

DRAFT Minutes of Goole Town Deal Board Meeting

Friday 22 March 2.00 to 4.30pm at Raise Business Centre

Attending: Link Agency (PJ Phil Jones, Chairman), Goole Civic Society (MHC Margaret Hicks Clarke), Goole Town Council (CBJ Cllr Barbara Jeffreys), Hey SMILE Foundation (NM Nick Middleton) ERYC (AH Cllr Anne Handley), HEY LEP (TC Teresa Chalmers) Public Health (Laurie Ferguson)

Present: Head of Economic Development (CW Claire Watts), Town Deal Programme Manager (HH Helen Hoult), Strategic Asset Manager (JT James Timm), Regeneration Project Manager (AHt Andrew Hewitt), Media & Communication (LO Lucy Oates), DLUHC (PC Peter Campey)

1. Welcome and Apologies

PJ welcomed all to the meeting. Apologies were received from Croda International (MC Martin Chapman), Constituency MP (AP Andrew Percy), Environment Agency (PS Paul Stockhill), Siemens (Finbarr Dowling), Beal Homes (Richard Beal), Local Growth Co-ordinator (LJ Leigh Johnson), Amy Ball DLUHC

2. Declaration of Interests the Chair reminded Board Members of the need to consider this for every Board meeting agenda and no interests were declared.

3. Minutes of the meeting held on Friday 26 January 2023 were proposed by Cllr Barbara Jeffreys, seconded by Margaret Hicks Clarke, and approved as a true record.

4. Goole Market Hall: ERYC have undertaken a procurement exercise to secure an operator for the Market Hall once the physical refurbishment has been completed via the Town Deal. It was marketed as:

“East Riding of Yorkshire Council (as landlord) are looking for an experienced operator to curate and manage the whole Market Hall, providing a unique commercial asset to service the Goole community. The operator will have the expertise to manage the food hall either through self-operation, or working with local independent operators, or a combination of both. We are open to expressions of interest from a broad range of operators, this could be restaurants, breweries, coffee roasters, social enterprise businesses, street food collectives, contract catering, or a local business entrepreneur. The most important aspect of the operation is creating a destination that enlivens and activates the town of Goole. The landlord is seeking a tenant willing to work with the Council to deliver a commercial and community events program. We are looking for an operator with the passion and vision to turn the Market Hall into a vibrant and community focused destination venue that helps secure renewed footfall and interest in Goole Town centre.”

Following a two-stage process of Expressions of interest and invitations to submit full business plans, two operators are for consideration. Both are credible and worthy contenders although their breadth of experience, track record, financial standing and business model are quite different. The Board considered the technical appraisals for both in detail, discussing factors for success, affordability for community use and the key aims of the future of the Market Hall as set out in the Town Deal alongside the operator's readiness to deliver on appointment. The contract would be for an initial six-year period with Performance Indicators built into the tenancy.

The Board agreed to ERYC negotiating Heads of Terms with operator A (that cannot be named here for commercially sensitive reasons).

5. Goole Howden Hopper Bus update

AHt outlined the current position with regards to receiving delivery of the ordered new vehicles. The parent company of whom were building the new buses to service the Goole/ Howden Hopper service entered administration and ceased production of minibuses for a time in early November. This was not an issue per se as there was a full order book included orders from a range of other Councils including the East Riding, but more a cashflow problem created by another company in the group.

A new company took over the manufacture in early December and recommenced limited manufacturing on buses which were nearing completion. Enquiries were made as to whether the Goole buses were in this tranche - they were not. At this point the second-hand market was explored (as it was for many other organisations waiting) to see what buses might be available. It was agreed that it was in the best interests of the project to wait for the new buses.

Full production resumed in January and whilst it was indicated that the new buses may be delivered in mid Feb, this has extended to late March. On receipt of the vehicles, they will be sent for dressing and the service and timetable will be launched with a press announcement. An application needs to be made to the Department for Transport for a licence to operate a charged for service and this is now being administered. The rates proposed are £1.00 per journey or a weekly £5.00 ticket. Free Bus Passes will be eligible on the service.

Action: To check if payment will be both cash and card.

6. Property Activation Fund

AHT provided an update: Between the scheme launch on the 5th of July 2023 and the 18th of March 2024 the Goole Town Deal/ PAF team had assisted 41 organisations in the Goole area, with direct requests for information about the PAF or to discuss potential projects. Up to the same date this has converted into receipt of 16 expressions of interest for the scheme.

Marketing and communications of the PAF scheme continue through the Goole Town Deal social media channels. An information pack for business intermediaries has been produced. A follow up information pack is being sent to every commercial property owner with the Goole PAF eligible area. This has been undertaken to ensure all property owners are aware of the PAF project and are able to develop and promote projects which will be to the benefit of the Goole town centre. This is following concern from the PAF Investment Panel that some property owners outside of the area may still not be aware of the PAF opportunity.

The Board considered the current calls against the project budget considering applications in the system, applications being developed and what reserve may be required for target properties if the owner brings forward an application. The project budget will be reviewed at each Board meeting to ensure that any predicted surplus can be fully utilised across the programme within the permitted adjustment rules. One application in the system is for over £500,000. This will pass through the PAF Panel and come to the Board for consideration, it may also be required to go before the ERYC Cabinet.

Both Cllrs Handley & Jeffreys expressed concern if an application came before the Panel to develop more Houses of Multiple Occupation, it was noted that the current applications to develop additional housing are for self-contained units and not shared living spaces. Discussions also took place regarding the option for the Council to purchase target properties/sites within the rules of Town Deal funding and where there is a clear rationale for doing so that unlocks economic development.

7. Victoria Pleasure Ground

A recent procurement exercise for the building and 3G Pitch provides fixed price tenders and as anticipated prices have increased. Prices have been appraised to consider the contingency budget and possible value engineering without diluting the overall inputs and outcomes. However, until the value of the Football Foundation bid is concluded, any necessary budget adjustments are not conclusive. As a contingency and risk planning measure of a possible shortfall, the Board are asked to consider VPG as a priority should any committed surplus Town Deal funding be available for reallocation, subject to the required delegation limits and value for money assessments.

The Football Foundation bid will be submitted on the 12th of April 2024 meaning a decision will not be known until July 2024. This submission round sits within a 'Lioness Fund' and Goole will give significant value to this objective via Goole Women AFC and Girls of Goole Town Tigers. The scheme is ready to go with planning permission that should prove favourable. This submission date change pushes the build back with full completion by December 2025. This schedule has factored in Goole AFC being able to honour their league schedule requirements and

complete their season of home ground fixtures with the use of temporary changing facilities. An approach has been made to large local private sector organisations via the Goole 36 Forum offering the opportunity to invest in the Victoria Pleasure Ground as part of any social/corporate responsibility or interest.

A discussion followed where the Board agreed that they remain fully committed to delivering the full objectives of the VPG project and do not want to put at risk securing the additional funding or losing the funding already secured. If a shortfall remains once the outcome of the Football Foundation bid is known, then the Board in principle, agree to prioritising the VPG project for the reallocation of any surplus currently committed Town Deal funding, subject to the rules of Town Deal and the associated delegation limits.

8. Projects Progress report

HH provided salient points on the following projects.

Goole Leisure Hub: Site preparation enabling work nearing completion. All intrusive surveys and investigation verification works completed, work to resolve existing pools significant leaks completed and tested.

Public Realm: Amey Architects have commenced coordinated design (Stage 3) based on the preferred concepts from the public consultation and feedback from the Board in January.

A proposed contractor has been identified via the YORBuild Framework and will now be engaging with the design team through the next RIBA stages to provide contractor pricing input. Revised proposals developed to RIBA stage 3, to be presented to the Board and Goole Town Council in April & May.

Opportunity Goole: The team of Personal Advisers and Promotions Coordinator have increased their work within the community by using more high street locations and ensuring Opportunity Goole has greater visibility on the high street. The central base of the programme remains in Goole library with more outreach networking and use of other community facing buildings. A proportion of the Flexible Skills Fund (£5,000) has been 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. The first case study has been produced for an individual establishing a new business. Promotional Roadshows will be taking place across the town the first week in April.

Dutch River Greenway and Flood Defence Scheme: The Environment Agency project group are progressing the flood defences and the Greenway element of the Dutch River project. Outline designs have been produced for the Greenway route from Bridge Street Goole that leads to Rawcliffe. Maximising opportunities from the flood defence work and seeking to provide enhanced recreation and leisure, access to green spaces. Consideration is being given to a 'destination/dwell space' for animation with possible picnic seating, signage story boards, solar lighting, and distance markers. A local working group of interested stakeholders including Goole Civic Society and local walking groups will be established to inform the scope and Greenway designs.

9. Communication Activity

LO presented a report regarding media coverage in relation to Goole Town Deal activity. GTD projects have received extensive coverage.

- Facebook posts reached 17,469 people (@Goole Town Deal) during this period
- More than 2,000 people engaged with our posts by commenting, sharing, liking or clicking on links
- 970 followers and 764 page 'likes' - both increasing steadily
- X/Twitter (@gooletowndeal) Since it became X, this platform has been in dramatic decline so is becoming increasingly less relevant to us
- More than 700 'tweet' views
- 243 followers
- LinkedIn (@Goole Town Deal)
- 219 followers - increasing steadily
- 3,726 post impressions
- Several of our posts had an engagement rate of 10-20% combined

10. Branding & Signage:

Town Deal operating requires the use of specified logos when construction projects are activated. A guidance document has been produced and activity in hand to initiate this across the town and highlight Town Deal activities. The Goole Howden Hopper bus will also be branded accordingly.

11. Any Other Business

Goole Town Council have been asked to consider applying for funding via the Wind Farm Fund to light up the clock tower. This will compliment the tree lights in the precinct and add to the public realm. It will also compliment applications to the Arts Council and Heritage Lottery for Bicentenary celebrations. The Town Deal Board support this proposal.

An article was circulated advising of the recent installation of free town centre Wi-Fi across East Riding Towns. This was made possible via grant funding that East Riding Council secured. The Board welcomed this initiative despite some concerns being expressed that it has in the past encouraged anti-social behaviour in central areas by a minority taking advantage of hot spots.

Teresa Chalmers advised of the end of the Hull & East Yorkshire Local Enterprise Partnership and the new structure arrangements via Hull City Council to be known Hull and East Riding Business, Growth and Skills Hub (HEY BGS Hub). Under this umbrella team duties will remain the same and include the Growth Hub, the Net Zero Hub, Inward Investment, Programme Investment, and a new HEY Skills Hub. The latter will become the conduit for the delivery of the various procedures needed to manage the Adult Skills Fund once transferred over as part of the proposed devolution plan. A new HEY Business Board and a new HEY Skills Hub will be recruited over the coming months. A transitional arrangement is in place. New arrangements will need to be ratified to determine future representation on the Town Deal Board.

It was also noted that changes are in motion for the representative from Croda and Siemens.

12. Date and time next Board meeting: Friday 10 May 2024