

Minutes of the Goole Town Deal Board

Friday 17 February 2023

Attending: Link Agency (Interim Chairman PJ Phil Jones), Portfolio Holder for Economic Growth and Tourism (Cllr Jane Evison), Goole Town Council (AH Cllr Anne Handley) Constituency MP (Andrew Percy dial in), Goole Civic Society (MHC Margaret Hicks-Clarke), Hull and East Yorkshire Local Enterprise Partnership (TC Teresa Chalmers dial in part), HEY Smile Foundation (NM Nick Middleton) Public Health (Laurie Ferguson dial in) Croda International (Martin Chapman).

Present: Interim Head of Economic Development (CW Claire Watts), Town Deal Programme Manager (HH Helen Hoult), Publicity & Comms (LO Lucy Oates), DLUHC (PC Peter Campey), DLUHC (MT Matthew Turner).

1. Welcome and Apologies

PJ welcomed Matthew Turner, a colleague of Peter Campey who advises on the Governance process.

Apologies were received from Beal Homes (Richard Beal), Head of Regeneration (NA Nigel Atkinson), Environment Agency (Paul Stockhill), Siemens Mobility (Finbarr Dowling), ERYC Asset Strategy (James Timm), ERYC Public Relations (Lisa Welton).

2. Declaration of Interests No interests were declared.

3. Minutes of the previous meeting held on 09 December 2022 Approved by MHC, seconded by AH.

4. Victoria Pleasure Grounds Update

HH introduced the Business Case agenda item, highlighting that the aim to consider the final document in January was not possible due to a request from England Athletics and the Athletics club to revisit the options and in turn the economic case. The project was considered by Goole Town Council on the 16 February and now required the Boards consideration and decision. AH stated that after very careful consideration, Goole Town Councillors agreed unanimously to approve the preferred option as detailed in the Business Case. Discussions had been lengthy with a key focus on the replacement of the 400- meter track with an alternative provision and the objections raised by the Athletics Group. The Business Case process had been lengthy requiring engagement with key stakeholders to determine growth potential and the future sustainability of the site. Information needed to be appraised during the Business Case development process to create the long list of options that in turn, were assessed to determine the short list of options to inform the best way forward. In line with the required Treasury Green Book Business Case process, the short list needed to detail the strategic, economic, commercial, financial and management cases against the do nothing, do minimum, do maximum and preferred option.

PJ stated that the Business Case is thorough detailing each option; securing the future of the site is a significant consideration and without this investment opportunity the information clearly explains that the whole site is at risk of closure and loss to the town. AH agreed that this was key to the decision Goole Town Council made and that Councillors did not want to burden future Councillors with the budget subsidy required as is currently. The proposal also offers Goole something new to meet a need and opportunity, that requires some vision and consideration for future generations. PJ asked Board members for any further comments on the Business Case or questions.

AP said that Goole Town Council strongly supported the inclusion of the Victoria Pleasure Ground in the Town Deal Plan and as such, the development of the Business Case has drawn out the full potential of the site that unfortunately for one user group, feels like a huge loss and that is completely understandable. The Board have been keen to hear the views of other user groups as brought forward in the development stage however, the cases made in the Business Case are compelling and taken as presented, warrant support of the preferred option.

MHC said that the VPG is part of the town's heritage and important to local people, the Town Deal main aim is to rejuvenate the town centre and that includes investing in key anchor destinations that contribute towards drawing more people into the town, capturing added value spend and creating employment either through the project directly, or through the supply chain. Securing the future of the ground for the people of Goole is essential and given it is a

sports and leisure offer, this is the future for places seeking to reinvent reasons to be there/visit. PJ asked for Board members to take a view on approving the Business Case and asked if all were in favour of approving the preferred option, it was supported unanimously and given the green light for final authorisation with the central Towns Fund Department.

5. Station Hub Business Case

HH explained that work was nearing completion on the revised Station Hub Business Case following the allocation of £550,000 revenue to explore and introduce a transport connection service, that would link both Goole and Howden Rail Stations with significant employment sites. Costs have been produced along with timetable options factoring in train arrival and departure times. The original Business Case prior to the revenue funding offered a low BCR below the benchmark, it is likely that with the revenue funding and the increased range of outputs that the BCR will be improved. Work has also taken place to further validate the benefits of the subway refurbishments via a seven-day 24-hour pedestrian count of usage.

PC suggested that if the BCR remained below the benchmark a consideration could be to separate out the subway refurbishment costs and make a stand-alone case within the overall project. The final Station Hub Business Case will be available before the end of February and will be circulated for the Boards consideration via email to ensure the deadlines are met for submission prior to the 31st of March 2023.

6. Projects Report

PC announced some good news advising that the Business Case submissions for the Property Activation Fund, Market Hall and Opportunity Goole have now received approval and official sign off, however, this did not include the project adjustment request (Market Hall) as that is being treated as a separate matter and the outcome should be available soon. PJ thanked PC for this news and the continued support being given to the programme.

HH summarized the issued progress report:

Market Hall: Group Ginger Architects have been appointed to lead on the building work. Soft market testing for operators will launch in April as well as seeking expressions of interest for local anchor tenants, for example, a local Brewery. Construction work will start on the roof later this year. A core stakeholder group comprises Junction/GTC, and the Civic Society will be formed to further facilitate wider community engagement.

Goole Leisure Centre Hub: Willmott Dixon and Watson Batty Architects are due to be part of the design and construction team. They are currently reviewing the design changes arising from the consultation that includes retaining the sports hall and including the health suite. These revisions will be presented to local stakeholders including Goole Town council prior to the next publicity release.

Arrangements are well advanced for alternative temporary accommodation for dry side activities. Alternative wet side activities are currently being explored with other pool operators and Membership compensation options are being considered. The works will involve one year of disruption to users.

Public Realm: ERYC are in the closing stages of appointing a lead contractor to take forward the design scheme principles for the priority areas for uplift including the Precinct, Paradise Place, the areas outside Junction and the Market Hall as well as pedestrian routes connecting sites within the Conservation Area and leading to 'Riverside Walks'. Once the appointment has been finalised, the design team will facilitate the Stakeholder Forum including Goole Town Council, Local Business representatives and Goole Civic society alongside wider public engagement events. MC said that involving a key stakeholder forum for this project is very important. Improving CCTV and incorporating street scene designs that provide increased safety in public locations are also within the scope. Goole Town Council as the current CCTV contract operator, are in communication with ERYC as they consider and explore options for the future CCTV service. AH said that the current contract is under review

AH asked what the role of LDA was going forward, HH explained that the design principles LDA produced as part of the Business Case preparation were essential in determining the priorities and scope of work as this enabled the

costs to be produced to complete the Business Case. The role of LDA was development of principles and not stage two – delivery. The objectives remain in terms of the priority locations and the core objectives but, the Project Owner (James Timm) is procuring the delivery Partner to take the project forward for delivery in consultation with key stakeholders. MC said the work done with LDA gave the Board insight into being able to clearly articulate what public realm should not be and hopes the delivery partner will pay close attention to some of the finer details. JE advised that the Council had appointed 'Common Place' as the preferred supplier to facilitate community communication and input. This will support Goole Town Deal on its delivery journey and help build and maintain momentum for the individual projects. MHC said she found the VPG Consultancy experience helpful and would like to see this model across the wider project portfolio when it comes to some of the finer options detail (for example the material being proposed).

Property Activation Fund: Now that the confirmation of approval has been received, ERYC will launch the project. This will include a high-profile publicity campaign across a range of media channels including Business Investor Journals and local word of mouth. Interested applicants will be invited to submit an initial Expression of Interest as part of a two- stage process. Full applications will be subjected to varying layers of Governance and Assurance depending on the nature of the proposal and the amounts of grant being requested.

ERYC have recently administered a recruitment process and made an appointment that will provide PAF with a dedicated project manager from April. MHC said that the Civic Society very much hope that the take up will be forthcoming. It would also be incredibly positive if the owners of the arcade are able to engage in the grant opportunity. PJ highlighted that individual Board Members will need to pay careful attention to the declaration of interest procedure when PAF grants are considered, whilst it will be helpful to promote the opportunity, there will need to be a clear separation of roles from promoting and decision making.

Opportunity Goole: The Project manager (Dawn Redfern) was appointed in November 2022 and has been actively networking in the area. Promotions Co-ordinator (Joe Hodgson) started in January 2023 and three part time Adviser posts have been interviewed for and are pending start dates. Soft market testing for the skills fund has already begun and now that the final approval for the project has been given, the flexi grant funding can now be administered. The library will shortly be closing to allow a re-configuration of space and to accommodate the Opportunity Goole service and its associated branding. It is anticipated that the closure will last approximately 5 weeks from the 20th of February.

Dutch River Cycle Way and Flood Defence: The EA are ready to progress the ongoing development of both the flood defences and particularly the Greenway element of the Dutch River project. The Greenway will involve extending their existing contract with Arup and this will offer the Board and local stakeholders' opportunities to visit the site and help shape the final designs.

MC commented that he would still want to see what the review process will be for the Rapid Inundation Zone and continue to challenge the restrictive measures it imposes on future development.

7. Communication & Media Plan February & March To also note the 'Pre- Election' period.

LO has worked on the recent feature for Opportunity Goole and the Boards responses regarding Victoria Pleasure Ground. These sit within the wider communication and media plan produced for the Board developed in parallel to identifying some key messages and a forward- looking schedule of releases. Lucy continues to engage with The Goole Times as the key media for Town Deal due to the strong influence the paper has as the town's only weekly publication. The importance of actively engaging with third party advocates to share the positives of the projects across social media platforms is also a consideration.

As the delivery phases accelerate, Lucy will support and guide public communications at an individual project level as well as the overall programme level. During the pre-election period resources will be deployed to refresh the Town Deal website and coverage on adjoining sites like '*Invest Eastriding- Goole*'. In addition, Lucy is also aiming to target the regional coverage including the Yorkshire Business Desk.

MHC highlighted that Radio Humberside also have an ongoing interest in the Town Deal.

8. Draft Expression of Interest Board Membership notice

The Board considered the draft notice prepared with a view expanding the Board membership. This prompted more detailed discussion on the possible benefits of inviting new representatives to join the Board at the current juncture. PJ asked if it might be beneficial to seek involvement in wider project specific forums rather than the Boards future remit, given it is to oversee the strategic direction of the agreed projects, monitor performance and manage delivery risks. The current Board are well informed having been involved throughout the development and approval stages of the Town Deal whereas, project specific forums offer a degree of flexibility to help shape some of the finer detail and seek additional local intelligence that might have more appeal for new representatives. PJ also reminded fellow Board Members that it is an organisation that is the Board Member represented by a named individual.

AP concurred with this observation, indicating that the Board are supportive of wider local input where people's views can influence outcomes for the better, at Board level, there is little now to change at a strategic level unless an approved project cannot proceed.

MHC expressed a view that the area not represented on the Board is the local education sector but at what level would their role and expertise have the greatest benefit, possibly more linked to school engagement in the actual delivery and animation of the projects on the ground for example Opportunity Goole, Public Arts/Design, events, and festivals etc.

The Board agreed to defer any action to seek new Board Members but to review again post the election and against the backdrop of project specific steering groups being formed.

9. Incoming Communications

HH advised the Board that the Towns Fund Central Team have written to confirm that all summary documents must be submitted to the Department by 31st March 2023. If a project Summary Document is not received by this date, then a Town Deal will be surrendering the funding for this project as per the amount agreed at project confirmation stage / through any subsequent approved project adjustment requests (whichever is the latest figure).

10. Any Other Business

MHC asked about the formation of the Bicentenary working group. HH advised that this will be a priority for Leigh Johnson on her return to work following a period of absence. It is very much anticipated that this will be the driving force to build the momentum and resource for establishing a stronger annual calendar of events and festivals starting in 2023 and building to a spectacular year of celebrations in 2026 and the end of the Town Deal programme.

11. 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. **The next meeting is likely to take place in either late March or early April.**