Minutes of the meeting held on Friday 16 May 2025
2pm - 4pm at RaisE Business Centre

Attending: Link Agency (PJ Phil Jones, Chairman), Goole Town Council (CBJ Cllr Barbara Jeffreys), Goole Civic Society (MHC Margaret Hicks Clarke), Siemens (MS Mark Speed), East Riding of Yorkshire Council (CAH Anne Handley).

Present: Head of Economic Development (CW Claire Watts), Town Deal Programme Manager (HH Helen Hoult), Regeneration Project Manager (AH Andrew Hewitt), Deputy Director of Public Health (LF Laurie Ferguson), PAF Programme Coordinator (BW Ben Wright), Local Growth Co-ordinator (HMG Helen McGill), Media & Communication (LO Lucy Oates).

1. Welcome and Apologies
The Chairman welcomed all to the meeting. Apologies were received from Environment Agency (Paul Stockhill), Business & Skills (Teresa Chalmers), Hey SMILE Foundation (Jamie Lewis) and Local Growth Co-ordinator (Leigh Johnson).

2. Declaration of Interests
Board Members were reminded of the need to consider declaring interests at each Board meeting.
PJ declared an interest regarding PAF Application 100026.

3. Draft Minutes of the meeting held on Friday 21st March 2025
MHC queried the 7-week funding reference when it was understood that the Goole and Howden Hopper would run until the end of the year. AH clarified the uplift would give extra weeks of service and unlock further investment. PJ asked why by PAF projects were referred to using codes HH explained that for public information documents it gave applicants some commercially sensitive anonymity.

Resolution: The minutes were proposed by MHC, seconded by CBJ, and approved as a true record.

4. Matters Arising None.

5. Projects Progress Report
HH outlined key points regarding the current position of each project:

Market Hall: The building work is well underway. Brew York are working on signage and branding. LO is involved. PJ enquired regarding the technical capability of the venue and was satisfied it had the wow factor and would exceed expectations. (e.g. the speakers are state of the art from the USA). HH advised there had been lengthy legal discussions regarding the Market Hall yard lease as it will be a shared access space between the Market Hall operator and Goole Town Council/Junction, the Arts Council also have a role in this. CBJ requested more information regarding the new lease, HH advised her to speak with Nick Coultish who has been dealing with the matter. HH has been liaising with Junction regarding Paradise Place and the issues faced by the venue during rigging and de-rigging shows. Works on Paradise Place are due to start autumn 2025. HH advised that there are special slabs leading to the two main entrance doors to the market hall which are earmarked for inscriptions. A small group made up of Goole Civic Society, Goole Bicentenary Group and Goole Museum had come together to share their ideas and now required feedback from the board. The inscription at the train station is likely to be “Welcome to Goole.” HH shared the group’s ideas, and the “Bridges, Boats and Bicycles” is favoured by MHC and CAH with MHC suggesting it should be linked to Goole 2026. HH advised that the sculptor who is creating the carved metal works for the public realm has suggested that a bespoke panel replicating the clock tower be included to reflect 2026.

Action: All board members to email their preferences for the market hall slab inscriptions.

Resolution: Public realm update to be tabled at the next board meeting.

Victoria Pleasure Ground: The project is progressing at pace and Goole Town Council are nearly at the stage of procuring the venue operator and recruiting a community sports engagement officer. CAH advised the board that there is some unrest amongst the semi-professional clubs by the procurement process as they felt it was not a transparent process and there are some unaddressed issues. PJ commented that there was a transitional phase as the managing agent must meet outcomes and the project deliver against the purpose of the public funding awarded. CBJ had received emails from a colleague asking if the Pavillion has been reduced in size because of lack of funding. HH advised that additional funding had been secured to meet the increased build costs post tender and that there were no revised plans for a reduction in the footprint that would fall foul of the Planning approval. PJ was also unaware of any changes to the Pavillion, and if any were proposed, the project would have to return to the board for further consideration.

Leisure Hub: HH commented that work was continuing. CBJ sought reassurance that there were separate vehicular entrance and exit points to avoid the ongoing commotion of vehicles. HH advised the road access had been improved but that James Timm should be approached to comment in more detail.

Station Hub: Meetings with Network Rail (asset owners) and Northern Rail (station leaseholders) regarding the forecourt have gone well. However, there have been issues with the approval of the subway works, therefore HH advised the board that mural panelling or anything to be fixed onto the walls would require endless vibration tests to ensure they do not pose any risk to the tracks above and although it is acceptable to clean and repaint the subway it would be subject to legal approvals regarding colour and glare. The handrail with LED lighting can use all existing fixings, however if there are changes to the lights in the headroom ERYC would be asked to take ownership and absorb future maintenance costs. PJ asked if there was another solution to painting if panels incurred additional vibration testing costs. CAH asked about new tiling that could perhaps be coloured in such a way as to create a picture or pattern. HH agreed to take this back for consideration. Network Rail have requested improved signage and surfacing at the bottom of the stair wells to reduce the possibility of a pedestrian stepping out into other people and cycles etc. The designers have also been asked to consider a chicane as a cycle traffic calming measure. AH commented that the railways were a highly regulated industry and even more so in recent times. After a board discussion about dampproof tanking and installing screens in the ground rather than the walls (which would still require vibration testing) HH advised that the station forecourt was proceeding as planned except for the cutwork railings which had to be modified with a banner on the top to comply with highway requirements.

Resolution: New tiles be explored as an alternative option on the subway walls**.**

Action: HH to enquire the whereabouts of the Goole Civic Society's Map board which was located outside of the train station and advise MHC.

Goole and Howden Hopper AH advised that over 6,000 tickets were issued in March. The customer survey had over 800 responses and useful data was circulated in the visual report. More work is being undertaken on causal and regular users, with a focus on the latter. A reduced service in the evening (between 7pm and 8pm the service is not used much and allows for the servicing of the buses) which is filled by an EYMS service which runs from the centre of Howden. The revised timetable and proposed uplift in charging has been sent to traffic commissioners. Revised timetable to operate from 11th June and fares to increase 9th June. The service data and the fact it was moving towards a more commercial delivery model was presented to the East Riding Enhanced Bus Partnership who responded positively. The partnership agrees in principle to fund the Hopper Service 2025/26 shortfall, subject to more information and that it may be open to funding in future years. AH advised that for 26/27 he was in discussion with the planning department about the possible use of Section 106 monies. CAH advised that 19.5m was assigned for transport & infrastructure within the devolution deal. AH commented that after £550,000 initial investment the service costs were £350,000 pa requiring an £80,000 subsidy to operate at £1 a ticket. However, without any subsidy the cost per ticket would be £3.30 which would exceed the nation cap on fares. CBJ asks if the services can be extended into Old Goole to start and stop at The Moorlands. HH commented that the town bus links to Marshlands school. However, CBJ states there are issues with town bus and school runs if children are at different schools. PJ interjected that the Hopper bus is a fully utilised asset which means more cash would be required if there were any amendments to the route or timetable. AH advised there were a range of requests for it to run to other places and currently ERYC's transport team were considering the options. There would have to be a business case for the Hopper to extend its route. CAH stated that the Hopper had proved to be a very valuable service and one worthy of wider consideration across the East Riding. Looking forwards efforts will focus on how the service can be sustained and routes expanded.

Public Realm:
This project is gaining momentum with the priority phase being the market hall followed by North Street, Pedestrian Plaza, Paradise Place, and the Station Hub. HH is working closely with Goole Town Council on minor revisions to the area outside of the Junction and issues with vehicular access. The land is pedestrianised highways land and not pavement. MHC commented that some of the businesses in the Plaza area may have taken matters into their own hands regarding occupation of the land and HH commented that some of the design works had been modified to help businesses, the key was to work with them and the licencing department to preserve and protect trade within the confines of the area.

Opportunity Goole:
This is the only service led project within the Town Deal which promotes the Flexi Skills Fund. Although there is still some remaining budget, positive stories and outcomes are coming through. New initiatives and funding are coming through from central Government as well as changes in policy direction. The skills team within ERYC are focussed on how the best practice from OG can be accommodated within future provision.

Action: All board members requested to promote the Flexi Skills Fund via Opportunity Goole.

Dutch River Cycle and Greenway:
There are monthly sessions taking place between the Environment Agency (EA) and ERYC. Work is about to commence on the cycling and pedestrian pathway followed by the flood defence and the Greenway. CAH asked for more project details as the project had been incorporated in the Town Deal Programme because Goole was in a Rapid Inundation Zone and the EA were planning to undertake flood defence works. HH advised that the EA have brought their programme forward to fit with the Town Deal and deliver some added value to the scheme in way of a 'Greenway'. However, the EA do not have any powers to deliver the Greenway project as this involves Canal and Rivers Trust land. Previously, matting had been in place on the bank, but it had not been maintained so the plan was to uplift the area and create a green route with a natural habitat rest area by re-instating the space with signage about the waterway and wildlife and provision of industrial seating. There was a discussion about the possibility of bringing a Tom Pudding back to Goole and if it could be used on the site. CBJ queried the 7Km of walkways and was advised that it included the entire public walkway to Rawcliffe however, the Goole Town Deal project was only focused on uplifting from the Bridge Street end to what is now Spicers Auction House past the Marina, as the rest of the route was out of the benefit area.

Resolution: That visuals for the scheme are tabled at the next board meeting.

6. **MHCLG report24/25-year end**
HH informed the Board that this is the formal return submitted twice a year, it requires authorisation of the Board Chair and the Councils Section 151 Officer. The period is for 01.10.24 to 31.03.25 and covers both general programme and project progress as well as funding, timelines and risks. The Board approved for the Chair to authorise it.

7. **Goole & Howden Hopper Survey Findings** – reported under item 5

8. **Property Activation Fund Update**

BW advised there are 13 fully approved projects valued more than £2m. £1.75m support from PAF (including 6 applications approved at the last Panel meeting). 5 projects have been completed with 3 unsuccessful applications, including Application 100003 which could not progress due to due diligence concerns. Application 100026 was not approved by the Investment Panel, despite being presented twice. First there were concerns around finance which, despite further discussions with the applicant, were unresolvable. Consequently, although of strategic interest it could not be approved at the second meeting. Project Applications 1000007 and 100016 are due before the ERYC's cabinet meeting next week. There are 2 further applications Application 100036 and 100035 totalling 350K which are currently going through due diligence. CBJ requested clarification on the £500,000 carry forward sum. HH confirmed that PAF delivery into the next financial year had been approved, but would only be done if necessary. There was a board discussion regarding Application 100026 with CBJ expressed concern if the building remained undeveloped, despite investment in internal works. PJ commented on the market value compared to the investment. MHC, who sits on the Investment Panel, although keen to see the premises developed, stated that although part of the PAF's remit was to provide additional funding for hard to develop properties the application had started as a request for an £800,000 contribution, rose to £1.2m but finally concluded at £1.5m as a VAT inclusive project coupled with due diligence concerns made it impossible to consider granting any public monies. PJ had declared an interest regarding Application 100026 and therefore did not participate any further in the discussion. AH advised that significant time had been invested in trying to find solutions for the Application 100026 however, due diligence undertaken by another team within the council to ascertain if an applicant is able to accept an award at no risk to the programme returned scores which were incompatible with them being at a point where they could receive an investment from the public sector and with an intervention rate of 75%, the risk was greatly increased. CAH enquired that when Applicant 100008 asked for an increase in investment was due diligence undertaken at both stages. AH advised that the Programmes Team assessed the proposal for the additional funding and that every application was subject to the same due diligence process in proportion to the amount of money requested. The PAF team support the application process, but it is the programmes team who undertake the due diligence process for the Investment Panel. MHC commented that Application 100007 was supported by the Civic Society although it did not expect the high cost, but they had been subject to a thorough process, which was fair and added enhancement. It was regarded as "shovel ready" as the PAF has delivery time expectations. MHC stated that the building was worth developing because of its historic value and the material impact this had on its costs. CBJ concurred that the project went through the due process of the Investment Panel and Goole Town Deal Board as it was worthwhile, would draw people in, contributed positively to the surrounding area and offered a lot to the community. PJ asked if all the budget was now committed. AH responded that the PAF is closed to new EOI's although, there is still some cash available which will be discussed at the next board meeting. The Board will need to review the forward strategy of about 18 months to spend that money which is approx. 396k, along with relevant outputs. MHC reported to the board that Application 100045 had had its planning turned down. Goole Civic Society commented on the planning application regarding material usage on top floor and Goole Town Council voted to support it, but their comments did not appear on the planning portal. The application was suddenly turned down at officer level so, MHC submitted a complaint regarding the process and received letter of apology from ERYC.

Resolution: Regarding Application 100026 the decision of the Investment Panel, not to offer PAF funding was ratified. However, that due to the strategic nature of the building, officers continue to work with the applicant to try to find a solution.

Action: BW to provide finance, outputs and strategic projects update to enable the board to develop a forward strategy for the remaining PAF monies

9. Communication Activity and Forward Planner

LO asked board members to refer to the reports provided. Also, that she had spoken with Brew York who will market the Goole site in line with their Brew Plus brand comprising of food/drink/community offer e.g. Chapel Allerton's strapline is Brew & Bao. A joint press release will be issued in a couple of weeks and LO is starting to develop an influencer campaign. HH advised that this would be part of a sequence of events which included bringing together Brew York and other hospitality businesses.

Action: Brew York has invited the board to visit one of their similarly branded sites in Chapel Allerton or Knaresborough.
Action: LO to circulate launch activity information when available.
Action: Board members to advise LO of local influencers who could assist with the campaign.

10. Any Other Business

10.1 Goole Bicentenary 2026 update

The Bicentenary Community Group has undertaken a huge amount of conception work, and a Bicentenary officer Ryan Madin has now been appointed. Ryan will have an office in Goole Museum and be line managed by the ERYC Arts Development Officer.

10.2 High Street Rental Auctions (HSRA)

HMG informed the board about the HSRA process, potential costs and the key landlord obligations which may encourage them to lease their premises without ERYC resorting to holding a rental auction. AH advised that the former Shoe Zone premises were a likely candidate for a rental auction and that the owner would be issued with a letter. The plan is then to look at a wider pilot programme to support colleagues in valuation and estates in Goole, Bridlington and Withernsea. The board discussed a business who has been in touch with several people attending the meeting expressing their frustration at not receiving any support from ERYC even though they had been referred to the council's business support team and directed to several funding programmes.

10.2.1 **Small grant improvement fund** - BW advised that there would be a small improvement fund launched (£57,000 total value) which would offer 100% grants up to £3,000 with a simplified application process.

Goole Community Partnership & Place Partnership –LJ had been contacted about Partnerships in Goole as there may be scope for something like Active Withernsea with a focus on sports activity. Place Partnership is an internal ERYC housing and social care think tank to who LJ had provided leads and names for inclusion.

Action: MHC on behalf of Goole Civic Society expressed an interest in participating in a Place Partnership subject to more details becoming available.

10.3 Items from the Board

MHC informed the board that the Yorkshire and Humber Association of Civic Societies want to host their 2026 Yorkshire Day celebration in Goole on 1st August 2026. The event brings together all the Mayors and Lord Mayors from all over the county to participate in a parade, church service and a meal, funded through their purchase of tickets. It will bring new visitors and publicity to the town and provide an opportunity to showcase the new facilities. PJ congratulated MHC on this news which is very welcome.
CAH advised the board, at the first mayoral meeting a sum of £1.5m had been mooted to look at green energy and that the East Riding was the fastest growing economy in the region.

11. **Date and time of future Board meetings** 2pm to 4pm in person at RaisE Business Centre (unless advised otherwise). HH advised that the focus of the board will be preparing for openings and transitioning to bicentenary activities. Although, central town deal expects monitoring and evaluations to continue the board's role will be to see the programme through to its conclusion. HH also commented that she had been given some feedback that Goole was one of the few 101 Town Deals to retain a stable board and officers throughout the entire 5 year programme to date.

Action: HH to set September's meeting date.