Minutes of the meeting held on Friday 27th September, 2pm – 4pm
at Raise Business Centre

Attending: Link Agency (PJ Phil Jones, Chairman), Goole Civic Society (MHC Margaret Hicks Clarke), Public Health (Laurie Fergusson), Environment Agency (PS Paul Stockhill), Hey SMILE Foundation (NM Nick Middleton), Goole Town Council (CBJ Cllr Barbara Jeffreys), Head of Economic Development (CW Claire Watts)

Present: Town Deal Programme Manager (HH Helen Hoult), Strategic Asset Manager (JT James Timm), Regeneration Project Manager (AH Andrew Hewitt), Media & Communication (LO Lucy Oates), Cities & Local Growth Unit (AB Amy Ball), Local Growth Co-ordinator (LJ Leigh Johnson)

1. **Welcome and Apologies**
   The Chairman welcomed all to the meeting. Apologies were received from Beal Homes (Richard Beal), Siemens (Finbarr Dowling), Business & Skills (Teresa Chalmers), Cities & Local Growth Unit (Peter Campey), East Riding of Yorkshire Council (Cllr Anne Handley)

2. **Declaration of Interests**
   Board Members were reminded of the need to consider declaring interests at each Board meeting, PJ asked for anything to be declared. No declarations were declared.

3. **Minutes of the meeting held on 19th July 2024**
   Following a correction in the spelling of Laurie Fergusson's name to include a second 's', the Minutes were proposed by Margaret Hicks Clarke, seconded by Barbara Jeffreys and approved as a true record.

4. **Town Deal Programme Review**
   HH ran through the positive and helpful review which took place with government office recently to consider progress on the overall programme, individual projects and anticipated risks. AB confirmed government office is happy with evidence of progression and confident the Board can deliver on time.

5. **Property Activation Fund Update**
   AH provided an update regarding PAF activity. Interest in the scheme has continued with a noteworthy flow of enquiries and EOIs received from developers, businesses, and community groups. Since launching on 5th July, 79 organisations in the Goole area have been assisted, converting into 7 fully approved and contracted projects. Two additional projects have submitted full applications and received approval by the PAF Panel. A further 15 EOIs have been submitted and are being worked up to full application stage with support provided to applicants from the ERYC's Regeneration and Business Support teams.

   In response to a query regarding the former arcade on North Street, members were informed that the new owner had contacted to discuss potential support through the PAF and conversations were taking place to consider options. Contingency plans were considered in relation to potential pipeline projects within the timeline required for PAF completion. Currently £1m of the budget has been allocated with a current £300k of that figure allocated and spent.

   PS suggested a priority rating to identify projects with most benefits in key areas to assess their potential as high, medium or low priority. CW said development opportunities and funding paths would be more certain towards the end of the PAF, by 2026 the Investment Fund will be operational and some pipeline projects may potentially be eligible under new funding guidelines. A plan will be implemented to work up target areas with potential for inclusion following PAF if the timeline doesn't fit. AH added that some revenue funding would provide additional support to what has been a capital only fund. An appointment has been made for a PAF Project Co-ordinator; they will begin on 18th October to take on a management role to co-ordinate the fund.

6. **PAF Applications - St Johns Cottage**
   HH explained the initial application was issued with the July Board papers. Two additional papers have been included for wider strategic information. These show the plans for the Church grounds opposite the cottage that are being developed without Town Deal financial support but with wider place planning considerations for Church Street. The Chairman explained that Councillor Handley had asked for the application discussion to be deferred until the November meeting, however timing was critical as the application status would impact on further funding opportunities from UKSPF linked to the project that run alongside PAF to bring the project to fruition. Board members agreed to discuss the application and come to a collective decision based on the original application, approved by the PAF panel, and additional project detail provided.

   The Chairman noted the bigger picture provided by the additional information and the opportunity to support a significant project that would impact positively on and within the community. MHC added the PAF Panel considered the application to be ready to go, very well put together and consistent with aims and objectives of the fund with agreement for it to be funded. MHC informed all that the cottage, the building in question, is one of Goole's oldest buildings and sits within the conservation zone, it has heritage value and naturally costs for materials would be higher than standard materials as development would be heritage sensitive. Developing the Church grounds, with St John's being a key part of the town's heritage, landscaped for the benefit of the community, was thought to be the right way forwards in relation to public realm enhancement and the opportunity afforded by the PAF for this development.

   PS thought it made sense to use the PAF to invest in a key heritage structure in the town centre; LF agreed. BJ thought the project a golden opportunity for Goole and one that couldn't be missed, with all present Board members agreeing with her viewpoint. She explained that 2 of 17 Goole Town Councillors had reservations but the vast majority agreed that the project would be beneficial to the town and ought to be funded. NM reiterated what MHC had said adding that he would fully support the application progressing to funding stage.

   Action: *A decision was made to fully support the application progressing to funding stage. AH to inform applicant.*

7. **Projects Progress Report**
   HH outlined key points regarding the current status of each project with acknowledgement that numbers on the left-hand column had changed and additional information will be provided for the next meeting.

   Market Hall: The plan to begin works in October / November has shifted slightly to accommodate Goole Town Council's Christmas Market event as the Hall is required. This will not impact on works with all systems ready to go in January. The selected tenant, brew York, is working with the design team and architects with final sign off happening soon. Suggested opening was summer but the tenant favours an October opening to maximise the run up to Christmas.

   VPG: Football Foundation grant application was successful, GTC accepted. Goole AFC will develop women's and girls' football with pathway for girls into professional playing. A letter of intent outlining physical site works has been issued to the contractor. A site visit is scheduled for 3rd October. A special event is taking place on 1st October to celebrate news that Vikings Rugby League team has gone into the BetFred league.

   Leisure Hub: Demolition will take place before Christmas, potential for royal opening connected to bicentenary plans. BJ informed all she has been working to arrange a royal visit on Friday 17th July 2026, potentially King Charles. Previously Princess Anne visited and opened the old leisure centre so there is an opportunity to ask her to open the Leisure Hub. LJ explained 17th – 19th July 2026 would be bicentenary festival weekend with the intention of a range of culture and arts events taking place including a flotilla. PS said he would like the EA to participate and potentially include an exhibition, consider climate and wider opportunities.

Station Hub: JT informed all that a meeting had taken place with Northern Rail and an approval given for the works Northern Rail will deliver in relation to installation of infrastructure under the station forecourt.

Hopper: August usage figures total 4,638 with 1,178 concessions in August. A surge is leisure sue was seen in August. Data is being collected on a commercial basis to consider a number of areas including popular routes, pick up points, and most used times for the service. Data includes revenue information and the extent the service is subsidised.

Issues regarding a turning point for the service at Howden Station are being considered with options highlighted including adding a bus stop further along the road from the Station adjacent to the caravan park. This has time issues and a meeting will take place with East Riding's Transport Officer present to explore options. The service was developed in anticipation of the train timetable with the expectation that Northern Rail would create provision in the parking space for the service to turn. Issues have arisen making the position awkward; hence options are being explored to ensure safety and mobility and will be brought back to the Board for the November meeting. The Transport Team will discuss further with Northern Rail in relation to updating vehicle parking options.

Public Realm: Design has been agreed at RIBA stage 4 and 5; ERYC working with contractors to firm up prices on the Station Hub element.

Opportunity Goole: Service is doing superbly with multiple events, workshops and services provided to ensure residents have access to high learning opportunities, funding, and job creation. The next event taking place in October is setting up your own business with Goole based business owners sharing their experiences to engage and encourage new entrepreneurs in the town. These are sector specific events and have attracted excellent attendance. NM said Opportunity Goole Advisors had helped produce a report on Goole Services working alongside the voluntary sector.

Dutch River: The November Board meeting will include a presentation on the Project focused on the Greenway and bringing that space to life. A pocket park design may feature. The project is moving ahead on target and later this year flood defence works will begin. LF suggested a walking your ay to health event could take place at the greenway with potential to promote the space to schools for creative outdoor lessons and for adults to benefit from green space in terms of wellness and vitality. PS added that Deam will attend the November meeting to update on the project.

8. Communication Activity

Lucy provided an update on recent communication activity. In the past quarter GTD social media posts reached more than 70,000 people. Engagement has been increasing steadily in numbers and positivity concerning the overall programme and individual projects. Between 18 July and 20 September Facebook posts reached over 53,000 people with more than 10,000 actively engaged by commenting, sharing, 'liking' or clicking on links. Post impressions on LinkedIn totalled 13,244 with 2,090 people actively engaged with posts by 'liking', commenting, sharing or clicking on links; more than 70 new followers have added GTD since the last report. It's estimated that, due to the extensive coverage that Goole Town Deal received in regional media, as well as mentions in some specialist national media and the wealth of local media coverage, PR activity reached in excess of one million people during July, August and September, generating media coverage with an equivalent advertising value worth in excess of £100,000.

Spotlight features in the Goole Times on individual projects has ended with the opportunity to rethink and consider the next stages of works that can be focused on. PS suggested small videos capturing works to feature on the website. A regular progress report in the Goole Times was also a consideration to continue promotion and enable residents to continue with the development journey of each project within the programme. The Chairman commented on the positive impact having a dedicated comms expert in the team has made.

Action: *LO to liaise with PS regarding opportunities to capture greenway development and consider this idea for the programme. Board members to be aware, photographs will be taken at the next Board meeting to update the GTD website.*

9. Shop Window Decals & Hoardings update

HH explained acceptance had ben provided by the owner of the former Bon Marché premises to display shop window decals to promote GTD. All projects will feature, milestones will be pinned down on decals with images displayed of what is being developed. These will be bespoke to the window sizes. QR codes and website information will be included. Space will also be booked on the side of the building for advertising posters.

10. Any Other Business

1.1 FOI Public Realm

HH informed all that an EOI had been received regarding general questions in relation to VPG. HH is organising a response.

11. Date and time of future Board meetings

The next Board meeting will occur at Raise Business Centre on Friday 22nd November 2024, 2pm to 4pm.

Action: *It was agreed that dates for mid-January, March, May and July 2025 would be circulated, after which, meetings would occur quarterly subject to performance and end of programme position*.