

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

Attending: Link Agency (PJ Phil Jones, Chairman), 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), Business & Skills (Teresa Chalmers), East Riding of Yorkshire Council (Cllr Anne Handley)

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

1. Welcome and Apologies

The Chairman welcomed all to the meeting. Apologies were received from Beal Homes (Richard Beal), Siemens (Finbarr Dowling), Goole Civic Society (MHC Margaret Hicks Clarke), Health & Wellbeing (Laurie Fergusson).

2. Board Photographs

Photographs were taken of Board members to update the Goole Town Deal website.

3. Declaration of Interests

Board Members were reminded of the need to consider declaring interests at each Board meeting. There were none relating to this agenda.

4. Minutes of the meeting held on Friday 27th September 2024

The Minutes were proposed by BJ, seconded by NM and approved as a true record with the following correction, item 6, paragraph 3 referred to 2 of 17 Councillors. This should read 13 Councillors, 2 with reservations including Councillor Handley.

5. Summary of the Town Deal Return to MHCLG

HH ran through the document structure and process. This is the fifth return that has taken place. Members previously attended a Return meeting to consider the content for the period 1st April to 30 September 2024 and ensure the process of evaluation and accountability had taken place. The document content is similar to the regular report provided to the Board with consideration of risks, challenges, mitigation, overall programme and individual project progress taking into account planning, delivery and agreed outputs and outcomes. The Chairman thanked HH for the work that had taken place and emphasised how the document gave a detailed profile of programme and project delivery. ERYC Director of Finance has signed off the document, HH will upload the return prior to deadline on 24th November. PC referred to new government considerations and potential revised profiles in January 2025 and that overall Goole is still on track.

6. Projects Progress Report

HH outlined key points regarding the status of each project with acknowledgement of additional financial information provided in the report.

Market Hall: The market yard lease and rights of way regarding access are finalised with Goole Town Council. JT informed that BJ had been helpful to unlock the issues which was then further accelerated by CAH. Evaluation and Estates are working to ensure timings are unaffected and contractors can access to begin works.

Victoria Pleasure Ground: The site is progressing well. Site hoardings will soon be erected and site set up has begun. Much positivity about the project has been shared by residents including imagery across social media.

Leisure Hub: GTD promoted via site hoardings, progress being made with the development. Site work is underway and negotiations completed regarding significant cost increases.

Station Hub: Network Rail budget is in place; works will begin in January 2025. **Hopper:** The bus service continues to be well received locally with a steady increase in user numbers. October 2024 figures have captured a strong demand for £1 single tickets. Swayne reported that although turning and waiting at Howden station remains an issue, a workaround has been found for the current time. PJ asked about data collation. AH described the range

of data collected to understand the core of operating a viable service and where dead patterns occur. All data will be considered when the feasibility of moving from a subsidised pilot service to a potentially self-financing service is considered.

A request had been received from Hull Trains asking if the Hopper could be used as a bus replacement service over a two-week period of scheduled engineering works in January, that would impact Howden rail passengers accessing trains to London. The Hull Train service will be diverted via Goole during these works. Members discussed options and concluded ERYC agree appropriate terms with Hull Trains and Swayne Coaches. TC added her appreciation of the service having recently used the Hopper to visit Raise. She shared appreciation for the driver who provided an ambassadorial role in positively talking Goole and Town Deal projects. Sustainability and price sensitivities will be a consideration for operation following the end of the pilot. The service is having a significant positive impact on the community, it was thought this aspect of the success of the service should also be considered. PC added if viability is proven, is there an opportunity to consider replication elsewhere. AH informed that the combined mayoral authority is required to produce an integrated transport network; the Hopper project would be an excellent fit for East Yorkshire with the area being 93% rural and there may be potential of mayoral funds to facilitate.

Public Realm: ERYC are working to meet the dates and aligning with sequence of work at the Market Hall. Works are planned to begin in January 2025.

Opportunity Goole: The team of Personal Advisers and Promotions Coordinator have increased their work within the community ensuring Opportunity Goole has greater visibility on the high street. Outputs and outcomes are gaining momentum. Alternate funds and initiatives are available, so the flexible skills fund hasn't been required to the extent that was first envisaged, however, more specific vocation themed events are planned to promote the fund. CW referenced a new government employment programme - Connect to Work - £115m a year will be allocated to delivering the scheme, offering voluntary employment opportunities to people with disabilities, health conditions or complex barriers to work, supporting up to 100,000 people a year at full rollout. There may be potential in this funding for the Opportunity Goole model once Town Deal completes and Connect to Work pilots have taken place. TC suggested accessing referrals through the Create Growth programme.

7. Property Activation Fund Update Report

AH informed the Board that the Town Deal PAF team have assisted 79 organisations in the Goole area with direct requests for information about the PAF or to discuss potential projects. Seven applications have converted into fully approved and contracted projects worth a total of £1,706,989.28 of which, grant support from the PAF totals £1,027,926.35. Of these projects, four are fully completed following final monitoring visits and approval of their final claims. Three projects are in active delivery, two applications were unsuccessful because they did not fully meet the due diligence appraisal. One additional project approved by the PAF Panel and Goole Town Deal Board with a grant value of £451,261.33 is being considered by East Riding of Yorkshire Council Cabinet, with a view to delegation being provided to the councils 151 Officer to release the funding.

Two further submitted full applications are currently under assessment by the ERYC Programmes Team with a total grant value of £725,000. A further twelve projects have been invited to full application following successful EOIs. There are also twelve unsubmitted EOIs in the pipeline awaiting applicant submission. Further proactive work is underway with priority sites being of strategic importance to Goole Town Deal. The Board discussed the options outlined in the report in consideration of the grant amount allocated to contracted projects, the grant amount requested from full applications currently submitted and estimated grant amount required to cover projects at unsubmitted full application stage if all in the pipeline were successful.

Members were asked to consider that grant values for pipeline projects are not final costings, unsubmitted applications are liable to figure amendments. Applicant attrition due to mixed factors including complications with planning, ineligible costs, funding risks and procurement can also occur. The PAF team's experience suggests that not all pipeline applications will pass necessary due diligence checks, making it initially unclear whether a project will eventually be declined, require more work or be approved for a grant. Successful projects must physically improve the built environment and deliver required outputs and outcomes. Priority areas have been

explored and contact made with owners to pursue opportunities within the designated area. The PAF Team have supported applicants through the process to achieve the best possible outcome for the fund, for applicants and for the town.

PJ expressed concerns that several EOIs had resulted in less applications moving forward than expected and the need to get the maximum benefit out of the fund for Goole, appreciating one aspect of PAF is businesses can come forward themselves but have not done so despite significant promotion and support through the process. JT highlighted new planning powers High Street Rental Auctions (HSRAs) will allow local authorities to tackle persistently vacant properties in town centres by putting the leases up for auction. The aim is to prevent disengaged landlords from sitting on empty properties for more than 365 days in a two-year period, before councils can step in and auction a one-to-five-year lease. This may present an opportunity to use HSRAs to tackle persistent empty properties whilst other funds can be considered for bringing derelict properties back into use.

CAH referenced the need to consider a revenue funded scheme for town centre premises requiring significant clean up, to provide a pleasant experience for visitors and residents, as a priority to complement the capital funded PAF scheme. She expressed that PAF funding should be expended directly within the town centre environ to support high street development and regeneration of properties within the core retail environ as a priority. CAH noted her view that PAF grants should not initially be offered to applicants requiring a significantly higher intervention rate than the initial guidance stated, & key retail areas should be a priority. As such, CAH advised the Board that she had raised these views with ERYC Cabinet who have requested more information.

This led to a discussion regarding the PAF approvals process and the independent nature of the PAF Panel followed by the Board and ERYC Cabinet (subject to the grant value). ERYC Cabinet have recently asked for more information on its role as the Accountable Body given it is the Board who make decisions on applications. CAH asked the Board to reconsider its position on a recent application given she was unable to attend the last meeting and take part in the discussions. The Chairman asked those present for their thoughts which concluded with a general feeling that if time allows and if higher priority buildings/sites could now enter the process alongside a change in circumstances with new Local Authority powers, then there may be justification to review previous proposals that had not yet been contracted.

The Chairman suggested that consideration of nonhigh street sites could be part of the contingency planning at a later stage once new powers had been considered, as this had changed the conversation and thinking in terms of a recent large application.

8. Dutch River Project spotlight

PS ran through a presentation for Board members to update on the Dutch River Project. Flood defence preparatory work is progressing and running in parallel with greenway development. The delivery phase of planning has been finalised, the detailed design is complete; final programming and costing has been submitted by the contractor. Permits and landowner permissions have been sought and engagement taking place with Canal Rivers Trust, Associated British Ports, Network Rail and Land Drainage Boards. The Full Business Case, required to obtain financial approval for the delivery phase, has been drafted. Submission will occur in early 2025 to unlock funding. The Environment Agency (EA) has drafted an agreement to be reviewed by ERYC to unlock Town Deal funds; construction is anticipated to begin in Spring 2025.

The opportunity to include a pocket park towards the end of Dutch Riverside Road is emerging as a potential concept, dependent on future discussions and agreement with the local community and other stakeholders, particularly the Canal and River Trust as much of the Greenway improvements and park area is on their land. Previously CRT previously maintained the area; this is likely to be taken over by ERYC and will require minimal maintenance. PS stated The Green Team had been contacted to discuss ongoing maintenance opportunities. BJ suggested the potential for a 'Friends of Dutch River' group to be formed and was pleased the greenway would enable users to walk directly from Goole to Rawcliffe. NM informed he is a Trustee of a community garden project and happy to offer advice, he suggested including distance markers along the route. Integrated themes across the River and bank will enable users to follow the route towards a pleasant recreation space with amenities for

children and adults that don't disturb natural habitat or wildlife. A Community Stakeholder forum will meet on 4th December to consider ideas.

9. Communication Activity

LO provided an update on recent communication activity. From 19 September to 13 November GTD social media Facebook posts reached over 16,000 people with more than 3,500 people actively engaged with posts by commenting, sharing, 'liking' or clicking on links. Most popular posts included a spotlight feature on public realm, a getting started in business event post and a news item about works beginning at VPG. Multiple positive comments regarding the Hopper bus service have been made across social media with members of the public continuing to praise the service. Case studies from Opportunity Goole are continuing to be received.

10. Shop Window Decals

HH outlined the various designs of the decals and highlighted how they could be used to publicise and demonstrate the programme of projects. The opportunity to create a bespoke size display on the former Bon Marché building was discussed and agreed should go ahead.

11. Any Other Business

11.1 Google update

Lucy highlighted progress had been made regarding access to Google images depicting Google Town Deal. A range of actions had taken place to ensure image editing rights were retained and those used were appropriate images for Google to host when users conduct a search on Google Town Deal.

12. Date and time future Board meetings

The next meeting will take place on Friday 24th January from 2pm to 4pm in person at Raise Business Centre. Dates for 2025 were proposed as Friday 24th January, Friday 21st March, Friday 16th May, Friday 11th July with a proposal to consider meetings after July being held quarterly, subject to performance and end of programme position.