

## Town Deal Board

Tuesday 15<sup>th</sup> September 2020  
10am



### Online- Microsoft Teams

**PRESENT:** Alby Pattison, AP Services (North East) Limited (Chair) (AB)  
Alison Powell, Arcadis (AP)  
Adrian Coates, BEIS (AC)  
Brandon Fey, Arcadis (BF)  
Cllr Shane Moore, Hartlepool Borough Council (SM)  
Cllr Mike Young, Hartlepool Borough Council (MY)  
Craig Dohring, EDF Energy (CD)  
Denise McGuckin, Hartlepool Borough Council (DMc)  
Darren Hankey, Hartlepool College of Further Education (DH)  
David Tuck, Genecon (DT)  
Ed Cardwell, Arcadis (EC)  
Gary Wright, North Tees and Hartlepool NHS Foundation Trust  
Gill Danby, North East Chamber of Commerce (GD)  
James Flint, Genecon (JF)  
Ken Coupar, Genecon (KC)  
Kim Cooper, Towns Fund Delivery Partner (KC)  
Mark Hughes, Hartlepool Six Form College (MH)  
Martin Jesper, Hartlepool United Football Club (MG)  
Maxine Craig, Love Hartlepool (MC)  
Rob Smith, Hartlepool Borough Council (RS)  
Ross Burns, Middleton Grange Shopping Centre (RB)  
Sarah Walker, Tees Valley Combined Authority (SW)  
Simon Hanson, FSB (SH)  
Stephen Hind, Network Rail (SHD)

Copy of paperwork to Marie Kiddle, Homes England for information

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| 1. | <b><u>WELCOME</u></b><br><br>The Chair opened the meeting and welcomed attendees.  |        |
| 2. | <b><u>APOLOGIES FOR ABSENCE</u></b><br><br>Martin Raby, Northern School of Art,<br>Julie Gillon, North Tees and Hartlepool NHS Foundation Trust,<br>Cllr Christopher Akers-Belcher, Hartlepool Borough Council,<br>Marc Watterson, Towns Fund Delivery Partner Coordinator,<br>Alison Fellows, Tees Valley Combined Authority. |        |
| 3. | <b><u>DECLARATIONS OF INTEREST</u></b><br><br>DH declared an interest in the Health and Care Centre of Excellence and Tees Valley Civil Engineering Institute projects.  |        |

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|    | Declarations of interest to be made as each individual project is discussed.  |  |
| 4. | <p><b><u>MINUTES OF THE PREVIOUS MEETING – 23<sup>rd</sup> JULY 2020</u></b></p> <p>The minutes of the previous meeting were accepted by the Board as a true and accurate record.</p> <p><u>Previous Actions</u></p> <ul style="list-style-type: none"> <li>• Code of Conduct and Register of Interest –Members who have not completed the forms should return them to RS as soon as possible. The forms need to be published on the Hartlepool Towns Fund website in line with the transparency guidance.</li> <li>• RS had circulated the Frequently Asked Questions.</li> <li>• Project Filtering Workshop took place on 27<sup>th</sup> August 2020 at the Borough Hall.</li> <li>• Stakeholder Engagement Plan continues to be developed.</li> <li>• Please ensure that your personal profiles for the website are sent to RS as soon as possible.</li> </ul>  | <p><b>ALL</b></p> <p><b>RS</b></p> <p><b>ALL</b></p> |
| 5. | <p><b><u>CONSULTATION RESULTS AND NEXT STEPS IN ENGAGEMENT PROCESS (ARCADIS)</u></b></p> <p>The first phase of the Community Engagement process is now complete. 461 resident and 71 business surveys were returned. The results provide a comprehensive picture of the priorities and challenges that the Town Investment Plan needs to address.</p> <p>A wide range of activity was undertaken to obtain the views from as many residents and businesses as possible. The survey was publicised using a variety of methods including social media, press releases, online meetings, letter drops to businesses and inclusion in a Council newsletter distributed to all households.</p> <p>A wide range of stakeholder's supported the engagement process including Love Hartlepool, Hartlepool United Football Club, Middleton Grange Shopping Centre, the North East Chamber of Commerce, the Salaam Centre and the Federation of Small Businesses. These organisations helped to publicise the survey through their communication channels and to their networks.</p> <p>A wide range of additional engagement activity was undertaken in addition to the surveys including a special meeting of the Economic Regeneration</p> |  |

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|    | <p>and Tourism Forum, meetings with Voluntary Sector organisations and 1:1 meetings with key stakeholders and the Youth Council.</p> <p>In addition to the activity outlined above, a range of previous surveys will also be analysed to supplement the data including results from the Council Plan and Covid Recovery consultations. The findings from a Workshop with young people at HIVE will also be considered.</p> <p>Arcadis are currently undertaking a detailed analysis of the survey results. The initial high level findings of the Business and Residents surveys were presented.</p> <p>The most common factors identified as holding back business growth in Hartlepool included:</p> <ul style="list-style-type: none"> <li>• The perception of Hartlepool</li> <li>• Quality of the town centre</li> <li>• Attracting and retaining skilled people in the area</li> <li>• Safety and security</li> <li>• Quality of environment</li> </ul> <p>The priorities for making Hartlepool a better place to live and work were identified as:</p> <ul style="list-style-type: none"> <li>• Attractiveness as a place to live work and visit</li> <li>• Availability of jobs</li> <li>• Regenerating the town centre</li> <li>• Improving the image, perception and identity of Hartlepool</li> <li>• Anti-social behavior was raised as a concern within both surveys.</li> </ul> <p>Discussion took place on the next steps of the engagement process. It was agreed that the next step would be to provide feedback on the responses and to communicate how these have been incorporated into both the Investment Plan and Masterplan.</p> <p>There will be an additional phase of engagement during October involving an online exhibition and display within Middleton Grange Shopping Centre.</p> <p>The Board agreed that the development of a communications plan is vital. The plan needs to include dynamic communications and video content to bring the Investment Plan to life. It's important to utilise different ways of talking to people and disseminating information during the current pandemic.</p> <p>The engagement plan also needs to consider how we will communicate and engage with residents and businesses beyond the submission of the Investment Plan.</p> <p>There needs to be additional communication to publicise and highlight the work of the Board. It's important that the Board provides regular updates to the public.</p> <p>Video to be produced with AP and DMc to highlight the work of the Board.</p> | <p style="text-align: right;"><b>AP/DMc</b></p> |

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| 6. | <p data-bbox="229 264 1246 300"><b><u>HARTLEPOOL TOWN INVESTMENT PLAN PROJECTS - GENECON</u></b></p> <p data-bbox="229 338 1166 374">The outcome of the project prioritisation workshop was discussed.</p> <p data-bbox="229 412 1283 521">A Project Prioritisation Workshop was held at the Borough Hall on the 27<sup>th</sup> August 2020. This was an advisory sub-group with those in attendance making a recommendation for consideration at the current Board meeting.</p> <p data-bbox="229 560 1166 624">21 projects were presented at the workshop for discussion and an assessment of their impact on local economic transformation.</p> <p data-bbox="229 667 1294 777">The workshop used the three-step prioritisation process that was approved by the Board in July 2020. This involved assessing projects against three filters: National fit, Local fit, and Delivery and priority.</p> <p data-bbox="229 815 1118 925">A discussion paper was presented to provide an update on the prioritisation process and an explanation of how the shortlist of recommended projects had been arrived at.</p> <p data-bbox="229 963 1267 1072">The Board were requested to consider the recommendation from the sub group that the top 7 ranked projects should be approved for inclusion within the Town Investment Plan. The top 7 ranked projects were:</p> <ul data-bbox="277 1111 1262 1417" style="list-style-type: none"> <li>• Waterfront Connections (Masterplan)</li> <li>• Tees Valley Civil Engineering Institute</li> <li>• Health and Care Centre of Excellence</li> <li>• Innovation and Skills Quarter: Property Strategy including Shades (Masterplan)</li> <li>• Walk-cycle bridge to Waterfront (Masterplan)</li> <li>• Re-imagining Middleton Grange: phase 1</li> <li>• HUFC Project 25</li> </ul> <p data-bbox="229 1456 1257 1632">The board were also asked to consider the recommendation that the eighth ranked projects- the redevelopment of the Wesley Chapel for a hotel use and the Culture and Heritage capital programme are also approve for detailed project development before being considered at the October Board meeting.</p> <p data-bbox="229 1671 1294 1821">The identified shortlist of projects (outlined above) was approved by the Board- including the Wesley Chapel and Culture and Heritage Programme. These projects will now be subject to further project development and cost work prior to the October Board meeting.</p> <p data-bbox="229 1859 1273 1968">The Board were comfortable with the prioritisation process and the arrival at the shortlist of projects. The Board noted that the shortlisting had been undertaken in a fair and transparent manner.</p> <p data-bbox="229 2007 1262 2072">There was a discussion around the £25m budget and whether this would be sufficient to fund the identified projects. It was noted that the TIP</p> |        |

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|           | <p>funding should not be considered in isolation and that the scale and potential for match funding will be considered within the ranking process.</p> <p>The ranking may therefore change at the October Board meeting when information relating to costs and match funding is presented.</p> <p>At this stage it is anticipated that most of the projects will be included within the Town Investment Plan, as reserve projects will also be required.</p> <p>The second stage of the Town Deal process is to work up detailed business cases, so we need an agreed priority list. If costs increase or a business case is not deliverable within the timescales then other projects may move up the list, so the ranking is important.</p> <p>The importance of a strong communications strategy was raised to communicate the impact and value for money of the selected projects. The Board needs to turn these into a “good story” as we move forward. The communications strategy needs to be built around what businesses and residents have asked for and how the Investment Plan will respond.</p>   |        |
| <p>7.</p> | <p><b><u>TOWN DEAL BOARD GOOD GOVERNANCE TOOLKIT – FINDINGS OF REVIEW – HBC/CHAIR</u></b></p> <p>The Town Deal Partner has released a Good Governance Tool to review the governance and performance of each Town Deal Board. Regular assessment is a key consideration so we can continuously improve how we run the Board. The tool looks at four themes:</p> <ul style="list-style-type: none"> <li>• Working well as a board team</li> <li>• Working in the open</li> <li>• Engaging with relevant partners and the community</li> <li>• Making good decisions.</li> </ul> <p>It’s important that the Board is performing well as it has an essential role to play relating to its responsibility for producing the Town Investment Plan and overseeing compliance with the Heads of Terms Agreement with the government. It is also designed to act as a platform for future policy and development.</p> <p>The Board must be achieving the governance standards outlined in the Towns Fund Guidance, which will need to be demonstrated when submitting the Town Investment Plan.</p> <p>AP and RS reviewed the criteria in advance of the meeting and identified a few areas where further work is required.</p> <p>The first area to improve is around communications and messaging. The Board needs to improve its communications and ensure people are being kept informed of its work. This could be through adding additional content</p> |        |

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|                  | <p>to the website, newsletters and social media posts. Other ideas were invited.</p> <p>The importance of coordination communication to avoid mixed messaging was highlighted.</p> <p>The second area is around the publication of the stakeholder engagement plan to demonstrate the level and quality of community engagement including what has been done so far and what is planned for the future. The requirements are set out in the Further Guidance.</p> <p>RS to circulate the Good Governance Tool toolkit following the meeting.</p> <p>All Board Members were requested to send any comments or suggestions of how we can continuously improve future Board meetings or communications from the Board. Comments relating to the Governance Tool were also invited. Comments should be sent to RS and will be reviewed by the Chair and discussed at the next Board meeting.</p>  | <p><b>RS</b></p> <p><b>ALL</b></p> |
| <p><b>8.</b></p> | <p><b><u>TIMESCALES AND NEXT STEPS - GENECON</u></b></p> <p>The next step is to start completing the Town Investment Plan templates and fine tuning the detail. The narrative will set out the case for investment and supporting evidence. The submission is 10,000 words so the text needs to be concise and to the point.</p> <p>The key tasks for the shortlisted projects include developing project descriptions, rationale, alignment with intervention framework, developing the Theory of Change and defining the projected outputs and outcomes. Estimated costs, match funding contributions, timescales, spend profiles and Benefit Cost ratios also need to be developed.</p> <p>The Town Investment Plan requires a good strategic story and a clear and distinctive narrative about Hartlepool and where it is heading. The Board needs to contribute towards this. There also needs to be a detailed assessment of deliverability and Value for Money.</p> <p>The target is to submit the Town Investment Plan in Cohort 2 at the end of October 2020.</p> <p>There was a discussion around whether there is sufficient time to gather the required detail on each of the projects, complete the second phase of community engagement and develop the narrative for the templates by the deadline. The risks around the time required to develop robust detail around costs was also discussed.</p> |                                    |

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|    | <p>There will need to be sufficient time for both the Town Deal Board and Council to input into and approve the Town Investment Plan before submission.</p> <p>The Board acknowledged the risks and decided to keep to the Cohort 2 deadline.</p> <p>It was agreed that updates would be required with a rapid turnaround rather than waiting for the next Board meeting. Regular updates could be provided by email and feedback provided through sub groups as appropriate.</p> <p>In terms of writing the Strategic Vision it was felt that Hartlepool has the advantage of having an Economic Growth Plan and associated vision which ties into the Capital Projects.</p> <p>Hartlepool can evidence that fact that it is building upon previous work in the Central Area of Hartlepool and has had a consistent strategic vision and focus for a number of years, particularly around the Waterfront, ISQ and connectivity. This consistent focus should be used as a selling point. New projects have been added which shows flexibility and adaptability.</p> <p>The work that the Board in doing is not just about £25m. It is also about shaping the future of the town and Borough. The Board therefore has a longer term role in shaping this strategic direction.</p> |   |
| 9. | <p><b><u>ANY OTHER BUSINESS</u></b></p> <p>£1m Town Deal Accelerated Funding- We are still awaiting approval from the Government. It's anticipated that we will receive notification on the 21<sup>st</sup> September 2022. An update will be circulated via email once the funding has been approved. The delay is creating a risk to the delivery of the identified schemes within the timescale.</p> <p>All Members were requested to note the Privacy Notice relating to the publication of the Register of Interest. This is required for GDPR reasons. The register of Interest will be published with personal addresses and signatures redacted. The Register of Interest will be published on the Hartlepool Town Deal Board website following the meeting.</p> <p>RS to circulate the Register of Interest with the list of actions following the meeting.</p> <p>The Towns Fund Delivery Partner is available if more specialist support is required. A list of support has been identified– RS/AP to discuss further.</p>   | <p><b>RS</b></p> <p><b>ALL</b></p> <p><b>RS</b></p> <p><b>RS/AP</b></p> |

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|     | The Chair thanked everyone for their input, and reiterated the need to keep on top of the timelines.   |        |
| 10. | <p><b><u>DATE AND TIME OF NEXT MEETING</u></b></p> <p>October 2020. Date and time to be confirmed.</p> | RS     |

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