

Attending: Link Agency (PJ Phil Jones, Chairman), Croda International (MC Martin Chapman), Constituency MP (AP Andrew Percy), Goole Civic Society (MHC Margaret Hicks Clarke), Goole Town Council (CBJ Cllr Barbara Jeffreys), Environment Agency (PS Paul Stockhill), Hey SMILE Foundation (NM Nick Middleton) ERYC (AH Cllr Anne Handley), Public Health (LF Laurie Ferguson).

Present: DLUHC (PC Peter Campey), (Interim Head of Economic Development (CW Claire Watts), Town Deal Programme Manager (HH Helen Hoults), Local Growth Co-ordinator (LJ Leigh Johnson), Strategic Asset Manager (JT James Timm), Regeneration Project Manager (AHT Andrew Hewitt), Media and Communication (LO Lucy Oates).

1. Welcome and Apologies

PJ welcomed all to the meeting. Apologies were received from Siemens (Finbarr Dowling), Beal Homes (Richard Beal), Hull and East Yorkshire Local Enterprise Partnership (Teresa Chalmers), Opportunity Goole Project Manager (Dawn Redfern), Promotions Co-ordinator (Joe Hodgson)

2. Declaration of Interests

No new interests declared.

3. Minutes of the meeting held on 16 June 2023

were approved as a true record.

4. Opportunity Goole update:

Due to unforeseen circumstances, officers involved with the project were unable to attend and present. As such an update was discussed later within Projects Progress report item.

5. Property Activation Fund (PAF) report

AHT referenced a report previously circulated to Members. Key points included the launch of PAF on 5th July at a joint Goole Town Deal / Hull & East Yorkshire LEP event at Raise Business Centre. Up to and including 8th September, 23 organisations in the Goole area had requested information about PAF and discussed potential projects, 7 expressions of interest (EOI) have been received and 4 have passed gateway checks and been invited to submit full applications. Work is taking place with other applicants to either improve their initial EOI to ensure it passes gateway checks or are being signposted to other business support providers to see if alternative support is available to them.

Cllr James Cooper has been chosen to represent Goole Town Council on the Investment Panel which will meet monthly from Tuesday 26th September. Governance processes have been streamlined and guidance is clear that PAF is not a fund for ongoing maintenance issues. Expertise and knowledge on the Panel includes Business Support, Community Organisation, Conservation, Heritage, Architecture, Construction and Property. Other expertise including legal, flood mitigation and environmental, can be co-opted on to the Panel if required.

AHT explained that discussions with the developer community had highlighted interest in a vacant site. Assistance from PAF has been requested to meet a current viability gap. AHT has held discussions with interested parties, he informed the Board that the proposal for the site would be of the kind GTD is seeking to encourage through PAF and would deliver PAF outcomes. The site is not within the Rapid Inundation Zone and developers are interested in pursuing residential and retail use. The right proposal for the area would have beneficial regeneration impacts and deliver economic growth. Members discussed the option of reviewing the eligible area for PAF to include the area of strategic development land.

Action: Following discussion it was agreed to accept the report provided by AHT, approve the final PAF Investment Panel membership, and approve the PAF eligibility area to include an additional site of interest for investment to enable an EOI to come forward.

6. Projects Progress report

HH ran through the report previously circulated to Members. Following discussion PC suggested a traffic light system (red, orange, green) be included in subsequent reports to reflect stages of project progress and risk assessments to ensure time slippage can be mitigated. Key points follow for individual projects:

Market Hall Concept Design package (RIBA 2) has been received from the design team, consultation with stakeholders has taken place, feedback has been incorporated into the scheme. Soft testing the market for a commercial operator has begun via a foodservice consultant, with initial interest being encouraging. Guardian Industries are working on the glazing specifications for the specialist roof glazing and glazed wall to the North elevation. Visual drawings and 3D imagery for internal and external works will be shared with media and put out for consultation. JT informed that images should be available by the end of September with a public event scheduled shortly after via an event at the market hall.

Victoria Pleasure Ground: Steve Wells Associates have been appointed by Goole Town Council to bring forward the delivery stage and conclude funding applications to the Football Foundation and Goole Fields Wind Farm Fund.

The Planning application has been validated; a report is being prepared by the Planning Case Officer with the application due for consideration on 3rd October Western Planning Committee followed by Strategic on 12th October. Sports England lodged an objection, as expected. Full details and documents can be viewed on the ERYC Planning portal, reference number 23/01847/PLF.

Leisure Centre: JT reported that works are due to begin on site in January 2024. Increasing cost pressures are the greatest risk to the project. A decision from planning is expected in December. As soon as ERYC are happy with the further refinement of the 3D drawings there will be an official press release. There will be no change to the plan following a petition to include a squash court in the new design. Cllr BJ stated space has been left in the building for future inclusion if additional funding is available.

Station Hub: A new tender was prepared for the new bus service stipulating 6 day operation Monday to Saturday 6am - 11pm in recognition of the Boards ambitions. Following tender conclusion and scoring, the preferred operator was a local coach operator. They are ready to run the service, anticipated to launch in November, as soon as the vehicles are delivered by Asset Alliance Group. Appropriate branding decals will be included. Marketing and communications will be launched in the lead up to the service launch. The first year of service will be funded by GTD, the second by another source. Journeys will cost £1 along the route between Goole and Howden.

Action: MC asked if a multi-use ticket could be made available and AHT agreed to investigate this.

The public realm aspect is aligned with the main public realm project. Arrangements are being progressed with Network Rail for the subway improvement work.

Public Realm: Consultants will provide a menu of options within the next few weeks, a special session with the consultants will take place at Raise Business Centre to consider options and feedback on both

public realm and market hall renovation. Goole Town Councillors will be invited to join the Board for this.

Opportunity Goole: This is now fully operational within Goole Library, providing the face of Goole Town Deal, sharing networks and signposting. Funding system now in place for individuals and businesses to apply for the flexi skills fund. The social value of the project will also be measured, and systems have been established to do this.

Flood Defences and Greenway: Both elements of the project are progressing. The Greenway involves working with different landowners and the Highways Authority. Conversations are currently taking place with legal departments to agree the terms and future maintenance requirements. The EA outline business case for grant aid has been submitted, £8.7m for flood prevention measures and £5m for the greenway with a further £1.4m of government funding and £3.1m from the town deal.

7. Communication Activity

LO presented her report regarding traditional and social media in relation to Goole Town Deal press activity. Opportunity Goole and PAF have received extensive coverage including positive comments on social media. People were directed to the GTD website during an online debate on the market hall to challenge misinformation. Partners and stakeholders have shared and retweeted messages. PAF has had regional exposure and positive content on regional television.

7.1 Brand Guidelines

New guidelines have been circulated regarding Town Deal and Levelling Up. The Board was made aware of these during LO's presentation. Includes logo use, size, and colour. All project managers will receive a copy of the guidance.

8. Any Other Business

8.1 Arts Council & Heritage Lottery bid proposals linked to the 2026 Bicentenary

LJ informed Members of plans developed by Goole 2026 Group to deliver a year long festival of celebration and entertainment for Goole's 200th birthday in 2026. Representatives from culture and arts organisations, heritage and community groups along with ERYC Officers and GTC staff have considered over 100 ideas. Development of a Place Partnership bid has been agreed by the Goole 2026 group following a presentation of findings and festival concepts by ERYC Officer Katherine Mathews resulting from research and community consultation. The festival will be themed under the banner of 'All Aboard Goole' to reflect Goole's transport connectivity, maritime history and beginnings whilst encouraging involvement and participation from anyone and everyone.

NM added that a volunteering programme will also be included.

8.2 AP advised of a recent trip to Gibraltar and the Twinning link, suggesting that this could be something for consideration within the public realm concepts.

9. Date and time of future Board meetings

A presentation session will be scheduled for October prior to the next scheduled meeting on Friday 10 November at Raise Business Centre, with further dates to be agreed going forwards.