

Minutes of Goole Town Deal Board Meeting

Friday 26 January 2024 2.30pm to 4.30pm at Raise Business Centre

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), HEY LEP (TC Teresa Chalmers)

Present: Head of Economic Development (CW Claire Watts), Town Deal Programme Manager (HH Helen Hoult), Local Growth Co-ordinator (LJ Leigh Johnson), Strategic Asset Manager (JT James Timm), Regeneration Project Manager (Aht Andrew Hewitt), Media & Communication (LO Lucy Oates), DLUHC (PC Peter Campey, AB Amy Ball), AMEY (GPB Gerardo Puente Barragan, AQ Andrew Quilter, DT Dave Towers)

1. Welcome and Apologies

PJ welcomed all to the meeting. Apologies were received from Siemens (Finbarr Dowling), Beal Homes (Richard Beal), Public Health (Laurie Ferguson) ERYC (Mark Westwood)

2. Declaration of Interests No new interests declared.

3. Minutes of the meeting held on 10 November 2023 were proposed by BJ, seconded by MHC and approved as a true record.

4. Opportunity Goole update

HH provided context and outlined the current position of the project. Opportunity Goole offers a central high street location and value for money with minimal operating costs for Opportunity Goole. The town centre location is beneficial for introductory meetings, but it does lack private space for confidential conversations with clients and large space to host events for target groups, which is a key aim to achieve programme objectives. The staff would like to utilise some space at the Goole Adult Education Centre that would provide an improved area suitable for confidential discussion with residents, provide rooms for training courses and increase the service offer to residents and businesses. The dedicated zone within the library will remain as well as the Advisors doing more outreach work in community venues and spaces.

The Board was also asked to consider the following recommendations.

- The Personal Adviser team and Promotions Coordinator increase their work within community and town centre locations giving Opportunity Goole greater visibility.
- Recruit an additional full time Personal Adviser from April 2024 to increase capacity and provide additional advice and guidance to residents and businesses.
- The Flexible Skills Fund to be managed and administered by the Council's Regeneration & Funding Team; the Opportunity Goole team focus their support on supporting applicants completing the application process.
- A proportion of the Flexible Skills Fund (£5,000) to be ringfenced for 20 bursaries for new starters on the Kickstart Scooter Scheme (residents of Goole) to help with set up costs and purchase of safety wear.

Discussion followed with several Board members suggesting the former Goole College site which is now very busy with users of the relocated Leisure Centre should be considered as a venue for staff to utilise, with significant space for client meetings and training events.

Action: *It was agreed Goole College be considered and utilised for Opportunity Goole staff. All recommendations were discussed and agreed. Future Case Studies and outcomes of the skills fund to be produced and presented to the Board.*

5. Goole Howden Hopper Bus update

AHT outlined the current position with regards to receiving delivery of the ordered new vehicles. Two options are available: wait for new vehicles to be delivered and introduce the service or wait for parts to become available and use second hand vehicles. Designation for the route will follow notification of their arrival to the Department of Transport. TC said the buses would become mobile billboards to promote Town Deal and ought to be of an appropriate standard to reflect the ambition of the programme. PS added that the right vehicle would provide an appropriate method of evidencing and analysing data of usage and trends that would be important when considering the service after the initial 12-month period funded by Town Deal. Discussion took place regarding the pros and cons of each option.

Action: *It was unanimously agreed to await delivery of the new vehicles before the Hopper service is launched rather than procure second hand vehicles. AHT to keep the Board informed of progress and site visit the manufacturer to check on progress if felt necessary.*

Preparatory work for the route will take place alongside the Rail Operators plan to resurface Howden train station car park. Expediting the scheme as early as possible would be beneficial to the Hopper service. The correct weighting and turning circle for the Hopper will be essential. The rail operator also has plans to introduce a daily parking charge at the station car park that is currently free. Northern and Hull Trains are keen to publicise links between the train service and the Hopper.

Action: *The Chairman will write a letter of support on behalf of the Board to Northern expressing support towards the Howden station car park improvements and encouragement for the works to commence as soon as feasibly possible.*

6. Projects Progress Report Public Realm

HH summarised work that had taken place to consult on design plans for public realm within the town centre. A sequence of concepts had been discussed with both the Board and Goole Town Council that led to several public consultations for wider viewpoints to be sought from within the community through face-to-face sessions and via Commonplace, an online platform. The Board considered feedback on the initial design concepts for the Public Realm proposals, received from members of the public who attended an exhibition held at Goole Market Hall in November, shared thoughts via an online consultation and feedback at an exhibition held at Goole Library. HH also highlighted that much discussion had taken place on social media where confusion had occurred over the understanding of the term 'pedestrianisation'. The Board considered the consultation feedback to review and determine the public realm priorities that should progress to the next stage, RIBA 3.

AQ explained people sometimes struggle to visualise a 3d design from a 2d display, but feedback from the market hall event highlighted the importance of priority areas to local people, which were thought of as high priority areas for action and those thought of as low. Parking accessibility at North Street and Goole Hub (formerly East Riding Leisure Goole) was also a high priority to local consultees although other works in those areas were thought to be of a lower priority than other spaces within the town centre. The Board recognised some of the original design concepts led local people to believe certain areas of the town centre would be pedestrianised. AQ outlined the aim is to improve public safety and connectivity between pedestrian areas expected to see footfall increase, not to fully pedestrianize the town centre. Shared space and enhanced crossing places will be considered in areas likely to be busy with both vehicles and pedestrians.

A video walkthrough of the public realm design options enabled discussion of key elements beginning with the subway (underpass). GPB explained this physical space creates an opportunity to feature significantly through design elements that draw the eye to the aspects and character of Goole in decorative metallic panels. These could be displayed on each side of the subway creating linkage between the town centre and underpass incorporating aspects of Goole's history within the design. Lighting would have the same artistic quality whilst creating a safer feeling. Living walls of plants and greenery were discussed with majority Board preference for a water feature wall with water running behind Perspex rather than a living green display that was thought would require prolonged maintenance and be open to vandalism. There may be an opportunity for community participation in environmental projects incorporating Goole's history. MHC added maintenance costs to be considered for water feature.

The underpass will network to the station plaza via a lowered wall and connect to the bus interchange via a tiered stepping area across to the station, planting will be incorporated relative to themes of Goole. This could be a town brand opportunity and commercial retail opportunity with a revenue generation option. The area offers a dwell space that will revive the current station building as part of the welcome experience connecting main access points towards the market hall. The scheme includes a change of paving at one end of the plaza. All options are within budget. PC asked for paving to be high quality and rain proof. TC added materials to be non-slip. Cost options will be considered for the next phase. MHC asked if the sculptures within the gardens area could have a heritage theme.

The outdoor defined spaces in the pedestrian plaza would be in prominent positions for businesses and create space around them. They will help to stimulate activities, footfall, and dwell time in the space. The area can be used for events including some market stalls and has flexibility. The layout could also assist with future safety requirements for managing large crowds at events. The 'rooms' would be arranged to respond to the existing paving pattern. Finer planting schemes with low maintenance needs reflecting the river environment and water heritage would be central to the theme. Partners and additional key stakeholders are being consulted on the designs to guarantee proposals do not restrict access for emergency vehicles or result in any additional policing concerns. Design concepts will be refined to ensure public safety and the need to reduce the potential for anti-social behaviour.

GPB described the creation of a continuous surface clearly connecting the market hall and library building to ease movement between both venues. Speed restrictions on the road would create a connection with space. The concept is to generate a safer environment for people to walk within. Shared space schemes give pedestrians higher priority but are still open to vehicles. MC queried what would be achieved by connecting to the library building as the service is being relocated to Goole Hub. MHC expressed current concerns experienced by Castaway users attempting to cross between each building. A raised surface was suggested as an alternative shared space option with plants used as opposed to railings at the roundabout. JT described managing space to enhance the visual aesthetic for pedestrians, to improve connectivity, create natural flow at the roundabout, and improve crossing points and seek to further develop a 'Cultural Quarter'. Town Deal is creating conditions for more investment after the programme ends. If the Market Hall is successful, it will impact opportunities for the library building too. It was thought activation of some properties through the PAF will enable a multitude of creative events to happen at the same time. BJ asked for assurance on loading space for arts organisations visiting Junction theatre. JT said space can be adapted to accommodate. PJ commented on the pedestrian orientated friendly flow and creativity of design.

The Board agreed with feedback regarding changes to Church Street and North Street being a lower priority though recognised and agreed with members of the public who highlighted concerns regarding vehicular access at North Street. AMEY will produce design options that address existing egress and exit issues to the new Goole Hub and the adjacent North Street retail park to create an easier and safer entrance and exit to the site. Appropriate maintenance agreements for managing public spaces, planters and street furniture will be introduced. The Board agreed that the proposals for the town centre need to reflect aspects of the feedback received and that the architects refine further some of the priorities.

Action: *the Board agreed further amendments and refinements to the design concepts were required. The scheme will be taken through to the next technical design level and adapted during the pre-construction phase.*

7. Projects Progress report

HH provided salient points on the following projects. **Market Hall** – A promising response from commercial and community operators. **VPG** – Football Foundation application has been pushed back to the April submission 2024; the decision is outside the control of the Board. **Flood and Greenway** – The EA are progressing the work schedule and an opportunity will emerge to engage local groups and people with some of the design aspects on the Greenway. PS asked for a deeper dive into the programme to see if any barriers to works going forwards earlier could be removed for some projects. PC suggested considering where some project works may be able to start earlier than had been indicated, Public Realm may be tight on delivery timescales and the Board agreed that March is scheduled to include a thorough review of timescales and risks. MC encouraged and supported a clear plan to ensure scope creep does not occur across the programme.

8. Communication Activity

LO presented her report regarding media coverage in relation to Goole Town Deal activity. GTD projects have received extensive coverage. Various comments on social media platforms were responded to and authors driven to the GTD website and the official Town Deal social media pages. This has increased likes and follows across managed platforms. An in-depth series in the Goole Times focusing on individual projects is going well. Dutch River Greenway had just featured in this week's edition of the newspaper with a 'Spotlight on' feature. AH had raised publicity for Town Deal and has requested a range of products such as billboards and window decals to ensure the brand was visible.

9. Any Other Business

9.1 Devolution AH introduced the concept of Devolution. Those present discussed the proposition and were pleased to note the number of consultees sharing their views had reached over 3,500 up to the halfway point of the consultation. Four top priorities chosen from the list available were improved local transport, regenerate local community, support business growth and protect against flooding and improve resilience. PJ added that the Chamber of Commerce were committed to devolution. AH added that electrification of the rail line would be on the agenda when she attends a Transport for the North conference.

10. Date and time future Board meetings The next meeting will take place on **Friday 22 March 2024.**