advised that the answer was yes, however, due to the departure of Andy Barber, Nick Middleton is to take up the seat and it had been agreed that this would commence in December.

11. Date and time of future Board meetings: TBC and due to be

<u>2pm Fridays:</u>

Mid/Late January 2023
February
March
April and then Bi-Monthly