

DRAFT Minutes of the meeting held on Friday 20th February 2026
2pm - 4pm at Raise Business Centre

Attending: Link Agency (PJ Phil Jones, Chairman), Goole Town Council (CJC Cllr James Cooper), Goole Civic Society (MHC Margaret Hicks Clarke), Clare Woodard (CW HEY Smile Foundation), Deputy Director of Public Health - Health Improvement (LF Laurie Fergusson).

Present: Programme Manager (HH Helen Hoults), Director of Economic Development & Communications (CW Claire Watts), Regeneration Project Manager (NR Nick Russel), PAF Project Coordinator (BW Ben Wright), Local Growth Coordinator (HMG Helen McGill).

- 1. Welcome and Apologies.** Apologies were received from: East Riding of Yorkshire Council (CAH Cllr Anne Handley), East Riding of Yorkshire Council (CNC Cllr Nick Coultish), Environment Agency (PS Paul Stockhill), TC Teresa Chalmers, Siemens (MS Mark Speed), Media & Communication (LO Lucy Oates), and David Davis M.P. PJ advised that although TC had stood down from her representational role she had stayed involved with the board but had now, having thoroughly enjoyed her time working with the board, has stepped away from further participation. HH advised that LO was unable to attend this meeting but would attend the April meeting.
- 2. Declaration of Interests:** None.
- 3. Draft Minutes of the meeting held on Friday 14th of November 2025** were proposed by MHC, seconded by PJ and approved as a true record. Matters Arising: **None.**
- 4. Plaza Frontage Fund update**
BW advised that from the first round 8 applications were received, of which 5 were successful and 3 of those are now in delivery. A conversation with a tenant had resulted in a meeting with a local landlord who wanted to apply for funding towards 4 eligible properties. For the second round, the Panel have extended the eligible area to include Mariner's Court and would consider further the inclusion of Paradise Place in round three, subject to the remainder budget from the priority sequence of the target areas.
- 5. Property Activation Fund Update**
BW advised that of the remaining 11 projects currently in active delivery, one was showing an amber risk due to a change in bank account details for payments and therefore, is currently being subjected to a renewal of the due diligence process.
Full applications were received from the two invited strategic projects and considered by the PAF Investment Panel. One has planning permission in place, and one is in the process of obtaining planning permission. The PAF Investment Panel concluded that whilst both offered outputs and outcomes in line with the objectives of the PAF, a project with planning permission already granted reduced delivery risks, given the remaining timescale for the PAF fund and that, subject to the conclusion of due diligence tests and the legal application of subsidy control regulations, the project with Planning consent was a stronger contender for the remaining PAF funds. BW summarised both applications. HH advised that new guidance and changes in outcomes for the fund would be applied between April 26 - March 28 and therefore would impact on any future grants awarded. After a detailed discussion it was evident that although both applications had merit, one offered wider community and social objectives alongside having already secured the required planning permission.
The Board agreed to support the project which was able to proceed with Planning consent and advise the other project that they could re-submit for consideration should any further PAF funds become available once planning permission has been secured.
- 6. Individual project updates and forward strategy**
HH advised since the award in 2021, there has been a change in Government that has now revised the guidance on the Towns Fund nationally and to now be known as the Local Regeneration Fund. This offers ERYC as the Accountable Body greater flexibility than previously for making changes across the programme but staying within the previously approved funding envelopes of capital and revenue split and within the existing project portfolio.
It lies with the Accountable Body to determine if any budget increases per project, continues to offer value for money. The revised guidance also grants an extended delivery time to 31 March 2028. However, given Goole is

in contracted delivery across all projects, the focus remains on completion in 2026/27 and not extended delivery other than, were agreed on a case-by-case necessary basis.

Goole Market Hall: The work on the interior fit out is now moving at pace. Brew York have launched their own Facebook page called Goole Market Hall and are interacting with the public directly on the build up to opening, the current aim is the end of March.

Victoria Pleasure Ground: Goole Town Council as the project owner have much to consider and work through Currently: Branding and the Communication Plan, procuring the site operator, developing a contingency for operating the events and hospitality side, financial profiling (including subsidies and meeting terms of grant conditions), policies on Terms of Use and hire charges for clubs and public etc. and continuing negotiations with key organisations. CJC reported that Goole Town Council expected the Yorkshire Water drain issue at VPG to be fixed asap after diagnostic tests next week and that the separation of pitch and pavilion operators might aid the procurement process.

Goole Leisure Centre: Work continues at pace on the build. A naming poll for the new interactive six lane Bowling Alley launched last week on social media generating much interaction to date.

Station Hub: Network Rail continues to be very slow to work with. Arrangements had been made for Breheny to do a test panel on the subway wall (removing layers of paint to inspect the brickwork and pointing quality), however, as Network Rail had to be present for this the job was cancelled because Network Rail personnel could not then be available.

Goole & Howden Hopper: The Hopper now faces a future funding requirement as a priority from April 2026. The introduction of the Hull & East Yorkshire Combined Authority (HEYCA) changes the way future subsidies are administered for Public Transport across Hull and the East Riding. It was anticipated that HEYCA required a business plan for the Hopper to consider a funding allocation in its own right, however, after preparing the first draft, it was advised that this is not the right time to submit and thus a meanwhile plan is required if the Hopper service is to continue beyond the 31 March 2026. Following positive dialogue with ERYC Transportation services, a high proportion of the funding required can be made available via the Hull and East Riding Bus Partnership as an interim measure. This funding would cover the cost of the service provider (currently Sweyne) but not the cost of the bus leases. MHC commented that Howden Station did not have any Hopper Bus posters of leaflets and that Northern Rail would welcome the information. HH confirmed that this would be addressed.

The Board agreed to prioritise funding to cover the costs of the bus leases.

Public Realm: Work on the main precinct is now progressing down the central area and work around the Market Hall external environs have been accelerated with the aim of completion for opening of the Market Hall. Only when the Market Hall area has been completed, work will then start on Paradise Place. North Street work is now in its final phase. The issue of criminal damage to street furniture has been highlighted again, with significant graffiti to street furniture in Paradise Place outside Junction. This is furniture that will be removed and replaced with new, again highlighting the multi-agency approach to zero tolerance on criminal damage and, the importance of the new CCTV system secured by GTC (with some Town Deal funding via this project to help with the new infrastructure costs for installation). CJC commented that local people were working for the contractor.

Opportunity Goole: The moped travel scheme (Kickstart) continues to operate; however, the project continues to seek funding from a range of sources to replace mopeds and sustain the travel scheme project. **The Board agreed to consider additional funding requests for the Kick Start scheme at the next meeting.**

Dutch River Flood and Greenway: At the conception stage, Goole Town Deal Board, whilst supportive of the proposal, were keen to know what added value it offered given that there was a statutory duty for the EA to raise funds for flood defense maintenance and improvements. In view of this, the concept of the cycleway/greenway was conceived, and the Dutch River investment would take place towards the end of the Town Deal in 2025/26. The project was approved for inclusion in the Town Deal with the Environment Agency as the Project owner. During 24/25 it became clear that the EA only had a statutory duty to lead on and facilitate the Flood Defense aspect of the project and £1.5 million was contracted directly to the EA as a funding contribution. To initiate progress on the greenway aspect, ERYC led on delivering cycle and pedestrian improvements to the Dutch River Road, these were completed in 2025 and £270,000 was funded from the £1.6 million budget provision. A working group was formed to include architect disciplines to consider the potential scope and opportunity for the wider greenway however, due to the natural and isolated nature of the area

maintenance and sustainability became serious considerations as well as involvement from the Canal and Rivers Trust who whilst gave support in principle, rely on volunteers and 'Friends Of' type groups to maintain local areas. Under the new Towns Fund flexibilities issued in 2025, Local Authorities have been given new freedoms and flexibility to make changes to approved projects within their existing project portfolio where, delivery has not occurred and, where it can be demonstrated that better value for money can be achieved to further deliver economic growth and Town Deal aspirations. There has also been a granting of more time for delivery to March 2028. Given this new flexibility and whilst additional money is not available and the original capital/revenue split remains, other projects within Goole Town Deal have the potential to deliver more outcomes with direct economic benefits. There is currently a need to continue funding the Goole & Howden Hopper bus service from April 2026 serving 6,000+ passengers per month. Continuation funding for this has been delayed whilst the new combined Authority HEYCA put in place, public transport subsidies across Hull and East Riding. The Property Activation Fund project is about to award its final grant towards reactivation of properties in the town centre, and it is evident that there is the scope for more outcomes to be achieved if additional budget could be made available that in turn generates stronger economic uplift.

A recent meeting took place between the key stakeholders to reconsider the budget allocation and a revised scope of work for the Greenway given it would seem a missed opportunity given the new flexibility open to East Riding of Yorkshire Council to not consider reducing the Cycleway/Greenway budget based on it is not a fully scoped contracted project and other projects could deliver stronger value for money outcomes.

The Board agreed to support a reduced scope of work that still includes refurbishment and improvement to the existing Goole to Rawcliffe greenway with the addition of a new link and animation of the route to include story and interpretation boards of this natural river and canal waterside location.

CW advised that Hull and East Yorkshire Combined Authority will publish their Local Growth Plan 25th February 2026 and should surplus funds be available, there may be a strong strategic link within the Local Growth Plan.

It was agreed that the Board consider the options for surplus funds at the next meeting in line with the new guidance.

7. Communication Activity and Forward Planner

HH tabled LO's Communications and Engagement Evaluation report Nov 25- Feb 26. LO's contract ends 31st March 2026. It was agreed that LO had made a huge contribution to the positive perception of the Programme.

8. Any Other Business

8.1 New illustrative identity for Goole – first viewing for the Boards consideration.

HMG explained the UKSPF funded project which included services of an artist and engagement with local organisations to develop a colour palette and an illustrative design graphic for the town which could accommodate a range of marketing uses, such as lamp post banners. MHC was thanked for her considerable time and knowledge contribution to the project, which had inspired the artist, Kim Hubball.

8.2 Goole Bicentenary update

HH shared details of the "Shine on Goole" spectacle and "Breathe" installation planned for the town in March.

8.3 Goole & Howdenshire Business Awards shortlist, Team of the Year

HH informed those present that the Board has been shortlisted for Team of the Year withing the Goole & Howdenshire Business Awards 2026. The Awards evening is on the 10th April 2026

8.4 Items from the Floor

NR informed the Board that the High Street Rental Auction process had been approved and would be implemented by the end of August. Information will be brought to the next meeting.

8.5 Hull & East Yorkshire Combined Authority – updates from the floor

CW confirmed that the Local Growth Pan would provide strategic direction for Goole.

9. Date of next meeting 2pm to 4pm in person at Raise Business Centre, Goole 17th April 2026.

HH advised that this would be the final formal meeting for the Goole Town Deal Board as they had successfully, secured and managed the programme which now becomes project led by the individual managing organisations.

It was also confirmed that Board Members will be invited to future site visits to see the completed projects.