

Loughborough Town Deal Board

29 January 2020

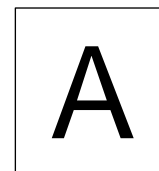
2pm Committee Room 2, Charnwood Borough Council, Southfields, Loughborough

Agenda

Item	Subject	Paper	Action
1	Welcome and Introductions		
2	Governance Structure and Terms of Reference	A	Decision
3	Towns Fund: Introduction Scope and Vision	B	Decision
4	Programme and Capacity Funding Arrangements	C	Decision
5	Process and Timeline for Producing A Proposal To Government	D	Decision
6	Town Deal Communications and Engagement Strategy	E	Decision
7	Date of Future Meetings		
8	AOB		

Loughborough Town Deal Board

29 January 2020



Item 2 Governance Structure and Terms of Reference

1. Introduction

- 1.1. This paper sets out a proposed structure to manage the delivery of the Town Deal and proposes the Terms of Reference of the Board for approval.

Recommendations:

- a. That the proposed governance structure to manage the delivery of the Town Deal in Appendix 1 be approved; and
- b. That the terms of reference for the Town Deal Board in Appendix 2 be approved

2. Background

- 2.1 In November 2019 the government launched the £3.6 billion Towns Fund, identifying 101 places across England as being eligible to bid for funding to assist them in achieving their full economic potential. The government will work with local boards to agree proposals for investment of up to £25 million in each place. Loughborough is the only town in Leicestershire invited to participate in the programme.
- 2.2 The Prospectus sets out four steps in preparing for the first stage of agreeing a Town deal
- Capacity funding distributed to Lead Councils in November 2019 - £162,019 in the case of Charnwood to be used for:
 - Convening the Town Team Board
 - Running business and wider community engagement events
 - Developing Town Investment Plans
 - Providing technical expertise for business case development.
 - Readiness checklist completed by 19th December 2019
 - All towns to have held Town Deal Boards by the end of January 2020
 - All Towns to have completed Town Investment Plans by end of Summer 2020
- 2.3 Towns are expected to engage with communities to find out directly from the public what they value about their place and how they want to see it grow. To assist that process government is developing a communications and community engagement tool kit for Town Deal Boards, complemented by a

national media “MyTown campaign.” A detailed proposal for communications and consultation is included at item 5 on this agenda.

3. Proposed Governance Arrangements

- 3.1 The Council is required to publish the Board’s governance structures and ways of working, stakeholder engagement strategy and decision making procedures. The Council will also be required to set out how the capacity funding will be used and how it will assist in the development of the Investment Plan.
- 3.2 Although the Board will serve an advisory function to the Council members will be expected to adhere to the “Nolan Principles” set out in clear Terms of Reference and an agreed Code of Conduct.
- 3.3 The proposed structure for supporting the delivery of the Board is attached at Appendix 1. The structure is designed to ensure that a wide range of views, experience and skills are utilised to provide the Board with sufficient community engagement and expertise to support and deliver the Investment Plan. It is important that the community is fully involved in the proposals, therefore a specific community engagement group has been proposed to enable full representation to be made to the Board. This group will include a range of stakeholders and interests. It is suggested that the Chair of the group is also a member of the Board.
- 3.4 In addition to the community engagement group, a member reference group will enable local borough and county council members for Loughborough to be fully engaged in the process and represent the wards across Loughborough which they serve. It is suggested that the Chair of this group is also a member of the Board.
- 3.5 The delivery programme will be coordinated by the Council through the Town Deal programme team, although individual projects may be delivered by other public or private sector partners

3. Terms of Reference

- 4.1 The proposed terms of reference for the group are attached at Appendix 2. These reflect the requirements laid down in the prospectus issued by government in November 2019. The Town Deal Board will be the vehicle through which the vision and strategy for the town is defined. Its key tasks will be to:
 - Develop and agree an evidence based Town Investment Plan which will inform the Town Deal and the scale of investment drawn down from the Towns Fund;
 - Develop a clear programme of interventions; and,
 - Co-ordinate resources and influence stakeholders.

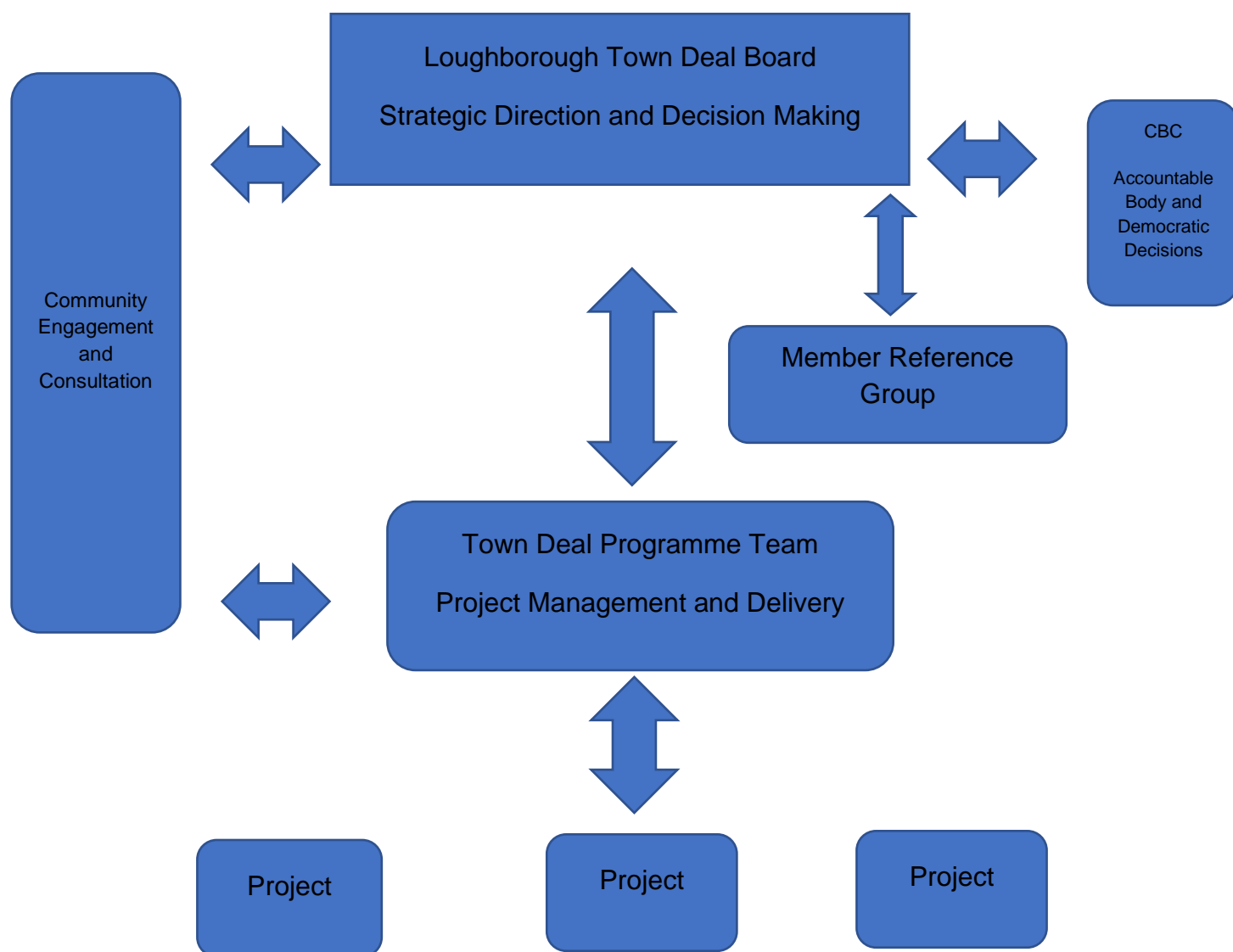
4. Risks

5.1 The following risks have been identified:

	Risk	Impact	Mitigation
1	The Board is not representative of the key stakeholders community	Confidence and transparency will be undermined	Ensure a wide range of key stakeholders are invite members of the board. Set up a governance structure which enables members and community groups to contribute to the process.
2	Community does not engage in the process	Failure to gather the knowledge and experience of those living in the town	Ensure the communications strategy is followed

Appendix 1

Town Deal Governance Structure



Appendix 2

Loughborough Town Deal Board

Terms of Reference

Membership

Chair - Cllr Jonathan Morgan, Leader of the Council

Vice Chair – Nik Kotecha, Business Community

Executive Board Members

Jane Hunt MP

Cllr Trevor Pendleton LCC

Lex Cope Newman, Loughborough BID (or other Loughborough BID representative)

Andy Reed LLEP representative

Martin Traynor, Chair, Economy and Skills Group, Charnwood Together

Tracy Bhamra Loughborough University

John Doherty, Loughborough College

Non-Executive Board Members

Chair - Member Reference group

Chair – Community Engagement and Consultation group

Officer attendees

Rob Mitchell - CBC

Eileen Mallon - CBC

Tom Purnell LCC

Mandip Rai – LLEP

Others as invited for specific agenda items

Responsibilities

To provide support and advice to the accountable body (Charnwood Borough Council) in developing a Town Deal bid in line with the Government prospectus.

To maintain strategic oversight of the Town Deal Bid and set the direction of the investment plan.

To approve the annual delivery plan and monitor the delivery of targets in the plan.

To oversee the establishment of the programme team.

To ensure that the programme team has sufficient resources, knowledge and capacity available to deliver the objectives.

To make representation to government departments for advice and assistance as necessary.

To ensure the necessary liaison arrangements are in place to maximise resources across the range of partners, and to work collaboratively to deliver the shared objectives.

To receive representation from the Member Reference group, and consider the views of Members, ensuring adequate liaison with the group.

To ensure the views of the community are represented and considered through the Community Engagement and Consultation group, and the communications strategy

To ensure all the necessary governance matters within the remit of Charnwood Borough Council are identified and progressed effectively.

Professional and Administrative Support

Charnwood Borough Council shall act as the accountable body for the Board in respect of financial matters, and its financial procedure rules will apply in this context.

Committee management and administrative support to the Board will be provided by Charnwood Borough Council.

Quorum

The quorum for meetings of the Board will be five voting members, including the Chair.

If there is no quorum at the published start time for the meeting, a period of ten minutes will be allowed, or longer, at the Chair's discretion. If there remains no quorum at the expiry of this period, the meeting will be declared null and void.

If there is no quorum at any stage during a meeting, the Chair will adjourn the meeting for a period of ten minutes, or longer, at their discretion. If there remains no quorum at the expiry of this period, the meeting will be closed, and the remaining items will be declared null and void.

Frequency of Meetings

Meetings will be held every two months in the first instance. The frequency of meetings can be varied following a discussion and vote of the Board, at the discretion of the Chair.

Conduct

Board members representing public authorities shall be bound by the Code of Conduct of their nominating body.

If a board member persistently disregards the ruling of the Chair, or person presiding the meeting, by behaving improperly or offensively or deliberately obstructs business, the Chair, or person presiding the meeting, may move that the board member be not heard further. If seconded, a vote will be taken without discussion.

If a board member continues to behave improperly after such a motion is carried, the Chair, or person presiding the meeting, may move that either the board member leaves the meeting or that the meeting is adjourned for a specified period. If seconded, a vote will be taken without discussion.

Notice of and invitations to meetings

At least five clear working days before a meeting, a copy of the agenda and associated papers will be sent to every member of the Board. The agenda will give the date, time and place of each meeting and specify the business to be transacted and will be accompanied by such details as are available.

Voting

Board members commit to seek, where possible, to operate on the basis of consensus.

Should it not be possible in a specific instance to find a consensus, the decision will be made on the basis of a simple majority. Only Executive board members are able to vote. The Chair will have the casting vote.

Matters which are the responsibility of the Accountable Body, will be reserved to Charnwood Borough Council.

Minutes

The Chair will sign the minutes of the proceedings at the next suitable meeting. The Chair will move that the minutes of the previous meeting be signed as a correct record.

The minutes will be accompanied by a list of agreed action points, which may be discussed in considering the minutes of the previous meeting should they not be specifically listed as items on the agenda for the meeting.

Minutes will be made available to the public.

Loughborough Town Deal Board

29 January 2020

B

Item 3: Towns Fund: Introduction, Scope and Vision

1. Introduction

- 1.1. This paper summarises the key elements of the Towns Fund Prospectus, invites the Board to consider an amendment to the Town Deal boundary and to agree an overall vision for Loughborough.

Recommendations:

- a. That the content of the report is noted to ensure that members of the Board are appraised of the obligations, responsibilities and opportunities presented by the Town Deal.
- b. To give consideration to seeking approval for the extension of the area to be covered by the Town Deal, as defined by the Office for National Statistics, to include sites adjoining the town developed since 2011 along with the land allocated for the west Loughborough Sustainable Urban Extension and Loughborough University Science and Enterprise Zone; and
- c. That a vision for Loughborough be approved in principal, which will guide the work of the Board and the key areas of intervention to be addressed through the Investment Plan.

3. Background

- 3.1. Full details of the government's Towns Fund are set out in a prospectus which may be viewed at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/843843/20191031_Towns_Fund_prospectus.pdf

- 3.2. The prospectus sets out the first stage of agreeing the distribution of the fund through the vehicle of a Town Deal. This is to operate as a two stage process with further guidance on stage 2 to be published in due course.

- **Stage 1** – providing capacity support to places to put the structures and vision in place in order to move to the next stage of agreeing a deal.
- **Stage 2** – places to use their locally-owned Town Investment Plan to put together a business case to apply for funding interventions.

- 3.3. The Towns Fund will provide the core public investment in Town Deals; additional funding may come from other sources or parts of government. The objective of the Fund is to drive the economic regeneration of towns to deliver long term economic and productivity growth through:

- **Urban regeneration, planning and land use:** ensuring towns are thriving places for people to live and work by:
 - increasing density in town centres,
 - strengthening local economic and cultural assets,
 - site acquisition, remediation and preparation, and
 - making full use of planning tools to bring strategic direction and change.
- **Skills and enterprise infrastructure:** driving private sector investment and ensuring towns have space to support skills and small business development.
- **Connectivity:** developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity.

4. Town Deal Boards

- 4.1. The Town Deal Board will be the vehicle through which the vision and strategy for the town is defined. Its key tasks will be to:
 - Develop and agree an evidence based Town Investment Plan which will inform the Town Deal and the scale of investment drawn down from the Towns Fund;
 - Develop a clear programme of interventions; and,
 - Co-ordinate resources and influence stake holders.
- 4.2. It is the responsibility of the Council to convene the Town Deal Board and to define its governance and decision making structures. Those arrangements are set out in a separate report on the agenda.
- 4.3. Town Deal Boards must include:
 - All other tiers of **Local Government** operating within the Town Deal area.
 - The **Member of Parliament**
 - **Local businesses and investors** – representation is expected from large employers and SMEs.
 - **Local Enterprise Partnership**
 - **Communities** – potentially representatives from prominent local civic and faith organisations drawn for example from local community forums, voluntary and community sector organisations or Councils of the voluntary sector.
- 4.4. Town Deal Boards may also include within their governance structure or in their engagement activity:
 - **Business Improvement Districts**
 - **Jobcentre Plus**

- **Anchor institutions** (Universities, FE colleges, Academies and Schools, Hospitals, cultural and creative institutions and the housing sector – both developers and housing associations).
- **Arms-length bodies and other non-departmental government agencies** (such as Homes England, Environment Agency, Historic England)
- **Other private investors and developers.**

5. Town Investment Plans

- 5.1. The Town Investment Plan must be well-evidenced and set out a clear understanding of the area, focusing on its assets, opportunities and challenges. It will be material to the negotiation of investment secured through the Towns Fund.
- 5.2. The Investment Plan should:
- Set out priorities to drive economic growth supported by clear evidence, aligned with the objectives of the Towns Fund, and make full use of existing (planning) powers;
 - Complement and build upon pre-existing strategy documents developed with local partners (e.g. Local Industrial Strategy, Skills Advisory Panel, Local Plans and Spatial Development Strategies and Local Transport Plans)
 - Align with the Midlands Engine strategic approach and detail high value for money interventions that will drive economic growth.
 - Align with the government's clean growth objectives and avoid conflict with legal commitments to achieve net zero greenhouse gas emissions by 2050.
 - Capture existing initiatives and explore ways of better co-ordinating investment to support economic growth.
- 5.3. It is expected that the strategic element of Investment Plans will include:
- Background, context and evidence of need for suggested interventions
 - A vision for the town, complementing local strategies,
 - A high level description of priorities over the short, medium and longer term including:
 - Activity that can be locally funded
 - Projects that could be supported by public investment with high level cost estimates, and,
 - Ambitions for private sector investment and community involvement.
- 5.4. Additional guidance is to be published on the interventions in scope for the Towns Fund, the capital / revenue split (although capital projects are expected to be at the core of transformational change) and the preparation of business cases to permit the refinement of emerging Investment Plans. A number of government departments are considering how to provide additional support such as the assessment of the evidence base and interventions to ensure Value for Money.

- 5.5. The Investment Plan will be a locally owned document and will form the basis for negotiation of investment channelled through the Towns Fund. It should set out how the Towns Fund will be used to leverage other local and private investment and explain how the interventions are driving economic growth and delivering value for money.

6. Actions to Date – Readiness Checklist

- 6.1. In accordance with the amended time frame the Readiness Checklist was submitted to government on 19 December 2019. The checklist, attached at Appendix 1, invited comment and evidence across a range of issues including:
- The framework of existing partnerships, key partners and community networks.
 - A summary of the nature of involvement with those groups and how the partnerships have evolved.
 - A schedule of existing plans and strategies which could underpin the Investment Plan.
 - A summary of the background, baseline data and evidence of need.
 - The vision for the town and links to the Local Industrial Strategy.
 - A list of projects which might be supported through public investment
 - Description of existing private sector interest around projects and ambitions for leveraging investment.
 - Ambitions for community involvement.
 - Outline of projects which could be locally co-funded and current budgetary commitments

7. Boundaries of the Town Deal Area

- 7.1. The boundaries for the Town Deal are to be defined by the Lead Council, but as a default they should follow the boundaries defined by the Office for National Statistics (ONS) which broadly correspond with the built up area of Loughborough as at the time of the 2011 Census. In responding to the checklist it was confirmed that the ONS boundary was accepted.
- 7.2. However, it is apparent that those boundaries are now some 9 years old and fail to capture new areas of housing around the margins of the town as well as the areas allocated in 2015 for significant development, including the Loughborough University Science and Enterprise Park (Enterprise Zone) and west Loughborough sustainable urban extension.
- 7.3. Accordingly the Board might wish to consider the need for some modest adjustment to the defined area to permit potential interventions within these wider areas which may impact upon the long term economic growth of the town. (Appendix 2). Any such amendment would need to be agreed by government which will wish to ensure that the town originally selected continues to form part of the area.

8. Visions of Loughborough

- 8.1. The priorities of the Town Team Board need to be informed by an agreed

vision of the Town Deal area.

- 8.2. There are a significant number of policy and strategy documents of relevance to planning and development affecting Loughborough but none are entirely consistent with the Town Deal area, either as defined by the ONS or as potentially amended.
- 8.3. The Council's **Corporate Plan 2016 – 2020** correctly focuses on the entire Borough but recognises the contribution of Loughborough to the strategic aim of creating a strong and lasting economy. Specifically the plan acknowledges the delivery of the Science and Enterprise Park as a key component in the encouragement of jobs and businesses. The importance attached to Loughborough town centre was recognised in the commitment to develop a new and revitalised masterplan (completed in 2018).
- 8.4. The commitment to a thriving economy is maintained in the emerging **Corporate Plan review to 2024** with the overall vision for future growth over the period to 2036 being set out in the draft Charnwood Local Plan (October 2019). Reference is made to economic strength deriving from regeneration across the Borough including the Enterprise Zone and rapidly changing town centres. The challenges facing High Streets are recognised and attract a commitment to help them become more diverse places filled with homes, services and facilities as well as successful retail businesses, while respecting their heritage value.
- 8.5. **Leicester and Leicestershire 2050**, the jointly prepared strategic growth plan, recognises Loughborough as an area of managed growth through local plans. The town is under pressure for development with substantial provision having been made for growth, the delivery of which is dependent on new local infrastructure. Loughborough is recognised as a contributor to the Leicestershire International Gateway with strategic housing allocations needing to be completed as a matter of priority to provide the opportunity for people to live close to their places of work. The strategic growth plan further acknowledges the presence of Loughborough University as a world class facility allied to a science and enterprise park which needs to be delivered in conjunction with improved access from Junction 23 of the M1 Motorway, scheduled for completion by the spring of 2021.
- 8.6. These themes find similar resonance in the adopted **Local Plan Core Strategy** (November 2015) and the emerging replacement **Charnwood Local Plan** (October 2019). The new plan acknowledges that Charnwood will be recognised for the role Loughborough plays in the region's knowledge based economy. Looking forward to 2036 it is expected that the Loughborough Science and Enterprise Park and Loughborough University will be at the heart of the town's brand as a centre of excellence. The west Loughborough sustainable urban extension will provide a focus for housing supporting Loughborough's role as the social, cultural and economic focus of the Borough.
- 8.7. The town centre will represent the economic, social and cultural heart of the Borough, benefitting from regeneration which capitalises on the town's industrial heritage including the Great Central Railway. The town centre will

be an attractive, compact and walkable destination for shopping, leisure, entertainment and culture. It will be a town for all ages, providing an attractive place to live as well as visit.

- 8.8. The spatial priorities for Loughborough closely align with the priorities of the emerging **Local Industrial Strategy** (LIS) which include sports, health and life sciences. Loughborough University is already a world leader in sports science and technologies while both the Loughborough University Science and Enterprise Park (LUSEP) and Charnwood Campus hold large and growing clusters of businesses within those sectors. The emerging LIS sets out how partners will deliver Charnwood Campus and LUSEP as a hub for medical technologies and exploit sports science and health research and development assets to drive productivity both attracting inward investment and applying these capabilities to improve the health and well being of the population.
- 8.9. Of the various policy and strategy documents only the **Loughborough Masterplan** (March 2018) has a particular Loughborough focus. That focus is primarily directed towards the central area, although the plan includes sustainable travel links between the town centre and key destinations / trip generators. The masterplan envisages that Loughborough will be a successful and vibrant place with a strong identity that stems from its role as a market town and home of Loughborough University. It will be an attractive destination with a diverse retail offer, a mix of housing and a wide range of employment opportunities.
- 8.10. The town will be easy to access with a well-connected network of vehicular, cycle and pedestrian routes. Activity in the town will be supported by a range of events and innovative marketing, business and promotional strategies that will make Loughborough a great place to be.
- 8.11. Recalling the purpose of the Towns Fund: to drive economic regeneration to deliver long term economic and productivity growth; the various visions of Loughborough identify a number of recurrent themes which offer the prospect of a composite vision for the town. That vision, the evidence suggests, reasonably might embrace the following threads nested beneath the three priority areas identified in the prospectus.

Urban Regeneration, planning and land use.

- 8.12. The delivery of sustainable communities attached to Loughborough will be expedited in order that the town may play an active role in supporting the Leicestershire International Gateway while providing the homes and complementary living environments to attract and sustain the workforce required to consolidate Loughborough's position at the heart of the knowledge based economy.
- 8.13. The town centre will be the focus for regeneration, guided by the approved masterplan, to manage its transformation in response to contemporary economic drivers while consolidating its role as the social, economic and cultural heart of the community, delivering a centre for all ages and

contributing to a “total offer” to attract and retain home grown businesses, inward investors and the skilled workers needed to support them.

Skills and enterprise infrastructure

- 8.14. Loughborough is already a centre for innovation and enterprise, building on the expertise of Loughborough University and the state of the art research and development legacy buildings within Charnwood Campus. The partnership will work to unlock the full potential of Loughborough University Science and Enterprise Park and the Charnwood Campus Life Sciences Opportunity Zone which together form part of the Loughborough and Leicester Science and Innovation Enterprise Zone.
- 8.15. Businesses will find access locally to a workforce with the skill sets required to enable their establishment and growth with tailored training and development opportunities delivered through local schools, further education and higher education providers.

Connectivity

- 8.16. Loughborough will be well served by efficient linkages into the road, rail, high speed rail and regional airways networks. More locally the network of sustainable travel infrastructure will be refreshed and extended to provide safe and attractive routes between the town centre and major trip generators and cultural assets within the wider town area.
- 8.17. The town will be served by enhanced wifi and digital networks and infrastructure developed and deployed to support the projected growth in the use of electrically powered vehicles.

9. A Vision for Loughborough

- 9.1. A proposed overarching vision for the Town deal is suggested as follows
- 9.2. **Loughborough will be a place for all ages with a vibrant town centre that provides opportunities for urban living, leisure and entertainment, as well as culture, employment and learning. Our diverse resident population and student community will enjoy urban spaces which are well connected and enhance the offer of the town making it inclusive and accessible for all.**
- 9.3. Subject to the confirmation of the overarching vision for Loughborough work may commence on the development of an Investment Plan identifying individual projects and provisional costings for the consideration of the Board. Funding streams will need to be identified with the collaboration of all partners reflecting the multi organisational approach envisaged under the Towns Fund scheme.

10. Risks

- 10.1 The following risks have been identified:

	Risks	Impact	Mitigation
1	That the Town Deal area as defined by the ONS is too rigidly defined.	Potential interventions falling outside the boundary fall out of scope constraining opportunities to encourage and support economic growth	Review with the Board the scale of ambition and seek an adjustment to the defined boundaries as necessary.
2	That the focus for intervention in scope of projects to be included in the Investment Plan is unclear	Failure to deliver a co-ordinated and deliverable Investment Plan which cannot attract support through the Towns Fund	Ensure clarity in the definition of the vision for Loughborough confirming the scope and priority of interventions.

Town Deal Readiness Checklist

We recognise that towns will be in different stages of development for their partnerships, plans and opportunities. The purpose of this checklist is to provide Government with an understanding of how ready different towns are to complete a Town Deal. This will enable Government to deploy its resources to support towns and progress Town Deals, and to meet the need to start spending during the 2020-2021 financial year. Readiness will be assessed based on whether a town has in place much of what is needed to progress a deal, in particular whether: 1) A town has existing partnerships that meet most of the criteria for a Town Deal Board (set out in the prospectus) 2) There are strategies or plans in place aligned with what we need in a Town Investment Plan (as set out in the prospectus) 3) The town has the capacity and governance to deliver at pace. It is expected that most places will need time to develop their Boards and Plans to be ready to enter into a Town Deal. Government will support towns to develop robust and quality proposals through this development process. Being in a later cohort does not impact a town's ability to secure a Town Deal. The importance is on the quality of proposals and the value for money of potential investments to meet the Towns Fund objectives. We are asking the Lead Council for each town to complete this return by 19th November to provide an initial indication to Government of the town's current state of readiness. Further opportunities for towns to update Government on their state of readiness will be available in due course. Note: This form should only be completed once you have read the prospectus in its entirety. This form will not auto-save so please ensure you have the adequate time and the correct information to hand to complete it in one sitting - if you exit from the form your progress will be lost and you will have to start again. The form should take around 45 minutes to 1 hour 30 minutes to complete. Some questions are not mandatory; so in cases where you have no information to provide please input 'n/a'. When you reach the end of the form please click 'submit'.

Version Control: - 1.8(19/12/19) Final

Lead Council information

Lead Councils will support the development of a Town Deal Board and a Town Investment Plan. They are either the unitary authority which covers the town, or the lower-tier authority in a County/District area.

1.Name of Lead Council

Charnwood Borough Council

2.Name of town

Select your answer

Loughborough

3.Contact details

This will be the individual leading on the Towns Fund for the council on a day-to-day basis. We will be in contact if we require any additional information, update with key information or guidance and invite to workshops and events.

Eileen Mallon

4.Position with Authority

Strategic Director of Housing, Planning and Regeneration, and Regulatory Services

5.Contact telephone number

01509 634662

6.Contact email

eileen.mallon@charnwood.gov.uk

Town definition

The Lead Council should define the area the Town Deal Board will represent. This is so that local communities and other bodies understand where the area of benefit will be.

7. We have used the Office for National Statistics to define the boundaries for your town. Are you content with this representing your intervention area?

Please refer to the following link to check the Office for National Statistics definition:

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/understandingtownsinenglandandwales/anintroduction>

Yes

8. If you are not content, please describe your proposed area, and explain how and why it differs from the ONS definition.

Any change to the ONS boundaries would need to be agreed with government. We do not envisage agreeing to significant changes without a very strong rationale. If you indicate you are not content with the ONS boundary, we will be in contact in due course.

N/A

9. Would you like to work with another selected town to form a joint Town Deal Board and produce a joint Town Investment Plan? If yes, please name the town

The partner town must be from the 100 places already selected for the Towns Fund. Any proposal for a joint board and investment plan will need to be agreed with government. If you are proposing to do a joint board and investment plan, we still nonetheless require a readiness form to be returned by each of the individual towns.

No.

10. If you answered yes to the above question, please explain the benefits of collaboration in this case.

Max: 250 words

n/a

Town Deal Board - Required Organisations

Some towns may already have partnerships in place that align with Government's requirements for a Town Deal Board as set out in the prospectus. In the following sections you will be asked to provide information to demonstrate the capability of existing partnerships to fulfil this role. This page covers the organisations and groups that must form part of the Town Deal Board. (For those wishing to form a joint Town Deal Board please provide information for all of the organisations covering the constituent geographies.)

11. Do you have an existing partnership that includes all the required stakeholders for a Town Deal Board? If so, please give some details

When were these partnerships formed, and for what purpose? What activities have they undertaken? (Max: 250 words.)

There are a number of partnerships which we would expect to see represented on the Town Deal Board.

Loughborough Town Team – 2004 (restructured 2015) assembled to guide the preparation and implementation of Loughborough Town Centre Master Plans 2006 / 2018.

Love Loughborough Business Improvement District: established 2012 following a ballot of businesses with a second term approved in 2017. CBC representation on Board and officer liaison on marketing and management.

Charnwood Together Economy and Skills Group – established as part of the Sustainable Community Strategy. Largely a consultative forum with representatives of business, HE / FE and the third sector. Key partnership in shaping the Charnwood Economic Development Strategy. (NB Other Charnwood Together partners cover community and well-being themes).

Enterprise Zone Steering Groups (2) – set up in 2017 to secure the delivery of Loughborough University Science and Enterprise Park (LUSEP) and Charnwood Campus, the county's first Life Sciences Opportunity Zone (LSOZ): forums for the co-ordination of Leicester and Leicestershire Enterprise Partnership (LLEP), Leicestershire County Council (LCC), Invest Leicester, site promoters/owners, developers, universities and commercial partners.

Charnwood Tourism Board – established in 2005, administered and supported by Leicestershire Promotions under a Service Level agreement.

Leicestershire Promotions – established in 1993 are tourism specialists delivering campaigns, events and services to attract more visitors to the area.

Loughborough Public Realm Group – forum for engagement with the BID, LCC, idverde (contractors) and CBC departments to co-ordinate marketing and management of operations within the town centre.

12. Town/Parish Council (where they exist)

Name of the organisation(s)

Loughborough is un-parished – an advisory / consultative committee of Councillors representing Loughborough wards convenes quarterly as the Loughborough Area Committee.

13.Upper-tier Authority

Name of the organisation(s)

Leicestershire County Council

14.Local Enterprise Partnership

Name of the organisation

Leicester and Leicestershire Enterprise Partnership (LLEP)

15.Local businesses and investors

Name of the organisation(s)

- Love Loughborough Business Improvement District
- Loughborough Chamber of Trade and Commerce
- Federation of Small Businesses
- Market Traders Federation
- Arriva Midlands
- Kinchbus
- Loughborough University
- Loughborough College

16.Local communities

Name of the organisation(s)

Network of community groups across Loughborough who will be engaged in the process.

Strategic partners

- Charnwood Citizens Advice Bureau
- Clockwise Credit Union
- Equality Action
- Fearon Community Association
- Gorse Covert Community Centre
- John Storer Charnwood and Shepshed Volunteer Centre
- Living Without Abuse
- Roseberry Community Centre

Community partners

- Loughborough in Bloom
- Loughborough Heritage Forum
- Loughborough Bell Foundry Trust
- Friends of Charnwood Museum
- Carillon War Memorial Trust
- Loughborough Archaeological and Historical Society

- Charnwood Arts

17. Summarise how those named organisation(s) above represent your town, provide details on the nature of your involvement with them, and how your partnerships have evolved over time

Max: 250 words

- **The Corporate Plan**, is committed to working with communities and partner organisations in the delivery of excellent services. Our core values capture three themes:
 - placing the customer first;
 - taking pride in Charnwood; and,
 - working together as one Council and in partnership.
- We have a long record of partnership working evidenced by the retention of the Sustainable Community Strategy groups (2007) – **Charnwood Together**.
- The Charnwood Together **Economy and Skills Group** has engaged business partners, business organisations and the education sector to support the local economy. That partnership, along with the County Council and LLEP, has supported the designation of the Country's first Life Science Opportunity Zone and the subsequent inclusion of two Loughborough sites in an Enterprise Zone (2016) now being delivered through the two **Enterprise Zone Steering Groups** working with site promoters and investors.
- Initiatives to sustain the vitality and viability of Loughborough town centre have been overseen since 2004 by the **Loughborough Town Team** which has presided over the preparation of a masterplan and its refresh in 2018.
- The Council was involved in the establishment of the **Business Improvement District** which provides a forum for engagement with a wide range of commercial and business partners in co-ordinating joint programmes to enhance the management, policing, development and promotion of Loughborough town centre.
- **Strategic and Community partnerships** play an important role in the delivery of the Council's key strategies

Town Deal Board - Additional Organisations

The following organisations and groups are encouraged to be part of the Town Deal Board. Please indicate, where applicable, those organisations present in your existing partnership arrangements.

18. Private investors and developers

Name of the organisation(s)

- Wilson Bowden Developments (LUSEP) - LUSEP EZ Steering Group
- Charnwood Campus Ltd (CC) - CC EZ Steering Group
- Persimmon Homes /William Davis (West Loughborough Sustainable Urban Extension [SUE])

- APAM (Rushes - shopping centre)

19.Anchor institutions (e.g. local hospital, local university or large employer)

Name of organisation(s)

- Loughborough University
- Loughborough College

20.Business Improvement District(s)

Name of organisation(s)

- Love Loughborough BID

21.Government arms-length bodies (e.g. Homes England)

Name of organisation(s)

- Homes England - Growth Advisory Group (Internal growth group)
- Environment Agency - Flood defence scheme

22.Jobcentre Plus

Name of organisation(s)

- Jobcentre Plus

23.Have you appointed the Chair of your Town Deal Board yet?

It is not essential that you have the Chair in place yet. If they are, please give their name, organisation, and position

- Yes – Cllr Jonathan Morgan, Leader, Charnwood Borough Council
It is expected that a vice chair will be appointed representing the private sector

Town Investment Plan

Towns are tasked with developing a Town Investment Plan which meets the objectives of the Fund. Similar to existing partnership arrangements, Government recognises that towns may have existing strategies and plans in place which align with the expected deliverables of a Town Investment Plan. Please provide a brief summary of any existing plans or strategies that you currently have, if you consider them to fulfil the purpose of a Town Investment Plan. If there are no existing plans or strategies which could be directly used as the Town Investment Plan, or if plans and strategies would need to be revised or updated then you can leave this page blank.

24. Is there an existing plan or strategy which aligns with the requirements for a Town Investment Plan, or can be the primary basis for your Plan? If so, please give details. *Please include a hyperlink to the documents where possible*

There is a suite of plans which demonstrate the strategic importance of the growth of Loughborough within the County and identify the investment priorities.

Charnwood Corporate Plan 2016 – 2020.

https://www.charnwood.gov.uk/files/documents/corporate_plan_2016_2020/Corporate%20plan%202016-2020%20-%20amended%20May%202018%20%282%29.pdf

Leicester and Leicestershire 2050: Our Vision for Growth (Strategic Growth Plan) (December 2018)

<https://www.llstrategicgrowthplan.org.uk/wp-content/uploads/2019/01/Final-LL-SGP-December-2018-1.pdf>

Charnwood Local Plan 2011 – 2028 Core Strategy (November 2015)

https://www.charnwood.gov.uk/files/documents/adopted_core_strategy/Charnwood%20Local%20Plan%202011%20-%202028%20Core%20Strategy%20Adopted%20November%202015.pdf

Charnwood Local Plan 2019-2036 Consultation Draft (November 2019)

https://www.charnwood.gov.uk/files/documents/draft_charnwood_local_plan_2019_36/Draft%20Charnwood%20Local%20Plan%202019-36.pdf

Loughborough Town Centre Masterplan (March 2018)

https://www.charnwood.gov.uk/files/documents/loughborough_master_plan_march_2018/Loughborough%20Master%20Plan%20March%202018%20compressed.pdf

Charnwood Economic Development Strategy 2018 - 2020

https://www.charnwood.gov.uk/files/documents/economic_development_strategy_2018_2020/Economic%20Devpt%20Strategy%202018%20to%202020%20PUBLICATION%20VERSION.pdf

Loughborough Science and Enterprise Park Concept Masterplan Framework (February 2016)

https://www.charnwood.gov.uk/files/documents/lsep_concept_masterplan_framework_2016_compressed/LSEP%20Concept%20Masterplan%20Framework%202016.compressed.pdf

Leicestershire Local Transport Plan 3 2011 – 2026

https://www.leicestershire.gov.uk/sites/default/files/field/pdf/2017/1/9/Local_transport_plan.pdf

Leicestershire County Council Passenger Transport Policy (2018)

<https://www.leicestershire.gov.uk/sites/default/files/field/pdf/2019/5/10/Passenger%20Transport%20Policy.pdf>

Leicestershire County Council Passenger Transport Strategy (2018)

<https://www.leicestershire.gov.uk/sites/default/files/field/pdf/2019/5/10/Passenger%20Transport%20Strategy.pdf>

Emerging Leicestershire Cycling and Walking Strategy (2020)

Leicestershire County Council Environment Strategy (2018-2030)

<https://www.leicestershire.gov.uk/sites/default/files/field/pdf/2018/7/19/LCC-Environment-Strategy-2018-2030-June-18.pdf>

Leicester and Leicestershire Tourism Growth Plan (October 2019)

<https://www.llep.org.uk/wp-content/uploads/2019/10/Leicester-and-Leicestershire-Tourism-Growth-Plan-2019.pdf>

Charnwood Tourism Blueprint

https://www.charnwood.gov.uk/pages/charnwoods_blueprint_for_tourism_2019_to_2021

25. Summarise the background, baseline data and evidence of need.

Max: 250 words.

The Strategic Growth Plan and the Charnwood Local Plan include Loughborough as a growth area pivotal to the success of the NW Leicestershire international gateway. The Enterprise Zone which includes LUSEP and the Charnwood Campus Life Sciences Opportunity Zone, exemplifies the leading role Loughborough will play in developing high quality employment opportunities at the cutting edge of innovation and technology; key themes in the emerging Local Industrial Strategy.

Significant public investment is being committed to improving the town's connectivity to Junction 23 of M1 paving the way for a sustainable urban extension delivering 3,200 homes and a 77 hectare Enterprise Zone. Site promoters are directing commercial investment towards the delivery of employment opportunities on their sites. Evidence from our partners points to a need for complementary public investment to deliver incubator and grow on space to accelerate the development process and enable successful businesses to grow and expand on site.

Attracting private sector investment will be dependent on the "total offer" of the town. Shop vacancy rates and falling footfall reflect the national contraction in High Street retailing. Complementary private sector investment is required to unlock opportunity sites identified within the masterplan that are beyond the scope of public investment and help its transition to fulfil the town centre's new role at the heart of the community, supporting new homes with improved facilities for sustainable travel, markets, culture, leisure and entertainment.

26. Summarise the vision for the town, and links to the agreed or emerging Local Industrial Strategy. **Max: 250 words.**

Local Plan Vision 2028

- Loughborough will play a role plays in the region's knowledge-based economy.
- Growing business will have been retained and new investment secured. The LUSEP and Loughborough University will be at the heart of Loughborough's brand as a "centre for excellence."
- Loughborough will continue to be the main economic, social and cultural heart of the Borough - an attractive, compact and "walkable" destination for shopping, leisure, entertainment and culture.

Masterplan 2018 Vision

Loughborough will be a successful and vibrant place with a strong identity that stems from its role as a market town and home to Loughborough University. It will be an attractive destination with a diverse retail offer, a mix of housing and a wide range of employment opportunities.

The town will be easy to access with a well-connected network of vehicular, cycle and pedestrian routes. Activity in the town will be supported by a range of events and innovative marketing, business and promotional strategies that will make Loughborough a great place to be.

LIS priorities

Sports health and life sciences – The LIS sets out how we will deliver Charnwood Campus and LUSEP as a hub for medical technologies and exploit sports science and health research and development assets to drive productivity, both attracting inward investment to improve the health and well-being of the population.

27. Describe projects that could be supported by public investment (including through the Towns Fund). **Max: 250 words.**

Urban regeneration, planning and land use

Reshape the town centre to support sustainable growth through:

- **Public realm** improvements including **Bedford Square Gateway**.
- **Southfield Road** improvements.
- **Lanes Strategy**
- Sustainable **street market**
- **Development sites:**
 - **Baxter Gate** – mixed use redevelopment
 - **Devonshire Square / Granby Street** – housing
 - **The Generator** – creative businesses hub
 - **Limehurst Depot** – regeneration
 - **Managed consolidation** and redevelopment of the town core
- **Marketing initiatives** - encourage inward investment
- **Allsopps Lane restoration project** – country park

- Development of the **heritage and cultural offer**
- **Blue Print for Tourism** - unlocking the town's unique heritage including:
 - The Great Central Railway '**Bridging of the Gap**'.
 - Taylor's **Bell Foundry** restoration.
 - Development of the **Carillon Museum** and War Memorial

Skills and enterprise infrastructure

Deliver the EZ and support for business through:

- Charnwood Campus **Innovation centre and technology village**
- **Infrastructure** and **Advance floorspace** at LUSEP
- **A512 dualling** and **Junction 23** improvements
- **SportPark** – additional wing

Skills Development

College Estates Project: to house increasing training needs of a growing FE community.

Digital Care and Retail Hub: to provide training and skills underpinning the economic needs of the area

Establish a CBC managed **small business innovation centre**

Provide a **business start-up grant** scheme.

Connectivity

Installation of **vehicle electrical charging points**

100% Superfast Broadband - extended coverage

Next Generation **digital networks**

Development of Loughborough Transport Strategy – improving connectivity and opportunities for sustainable travel incorporating a local walking and cycling infrastructure plan

28. Describe existing private sector interest around projects, and ambitions for leveraging investment. **Max: 250 words.**

Enterprise Zone

Wilson Bowden Ltd have submitted an application for 90,000 sqm of science and enterprise uses over 42 hectares. Loughborough University is promoting the remaining 35 hectares within the Enterprise Zone where a pre-let 10,000 sqm office building is under construction, funded by the County Council.

Charnwood Campus Ltd are repurposing the former Astra Zeneca research and development facility and have successfully attracted 3M and Almac.

The retained business rates generated to leverage private investment will be applied to assist in the delivery of less commercially viable elements including incubator units and grow on space recognised as being necessary by our partners.

Town Centre

Developers are investing in the town centre to deliver 200 apartments. Public sector support is required to unlock barriers to attracting investment. Discussions are ongoing for a joint venture to provide an additional 111 units overflying existing commercial frontages.

Two developments are set to deliver over 620 bed-spaces for students, with a further 250 apartments over two sites for the private market. The Council is keen to unlock barriers for the delivery of more private housing within the centre.

A Community Interest Company has been established to deliver a hub for creative businesses in “The Generator,” and the Council is keen to engage other partners to leverage additional investment to sustain its role at the heart of a sustainable community.

29. Describe ambitions for community involvement in delivering the Plan. *Max: 250 words.*

Many community groups are closely involved already in projects to deliver community assets in the form of community buildings and landscaped open spaces. The Council has a track record of working closely with its strategic partners. Community groups have been engaged also in the refresh of the town centre masterplan.

Prominent community led projects include:

- The Generator – a proposed creative business hub co-ordinated by a Community Interest Company working closely with Charnwood Arts and the current property owner, Loughborough University.
- John Taylor Bell Foundry – the project will secure the conservation and enhancement of the only working bell foundry in the country. Grade II* listed it will sensitively repair the Victorian bell foundry, dry and protect its unique collection of artefacts and archive, and facilitate the conservation of historic bells and bell towers throughout the world.

Provision is to be made in the constitution of the Town Deal Board to ensure effective lines of communication and engagement are retained with appropriate community groups. That will be given additional emphasis within the town centre where there is a particular need for close working with the community.

30. Give an outline of which projects would be will be locally co-funded, and status of budget commitments (where they exist). *Max: 250 words.*

The Council’s capital plan will be rolled forward in early 2020. The current plan makes provision for the following projects:

- Bedford Square Gateway (town centre public realm improvement): £520k [estimated total cost - £1.5 million]
- Beehive Lane Car Park improvements and refurbishment £100k
- Loughborough Market sustainability improvements £23k
- Town Hall investments: £315k
- Lanes Strategy: £10k
- LUSEP: (Balance of funding approved to assist in delivering 6,000 sqm of grow on space) £350k
- Allsopps Lane £200k
- Parish Geen project £75k

Several partner led projects have secured substantial grant funding and contributions in kind:

- Bell Foundry Museum – are in the process of completing a Round two application to the HLF for circa £3.4 million
- The Generator – Offer of £310k secured from the HLF and potential contributions of up to £500k being negotiated with Arts Council England – currently tendering for a private sector partner
- A NLHF bid has been encouraged to extend and upgrade the Carillon Museum within the town's unique Carillon built as a WW1 war memorial housing 47 bells made by Taylors Bell Foundry.

Delivery capacity

We are keen to ensure those towns that require it are afforded the time and support necessary to develop quality, sustainable and transformational proposals for their town through a Town Deal. But whilst we recognise most places will need time to develop their proposals and map out their priority interventions, there may be Towns with 'shovel ready' proposals which align to the objectives of the Towns Fund that are ready now to progress to a Deal. Whilst Government will only make one Deal with a town, we are keen to support those places who are advanced in their partnerships, planning, and with projects that are 'shovel-ready', i.e. to begin delivery 2020/21, to bring forward their proposals quickly and begin delivering benefit to their communities. We would also like to understand, in these instances, the governance and capability in place to deliver the projects.

31. Do you have well-developed proposals of interventions in place that align to the Towns Fund objectives, and address the strategic needs identified within your town plans?

- ☐ Yes
- ☒ Not yet

My Town Campaign

Note: THIS IS THE FINAL QUESTION. Please ensure you have checked your previous responses, once you click submit your form will be submitted and you will not be able to make any changes. On 25 October Government launched the My Town campaign promoting the Towns Fund, and encouraging people in the 100 places we announced to get their voice heard in directing investment priorities. As detailed in the Prospectus, places must nominate a primary My Town campaign contact. Please provide the details below including any additional contacts you may feel are relevant.

32.Name

Mike Roberts

33.Organisation

Charnwood Borough Council

34.Position in organisation

Communications Manager

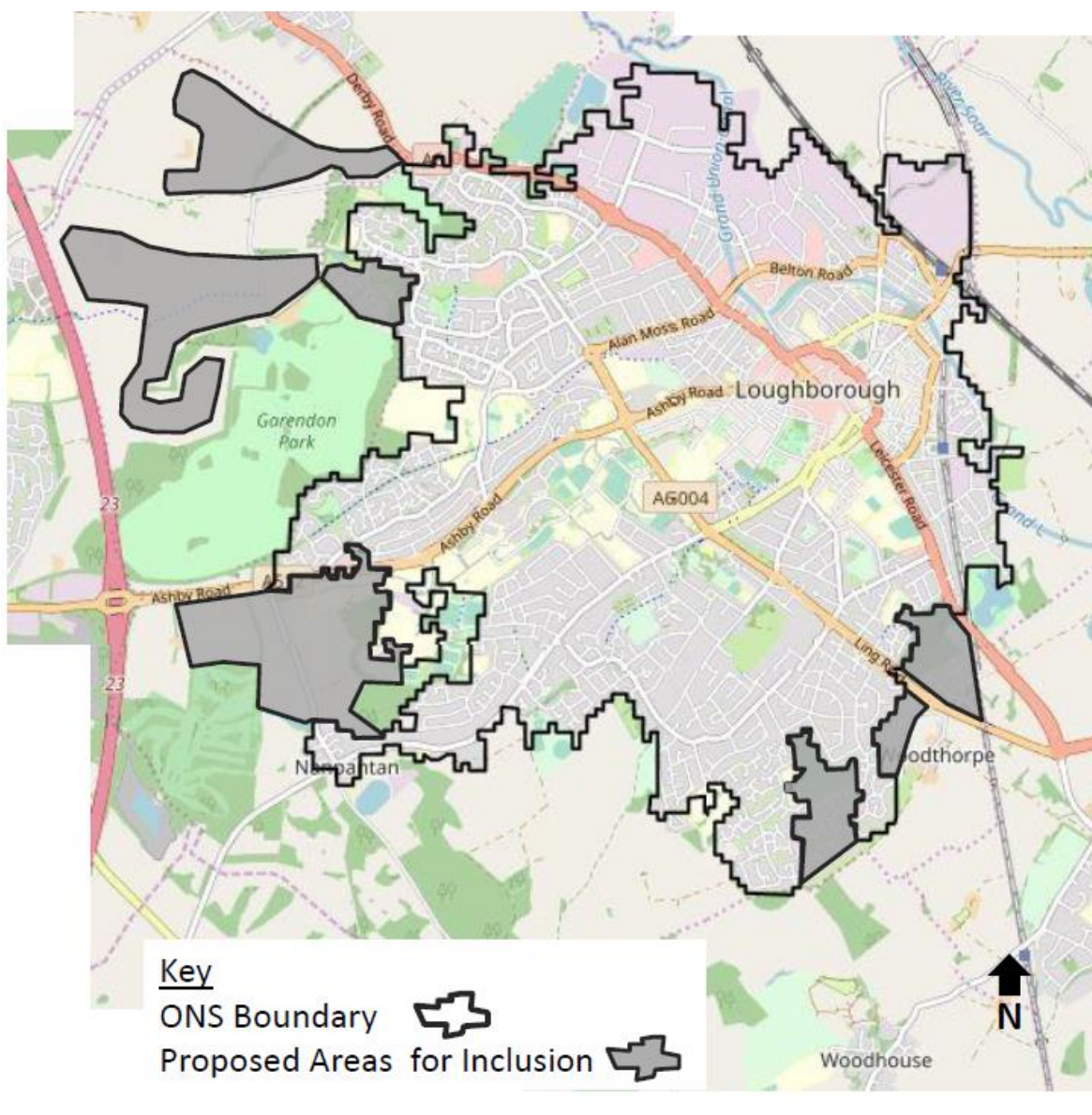
35.Contact telephone number

01509 634705

36.Contact email address

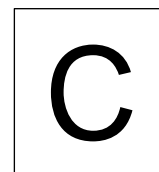
Mike.roberts@charnwood.gov.uk

37.Please provide details of any additional contacts including their role.



Loughborough Town Deal Board

29 January 2020



Item 4 Programme and capacity funding arrangements

1. Introduction

- 1.1. This paper explains how the government revenue grant of £162k will be used to support the work of the Board and preparation of a Town Deal Investment Plan

Recommendation:

That the Board notes the report and the proposed funding plan be approved

2. Background

- 2.1. Loughborough is one of 101 places around the country which the government has invited to bid for funding of up to £25 million as part of its Town Deal initiative. The deals aim to regenerate town centres, boost businesses and improve infrastructure.
- 2.2. The Council has been awarded an initial £162,000 towards capacity funding to support the development of a Town Deal Board and Investment Plan. Part of that funding should be used for “running business and wider community engagement events”.
- 2.3. The Town Funds prospectus anticipated the funding will be used for:
- Convening the Town Deal Board
 - Running business and wider community events
 - Developing town investment plans
 - Providing Technical expertise for business case development
- 2.4. As the lead Authority, the Council will need to produce a Town Deal Investment Plan by the Summer of 2020. The prospectus says further support may be available from MHCLG, other relevant government departments or further sources to be announced. Further guidance from government is expected early in 2020.

3. Funding programme

- 3.1. The main output from the project in the short term is the Town Deal Investment Plan. This will be prepared drawing on the support of key stakeholders and partners and then subject to public consultation. It is anticipated that the Investment Plan will be commissioned out to experienced consultants who will either be drawn down from a procurement framework by the Council or appointed subject to the approval of a procurement waiver.

Based on similar works undertaken it is considered a budget of £75k is set aside for this work strand.

- 3.2. The scope of works for the commission will be guided by the Towns Fund Prospectus. It is expected that the Investment Plan will be presented to Board in July 2020 with a view to it being submitted to Government by their deadline of 'Summer 2020'.
- 3.3. Managing the consultancy commission and supporting the Town Deal Board as project lead will be a post of Town Deal Project Manager. This post is required until the Investment Plan is submitted and it is expected to be a full time, six month contract. It is considered that a budget of £45k is set aside for this role.
- 3.4. The communications plan is set out in item 6 on the agenda and will require a budget of £30k to meet its aims.
- 3.5. The Council will provide administrative support to the Town Deal Board.
- 3.6. A further consideration is working revenue to cover anticipated expenditure for hospitality, printing, room hire as well as contingency. A budget of £12k is suggested for this.

Item	Cost
Consultancy support for Investment Plan	£75,000
Town Deal Project Manager	£45,000
Communications Plan	£30,000
Miscellaneous operating costs	£12,000
total	£162,000

4. Programme

- 4.1 In order to meet the summer deadline for submission of a town deal investment plan and to enable effective stakeholder engagement and public consultation the following outline programme is recommended:

Action	Date
Appoint consultants	End February
Desktop work and engagement with stakeholders	March-April
Public consultation on draft Investment plan	April - May
Further refinement of investment plan	Mid June-early July
Complete consultancy	6 July 2020
Consideration of final investment plan	July 2020

by Town Deal Board	
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- 4.2 The Checklist submitted (see item 3 on the agenda), included a list of potential projects which might be considered in an Investment Plan. In addition Appendix 1 below indicates a number of town centre opportunities which might also contribute, and further schemes may emerge from partners through this process.

5. Risks

	Risk	Impact	Mitigation
1	Not being able to demonstrate cogent approach to realise an Investment Plan that meets the prospectus requirements and the government deadline	Negative impact on bidding process Potential reputational damage	Implement the proposed funding and engagement plan
2	Failure to engage in line with Government guidance	Negative impact on bidding process Potential reputational damage	Ensure guidance is followed and liaise with MHCLG when necessary, taking advantage of any support available

Appendix1 Loughborough Town Deal Investment Plan Commitments and Opportunities

Core strategy 2011-2028

Sustainable urban extension for 3,200 homes, 16 ha of employment, 4 ha retail, 2 primary schools, to West of Loughborough and 77ha extension to Loughborough University Science and Enterprise Park providing 6,000 jobs

The Draft Charnwood Local Plan 2036

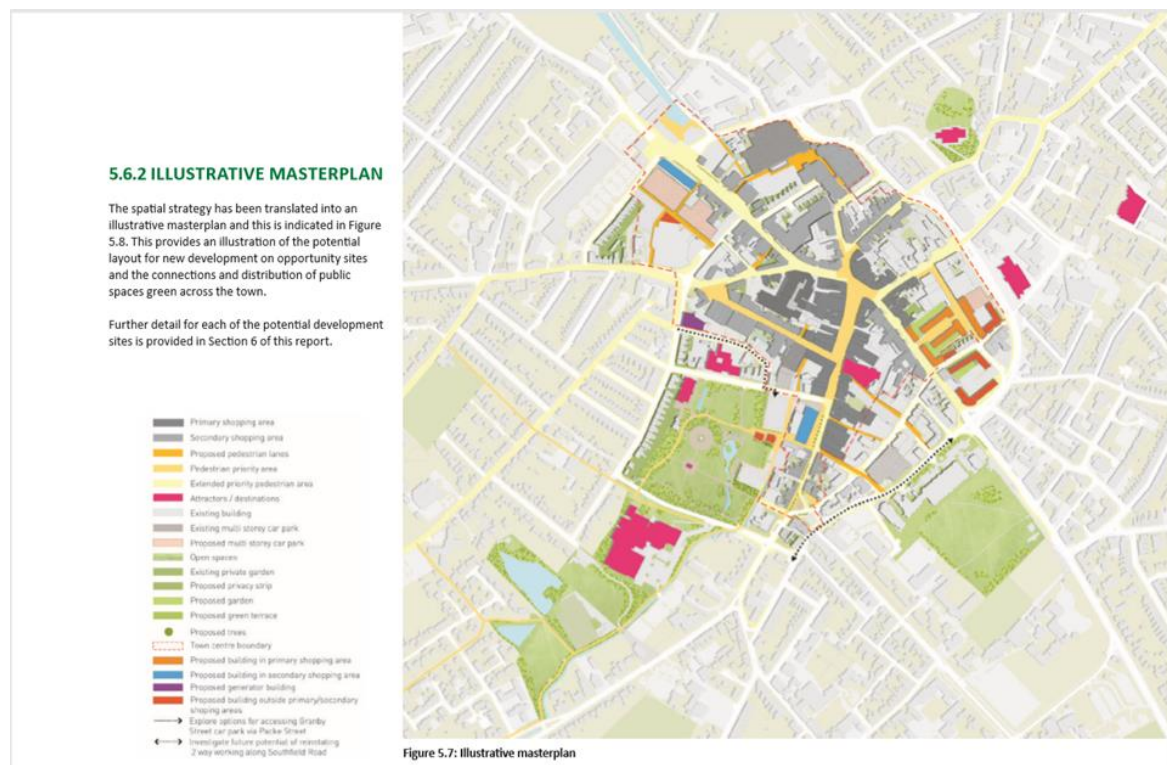
Long term plan for the future of Charnwood with Loughborough identified as the social and economic focus of the Borough:

- Planning for 2,000 new homes in and around Loughborough
- Carries forward SUE and provision for 77ha extension to Loughborough University Science & Enterprise Park
- Seeks to secure urban intensification in Loughborough town centre – more homes and greater footfall to support a more compact town centre core.

Enterprise Zone

Loughborough and Leicester Science and Innovation Enterprise Zone, covering nearly 290 hectares of development land across four individual locations across Loughborough and Leicester. Loughborough Science and Enterprise Park and Charnwood Campus (former Astra Zeneca site).

Loughborough Town Centre Masterplan



The objectives and recommendations of the masterplan broadly fall into four overlapping categories:

- **Public realm improvements** around and within the pedestrianised core providing safer and more attractive links to the principal town centre “gateways.”
- **Changes to the movement network** including improved cycle and footpath connectivity, investigation of potential improvements to the road network and the enablement of additional parking funded through commercial development.
- **Definition of character areas** to recognise the architectural and street scape features along with land use clusters lending differing characteristics to different localities and the identification of opportunity sites for development.
- **Small (non-physical) interventions** to enhance the town centre experience for visitors through events, promotions and business support schemes.

Town Deal

The objective of the Towns Fund is to drive the economic regeneration of Loughborough to deliver long term economic and productivity growth through:

- **Urban regeneration, planning and land use:** ensuring towns are thriving places for people to live and work, including by: increasing density in town centres; strengthening local economic assets including local cultural assets; site acquisition, remediation, preparation, regeneration; and making full use of planning tools to bring strategic direction and change.
- **Skills and enterprise infrastructure:** driving sector investment and ensuring towns have the space to support skills and small business development.
- **Connectivity:** developing local transport schemes that compliment regional and national networks, as well as supporting the delivery of improved digital connectivity.

Current projects and schemes

- Devonshire Square/Bedford Square £1.5m public realm capital scheme funded in part by the council and LLEP.



Pic: Devonshire Sq./Bedford Sq - approved scheme and proposed street scape

- Aumberry Gap – 440 student accommodation units, flexible commercial space and public realm improvements, site under construction.



Pic: Aumberry Gap Student accommodation

- Nottingham Road - Conversion of former 3M building and development of former public house – 250 apartments combined, sites under construction.



Pic: Former 3M building, Nottingham Road

- Pennine house, Lemyngton Street - 182 student rooms in conversion of former DWP office building by Study Inn. Site under construction



Pic: Pennine house redevelopment by Study Inn

What development opportunities are there?

- Devonshire Square/Market Street – Discussions underway about a private/public partnership to redevelop site to provide 111 new homes and refresh retail premises in the retail core of the town centre, complementing the public realm scheme



Pic: Devonshire Square redevelopment – existing and proposed

- The Generator (former LUSAD building at the corner of Frederick Street with Packe Street) – Community Interest Company, university and private sector scheme for creative business and Charnwood Arts delivered through a Special Purpose Vehicle.



Pic: The Generator

- Loughborough Flood Management Scheme - £11m scheme for Loughborough being prepared by EA to alleviate flood risk to residents along key water courses and to the town centre. Will bring key development sites out of highest flood risk (including Limehurst depot – former council depot close to town centre) to enable more vulnerable uses like residential to be developed in support of the urban intensification strategy.
- Sital House – Car park rear of Sital House in town centre core, adjacent to town hall passage, presents opportunity for public/private residential development with under croft parking



Pic: Sital House, Cattle Market

- Baxter Gate/Aumberly Gap balance of developable land from TCMP 2018

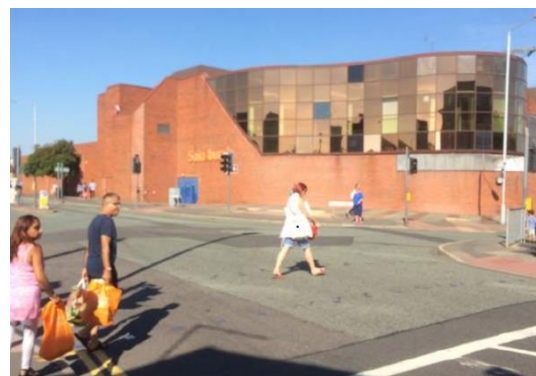


Pic: Baxter Gate opportunity area (TCMP 2018)

- Derby Road opportunity site – identified in TCMP, realised as part of reorganisation of retail land holding to improve frontage, public realm, streetscape and parking and to create student housing/residential development.

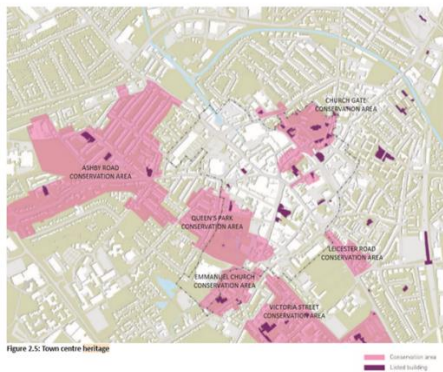


Pic: Derby Road redevelopment opportunity



- Better pedestrian and cycling connections between the rail station and university and the town centre and linking with the heritage offer in the town. Opportunity sites: Old Post office, Craddock street (22 flats); 12 Pinfold Gate (25 flats); Service Station site Pinfold Gate; Former Druids Arms (46 flats).

- Preliminary work underway on a 'Lanes Strategy' which looks at improvements to the large number of lanes and alleyways that play an essential role in linking many of the town's important destinations. This includes suitable locations for street art in the form of murals.
- Place Making Action Plan – Loughborough BID and Cultural and Leisure Service collaboration to forge stronger links with the university, business and communities through the promotion of the towns heritage, university and market.



Pic: Town Centre Heritage – conservation areas and listed buildings

Loughborough Town Deal Board

29 January 2020

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Item 5 Process and Timeline for Producing a Proposal to Government

1. Introduction

- 1.1. This paper sets out a proposed timeline for production of a Town Deal Investment Plan, which will constitute Loughborough's initial Town Deal proposal to Government. It explains the approach to the process that will enable this Board, stakeholders and the wider community to shape the Investment Plan.
- 1.2. Item 4 on this agenda deals with the procurement of resources needed to assist with the production of the Investment Plan.

Recommendation:

That the proposed process and timeline for producing an Investment Plan be approved.

2. Background

- 2.1. The Government requires an Investment Plan to be submitted by the Council in the summer of 2020. The Government has not, to date, given a specific deadline by which the Plan must be submitted. Further information on required deadlines and a Town Deal toolkit is expected from the Government in early 2020.
- 2.2. It is proposed that the Board and the Council sets a target of July 2020 for completion and sign-off of the Investment Plan

3. Process and Timeline for producing an Investment Plan

- 3.1. Subject to the receipt of the toolkit and further guidance, the Council will project manage the production of the Investment Plan.
- 3.2. The process of producing the plan will be one which combines professional technical expertise, the input of key stakeholder organisations and engagement with the community of Loughborough.
- 3.3. Any technical expertise brought in to develop the Investment Plan will be expected to take account of the views and advice of this Board, the Member Reference Group, Town Deal Programme Team and the outputs from community engagement and consultation.
- 3.4. Subject to Board approval of the content of this agenda item, it is intended to appoint consultancy expertise during February and then to follow an indicative timeline as shown in the table below:

Action	Date
Appoint consultants	End February
Consultants start work	March 2 nd
Board received progress update report	March meeting
Desktop work and engagement with stakeholders	March / April / early May
Consultation draft of plan completed	May
Consultation draft approved by Board	May (date tbc)
Consultation on draft, seeking comments from Board, Member Group, community representatives, wider public	May – June 19 th
Revisions to plan based on consultation feedback	June 20 th – July 6 th
Consultants deliver finalised Investment Plan to CBC	6 th July
Final Investment Plan submitted to Board for approval	July (date to be confirmed)

- 4.5 The timeline above will allow for a process approach which enables the views of residents and key stakeholders to be taken in to consideration, building upon the strategic vision for the future and the advice of investment planning experts.

4. Risks

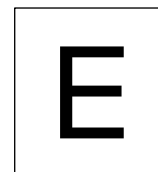
- 5.1 The following risks have been identified:

	Risk	Impact	Mitigation
1	Not being able to identify or appoint suitable consultants	Delay to timeline Pressure on existing resources	Identify partners' expertise and capacity to assist with production of an Investment Plan
2	Consultants fail to deliver work to required deadlines	Delay to timeline Potential inability to meet Government deadlines	Ensure guidance is followed and liaise with MHCLG when necessary, taking advantage of any support available
3	Calls/campaigns for populist projects which lack evidence and support of policy	Negative impact on bidding process Potential reputational damage	Clear communication around engagement exercise and need for evidence. Monitoring for potential issues Development of a strong clear vision for Loughborough
4	Lack of cohesion	Negative impact on bidding	Ensure clear internal

	between partners	process	communications from the outset
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Loughborough Town Deal Board

29 January 2020



Item 6: Communications and Engagement Strategy

1. Introduction

- 1.1. This paper sets out a proposed strategy to manage communications and engagement around the Loughborough Town Deal

2. Recommendation:

That the Board notes the report and the proposed engagement strategy be approved

3. Background

- 3.1. Loughborough is one of 101 places around the country which the government has invited to bid for funding of up to £25 million as part of its Town Deal initiative. The deals aim to regenerate town centres, boost businesses and improve infrastructure.
- 3.2. The Council has been awarded an initial £162,000 towards capacity funding to support the development of a Town Deal Board and Investment Plan. Part of that funding should be used for “running business and wider community engagement events”.
- 3.3. The Government launched the #MyTown campaign in October to give “people a say in how a new generation of Town Deals, each worth up to £25 million, should transform the place they call home.” The campaign is largely based on Facebook but there has not been any activity on the dedicated Facebook page since October.
- 3.4. The Town Funds prospectus says:
 - It is vital that towns engage with communities to find out directly from the public what they love about their place and how they want to see it grow.
 - Each town will decide how best to involve their local community, building on the #MyTown campaign. Communities should have a meaningful role in decision-making for the future of their town, and Town Deal Boards should draw on the local knowledge and insight that communities can provide on the barriers to driving local growth and productivity.
 - A communications and community engagement toolkit is being developed for Town Deal Boards by the Government. This will be complemented by a media campaign which will inform people in the

101 towns of the opportunities of the Towns Fund and encourage local people to get involved and to generate ideas

- 3.5. While the toolkit is being developed and further guidance is produced, some consideration has been made about how communities in Loughborough will be engaged in the Town Deals process.
- 3.6. It is proposed the Council's communications team will lead and co-ordinate communications and engagement around the town deal.
- 3.7. So far, the Council has published two press releases about the Town Deal fund and highlighted the news on its social media channels.

4. Proposed communications and community engagement strategy

- 4.1. Subject to the receipt of the toolkit and further guidance, the communications team will commission the development of branding for the Loughborough Town Deal, create a website to host information and news about the town deal, and create and manage social media profiles to interact with the Government's MyTown campaign as well as residents, partners and stakeholders. This can be fine-tuned once the guidance has been provided.
- 4.2. The branding, website and social media profiles would emphasise the partnership approach and provide a platform for ongoing consultation.
- 4.3. Some key audiences and channels have been outlined in Appendix 1. This will be developed as the project progresses.
- 4.4. The terms of reference for the Community Engagement and Consultation group will refer to the terms of reference for the Town Deal Board and vice versa.
- 4.5. Using some of the allocated funding, the communications team in consultation with officers engaged in project delivery will commission external support to carry out engagement work with key audiences in the form of online surveys as well as face-to-face community engagement events. The commissioned work will include the collation and analysis of survey responses to feed into the development of the Town Investment Plan. For that to happen effectively, the community engagement needs to be carried out within an appropriate timescale as the Town Investment Plan is drawn up. However, this is expected to be a long-term project and there will be ongoing consultation with key audiences and stakeholders throughout the process.
- 4.6. The objective is to collect high-quality consultation responses which can add significant value to the development of the Town Investment Plan and build relationships and trust in the community.

- 4.7. An emphasis is also needed on partner engagement to ensure they are fully engaged in the delivery of the Town Investment Plan and resulting projects.
- 4.8. Costs to commission an external company to co-ordinate and manage several community events, an online survey, and analysis of the results are anticipated to be around £20,000. Branding and website costings are estimated to be around £10,000. There would be some minimal ongoing costs for website hosting.
- 4.9. In terms of timescales, at this stage it would seem appropriate to aim for the engagement events to take place in April or May 2020.
- 4.10. An issue to consider is what the engagement exercise will be asking for views about – actual proposals where some work has already been carried out, broader questions about what people would like to see in Loughborough or elements of both. Views will be sought on the areas outlined in the prospectus, namely; urban regeneration, planning and land use; skills and enterprise infrastructure and connectivity.

5. Risks

5.1 The following risks have been identified:

	Risk	Impact	Mitigation
1	Not being able to demonstrate clear engagement with community	Negative impact on bidding process Potential reputational damage	Implement communications and engagement plan
2	Failure to engage in line with Government guidance	Negative impact on bidding process Potential reputational damage	Ensure guidance is followed and liaise with MHCLG when necessary, taking advantage of any support available
3	Calls/campaigns for populist projects which lack evidence and support of policy	Negative impact on bidding process Potential reputational damage	Clear communication around engagement exercise and need for evidence. Monitoring for potential issues Development of a strong clear vision for Loughborough
4	Lack of cohesion between partners	Negative impact on bidding process	Ensure clear internal communications from the outset

Appendix 1

Key audiences and channels (draft)

Audiences	Channel
Councils/MP	
CBC Cabinet	Meetings/Email
Different CBC departments	Internal communications channels
Loughborough CBC Members x 20	Meetings/Email / Reference Group?
Loughborough MP	Meetings/Email
LCC senior officers – highways / broadband / regen /	Meetings/Email
County Councillors in Loughborough x 5	Meetings/Email
Arts Council Midlands	Meetings/Email
Partners	
Love Loughborough	Meetings/Email
Loughborough University	Meetings/Email
Business community	Direct / website / media / social / e alerts / events / inCharnwood channels
Major employers	Meetings / email / website / e-alerts / social media / engagement
Businesses	
Town centre shops	BID channels / Engagement / e alerts
Town centre non-retail	BID channels / Engagement / e alerts
Major employers – 3M / Intelligent Energy / SMEs	Engagement / F2F
	Website / Email / e-alerts / inCharnwood channels / contacts / Direct
Education and skills	
Loughborough College	Meetings / email / contacts
Charnwood College	Meetings / email / contacts
Jobcentre plus	Meetings / email
Heritage	
John Taylor and Co Bell Foundry	Meetings / website / media / social / e alerts / direct
Loughborough Carillon Tower and War Memorial Museum	Meetings / website / media / social / e alerts / direct
John Taylor and Co	Meetings / website / media / social / e alerts / direct

Loughborough Heritage Forum	Meetings / website / media / social / e alerts / direct
Residents / community groups	
Residents (consideration for representative views needed)	Engagement events / online survey / website / media / social / e alerts / direct
John Storer House	CBC Neighbourhoods Team / Engagement events /E-alerts / Website / Media / Social Media
Youth groups	CBC Neighbourhoods Team / Engagement events /E-alerts / Website / Media / Social Media
Ashby Road Estate Community Association	CBC Neighbourhoods Team / Engagement events /E-alerts / Website / Media / Social Media
Thorpe Acre Residents Association	CBC Neighbourhoods Team / Engagement events /E-alerts / Website / Media / Social Media
Nanpantan Ward Residents' Group	CBC Neighbourhoods Team / Engagement events /E-alerts / Website / Media / Social Media
Charnwood Arts	Meetings / E-mail