

Attending: Link Agency (PJ Phil Jones, Chairman), Goole Town Council (JC James Cooper), Goole Civic Society (MHC Margaret Hicks Clarke), Environment Agency (PS Paul Stockhill), Clare Woodard HEYSmile Foundation.

Present: Programme Manager (HH Helen Hoult), Regeneration Project Manager (NR Nick Russel), Media & Communication (LO Lucy Oates), PAF Project Coordinator (BW Ben Wright) James Timm (ERYC Strategic Property Head).

- 1. Welcome and Apologies.** Apologies were received from: Local Growth Co-ordinator (LJ Leigh Johnson), Cllr Anne Handley, Teresa Chalmers, Claire Watts, Richard Beal, Laurie Ferguson, Mark Speed, Jamie Lewis and David Davis M.P
- 2. Declaration of Interests:** PJ declared a potential interest in Kitchen Civils having been in discussions with them regarding lettings management on completion.
- 3. Draft Minutes from Friday 12th September 2025** were approved by MHC, seconded by PS and agreed as a true record.
- 4. Matters Arising:** There were no matters arising that would not be discussed during the meeting.
- 5. Projects Progress Report:** HH outlined progress across the Town Deal Programme. Work continues to progress at pace on the **Market Hall**. Brew York held a promotions and recruitment event at Goole Job Centre on the 7th of November; it was well attended and attracted much interest. Conversations have started with the events team of Brew York to link them into programming for the Bicentenary and Junction/GTC. PJ was in attendance and said it was a very positive experience creating approximately 60 jobs at various levels. Brew York confirmed that an opening in the new year is something they are very much looking forward to and as the Market Hall will be one of their biggest event venues, they plan to introduce all their 200+ employees to Goole for future meetings. MHC added that there had been various comments on social media referring to the opening of a new 'bar' but the Market Hall will be much more than a bar, it will be an events venue for both community and incoming events. JC added that he has also met Brew York and that they are keen to source local suppliers which can only be good for the local economy. The Market Hall, Junction and the library/museum can all work together offering a diverse range of cultural offerings. MHC referenced that the Civic Society recently purchased a ceremonial key used when the Market Hall was officially opened. This will soon be displayed in the Museum with a press announcement. JT advised that ERYC will be developing a new Investment Plan for the library, further adding to the 'Cultural Quarter' vision.

The Victoria Pleasure Ground: Following the Goole Town Council recruitment process for a Town Deal Funded VPG Community Engagement Officer, Joe Hodgson from Opportunity Goole was appointed and took up the role early in November.

The process to procure an operator for the VPG site has not generated a suitable outcome from the first call. GTC have sought feedback from those who had expressed an initial level of interest but that then did not apply, the process remains ongoing.

Community Clubs continue to seek approval to use the site for training during the continuing construction process with input from the Football Foundation linked to their funding towards the redevelopment. This is a decision for GTC in terms of managing risks, liabilities and control of the site.

Goole Leisure Hub: The build continues as planned with the Steelwork now showing the scale of the transformation. There has been some overlap of utilities and ground infrastructure work with the public realm work taking place on Aire Street.

JC expressed concern that improvements to the car park entrance/exit were not being addressed as part of the investment given the expected increase in use and the increase of larger vehicles. In addition, the proximity of the bus stops also adds to the hinderance of vision for vehicle movements. JT advised that relocating the bus stops on

North Street was never a consideration but that the car park will continue to be reviewed including the merits of a one-way system.

Developments on **Station Hub** continue progress slowly due to Network Rail and Northern Rail formal agreements, and their complex sign off process. Station Hub work has been incorporated into the Public Realm contract of works schedule and will be the final phasing stage in spring 2026. There will be no disruption to rail passengers during these works however some road closures will occur for the highway improvement aspects outside the station forecourt.

Given the local community expectations of the subway uplift, a future public article will need to explain the original aspirations and the reality of what has been permitted for delivery by Network Rail, as the owner and operator of rail infrastructure.

Hopper Bus: HH explained discussions are underway with the Public Transport section of ERYC and their relationship with the new Combined Authority HEYCA (which is where future transport funds are approved and drawn down). All avenues to continue the service are being explored including efforts to secure funding contributions from wider interests/stakeholders.

A new problem has developed in relation to increased demand on the early morning service out of Goole meaning passengers are unable to board due to full capacity of the buses. It would appear the sudden increase is linked to school children who had previously attended Carlton Catholic school in North Yorkshire (who live in Goole), opting to attend Howden school. The matter has been considered by ERYC transport and the bus operator for which there is not an easy solution. ERYC are not required to provide school transport to meet parental choice. School children are paying customers like any other. A bigger bus cannot be provided due to the limited turning capacity at Howden station. An option currently being considered is adjusting the timetable to run both Hopper buses on the two peak services, however, given the wider requirement to secure continuation funding this may only be a temporary solution.

Public Realm: Construction work in the main precinct, North Street and around the Market Hall is clearly visible, monthly project review meetings take place with Breheny and the project managers. A Breheny Public Liaison Officer has made himself known to businesses in the area and hosts a drop in at Goole Library. To date weather conditions have been good to aid progress. There was one supply chain delay for kerbing edging stones for North Street now resolved. Test holes are revealing much soft undersurface and tree roots are much wider than anticipated.

The promotions coordinator Joe Hodgson has now left **Opportunity Goole** and was successful in securing the Engagement Officer post with GTC for VPG funded by GTD. The vacancy his post left will not be replaced in view of the project funding ceasing in March 2026.

In terms of the role of Opportunity Goole post 31 March 2026, ERYC are considering how the Town Deal funded project can evolve in line with revisions to both National, Regional and Local Policies and initiatives connecting individuals to work, training and self-employment alongside the growth needs of local businesses.

Dutch River Work is progressing well on the flood defence scheme, albeit a little slower than hoped due to the recent wetter weather. The Bicentenary group have asked about the state of play for works in July 2026 as the Waterways Heritage group would like to host a boat flotilla and associated canal side celebrations. The EA have advised that they would expect to be well clear of that area from a flood defence works perspective by mid-summer 2026 because at that point, they will be in full swing on the main sections of works running both way (upstream and downstream) from Rawcliffe Bridge, which may involve limitations on the use of the Greenway along the section between Rawcliffe Bridge and the railway bridge if that was part of any plan. The Greenway scope of work remains in development and so this will need to be carefully coordinated.

- 6. Plaza Frontage Fund:** This small, targeted fund has been formed at the request of key stakeholders from within the town of Goole, following a desire to see the properties uplifted and improve the presentation of the Plaza area, contributing to an enhanced built environment whilst making Goole a more attractive location for residents, businesses and new investors.

A condition survey of the property frontages was conducted by East Riding of Yorkshire Council officers to help identify the scale of works and the eligible activity.

The PFF has a total budget of £57,000, to award in full grants to applicants, with no match funding requirements. Grants will be paid 50% upon signing of the grant funding agreement and 50% upon completion of project monitoring.

The PFF opened to application on Monday the 8th of September. Eligible businesses/property owners were contacted via email and in person by the PFF delivery team, who have continued to support applications throughout.

To date, the PFF has received **8** applications with a potential total award of **£30,203.00**. Once processed a second round will open and consideration can be given to extending the eligible area.

JC advised that Goole Town Council had applied but that the application was rejected due to being outside of the eligible area and, the signage being sought would require Planning consent prior to being able to award a grant. JC asked that consideration be given to any boundary expansion to include Paradise Place and Mariners Corner as recent discussions had taken place with the business occupiers to work collaboratively together on a signage improvement scheme for the full front of the Mariners Corner building. JC also advised that he had seen some good examples of cladding options for the building.

MHC suggested that Mariners Corner should be the next priority given the small amount of funds available in this PFF and if surplus remained for the third application process, then target Paradise Place. This was supported by those present.

- 7. Property Activation Fund:** Goole Town Deal Board elected at the last Board meeting to re-open the PAF via a closed call to projects of strategic importance. The Board also expressed a desire to see any remaining funding utilised for smaller projects, should it not be fully required by the projects of strategic importance.

The PAF Delivery Team asked several strategic projects to submit expressions of interest resulting in two being received by the deadline resulting in the potential financial ask of both exceeding the funds available.

The two EOIs were discussed by the Investment Panel on the 28th of October 2025. The Investment Panel expressed support for both subject to full applications being received so that detailed applications could be fairly considered and contrasted and subjected to the due diligence tests.

PS said that it is important to remain clear what PAF is intended to achieve and social value is part of that. Those present agreed with the views of the Investment Panel that both applicants progress to full application stage.

BW raised a request from an approved project for additional funding due to an increase in delivery cost. The terms of the funding agreement clearly advise that no additional grant would be made available in such circumstances. PS expressed concern that to adopt a more flexible approach would set a precedent for other approved projects and each grant applicant had to detail their own contingency plan for such circumstances. JC asked about the risk of the project not delivering and the circumstances involved. After consideration the Board agreed that top up funding should not be made available.

- 8. Communication Activity and Forward Planner** LO reported on media coverage of Goole Town Deal.

Facebook (@Goole Town Deal) - headline figures for 5 September to 6 November:

- Our posts were viewed more than 158,600 times - a 70% increase on the previous two-month period and the highest number of views during any two-month period to date.

- Interestingly, 83.7% of those who viewed our posts were not followers of the Goole Town Deal page - this is most likely to be due to our efforts to maximise reach by sharing our posts on local Facebook groups/pages and tagging partners/stakeholders in our posts.
- Our posts reached more than 37,000 people.
- Almost 770 people interacted with our posts (by commenting, sharing or 'liking').
- GTD now has 1,648 followers

LinkedIn (@Goole Town Deal)

- Our posts received more than 5,000 impressions.
- More than 100 people actively engaged with our posts (by reacting, commenting or reposting).
- We have 495 followers, a 20% increase since our last report

Between early September and early November, TD social media posts were seen almost 165,000 times. PS commented that you can see much investment activity taking place across the town and whilst this is causing some disruption you can start to see the physical changes taking shape.

9. Any Other Business

9.1 Goole Bicentenary general update

The Goole 2026 Community Group continue to make good progress with event planning under the Bicentenary Umbrella with individual organisations expanding regular annual events and creating new ones. ERYC have secured Arts Council funding to deliver 3 or 4 spectacle events with the first due to take place in March/April 2026.

9.2 Items from the floor

JC advised that Goole Town Council have started event planning for hosting Yorkshire Day on Saturday 1st August 2026. This will involve Civic Dignitaries from across the Yorkshire region visiting Goole. Interest has been expressed in the maritime heritage of Goole as the most inland Port.

9.3 Hull & East Yorkshire Combined Authority Nothing reported other than discussions are underway regarding business cases to apply for the Investment Fund to deliver the Authorities growth plans.

8 Date of future Board meetings All will take place from 2pm to 4pm in person at Raise Business Centre, unless advised otherwise on the following dates:

- Friday 20 February 2026
- Friday 17 April 2026