

LOUGHBOROUGH TOWN DEAL BOARD

April 2020 Update

27th April 2020

Since the Town Deal Board met on 29th January 2020, progress has been made in taking forward the Loughborough Town Deal process.

However, the coronavirus pandemic and consequential series of emergency measures introduced by the UK Government has meant that Charnwood Borough Council and all of the Town Deal Board have needed to prioritise business continuity and public support ahead of the Town Deal. Social distancing measures have also impacted on the ability to progress a process which is required to be 'community led'.

Due to the coronavirus pandemic national emergency, the Board meeting scheduled for 27th March 2020 was postponed, in agreement with the Joint Chairs of the Board.

Accordingly, Board members are now being sent this Update notification along with a series of accompanying papers, as follows:

1. Minutes of Board 29th January 2020 and update on actions arising
(where not covered in the papers below) page 2
2. Declaration of Interests Form page 8
3. Project Overview Update page 15
4. February 2020 public online survey outcomes and analysis page 22
5. Prioritisation of themes. page 29

It is intended that the Board will next meet as scheduled on 12th June 2020, either in person as normal, in person with social distancing or by video conference call.

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LOUGHBOROUGH TOWN DEAL BOARD

April 2020 Update

Paper 1 – Minutes of Board meeting 29th January 2020

Below are the minutes of the Town Deal Board held on 29th January 2020. Board Members are asked to email any comments on inaccuracies or confirm approval of the minutes to Nicky.conway@charnwood.gov.uk

Follow-up actions were recorded in the minutes and progress is as follows:

1. Eileen Mallon is to send a Local Authority form of declaration. List of named substitutes to be provided. **Progress: a declaration of interest form is attached as Paper 2 of this April 2020 Update.**
2. Proposals for the Chair of the community involvement group are to be put by the Board to Cllr Morgan and Eileen Mallon. **Progress: complete - see Paper 3.**
3. Rob Mitchell is to check the practicalities of virtual attendance e.g. Skype meetings. **Progress: IT solutions for virtual attendance are being investigated in preparation for the next Board meeting.**
4. Professor Bhamra offered to assist with engagement with Students' Union. Progress: **update pending.**
5. Cllr Bokor offered to investigate the example of Belper especially in terms of communications. **Progress: update pending.**

Minutes attached below.

Meeting Report

PROJECT	Town Deal		
DATE	29 January 2020	LOCATION	Southfields, Loughborough

Attendees	
Board Members	
Cllr Jonathan Morgan (Chair)	Charnwood Borough Council
Dr Nik Kotecha	Morningside Pharmaceuticals
Cllr TJ Pendleton, CC	Leicestershire County Council
John Doherty	Loughborough College
Cllr Jenny Bokor	Charnwood Borough Council
Andy Reed	LLEP
Lez Cope Newman	Loughborough BID
Martin Traynor	Economy & Skills Group
Professor Tracy Bhamra	Loughborough University
Simon Whelband (representing Jane Hunt MP)	
Officer Attendees	
Rob Mitchell	Charnwood Borough Council
Eileen Mallon	Charnwood Borough Council
Dave Hankin	Charnwood Borough Council
Mike Roberts	Charnwood Borough Council
Mandip Rai	LLEP
Peter McLaren	Leicestershire County Council
Peter Sutton	BEIS/Communities

Apologies	
Tom Purnell	Leicestershire County Council
Helen Mitchell	BEIS
Jane Hunt, MP	

Meeting Type (Team, Board or other)
Board Meeting
Agenda

Item	Topic	Paper	timing	Item Type
1.	Welcome & Introductions			
2.	Governance Structure and Terms of Reference	A		Decision
3.	Towns Fund: Introduction Scope & Vision	B		Decision
4.	Programme & Capacity Funding Arrangements	C		Decision

Meeting Report

5.	Process & 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			

Meeting Notes

1. Welcome & Introductions

Cllr Morgan welcomed the group. The purpose of the meeting is to ensure compliance with the Town Deal and to generate the next stages.

2. Governance Structure and Terms of Reference

Eileen Mallon, Strategic Director of Housing Planning Regeneration and Regulatory Services presented this draft proposal. The government expects this to be heavily led and owned by the local community

For the Terms of Reference Great Grimsby Town Deal has been used as an example.

It was agreed to amend the Board Membership to have co-Chairs rather than Chair and Vice Chair. Cllr .Morgan and Nik Kotecha will be co-chairs.

It was agreed to adopt Charnwood Borough Council declarations of interest.

It was agreed to use a scheme of delegation to manage events that will occur between Board meetings and to use email circulation.

Community involvement will include the voluntary sector. Proposals for the Chair of the community involvement group are to be put by the Board to Cllr Morgan and Eileen Mallon.

Eileen Mallon is to send a Local Authority form of declaration.

Declarations of interest should be included on the Board agendas.

The quorum of five voting members including the Chair will be required for decisions to be made. If the Board is not quorate, a meeting can still be held for discussion only; no decisions will be made at that meeting. .

Named substitutes are to be allowed, and attend if Board Members are unable to attend meetings. Board members were asked to provide the name of their substitutes. The substitutes should be covered by the Register of Interest.

If Board Members cannot attend the meeting they can email their views.

Rob Mitchell is to check the practicalities of virtual attendance e.g. Skype meetings.

Meeting Report

Minutes of meetings will be made public.

It was agreed that the revisions to the governance structure and terms of reference should be accepted.

3. Towns Fund: Introduction Scope & Vision

Dave Hankin, Team Leader Regeneration and Economic Development, presented this paper. The purpose of the paper is to set the scene. The scope of the Town Deal includes urban regeneration, planning and land use, skills and enterprise infrastructure, and transport and digital connectivity.

An investment plan is to be produced by end of Summer 2020. The focus is on a milestone of end of July 2020.

The boundaries of Loughborough defined in the prospectus rely on data from the 2011 Census. The potential Town Deal area might be reviewed to capture new areas of housing, the LUSEP enterprise zone and the Sustainable Urban Extension to the west of the town.

At the end of 2018 a re-parishing exercise was carried out. Loughborough is not parished, but the new boundaries may assist in the definition of the Loughborough urban area.

Various policy documents and statements advance differing visions for areas greater than the town or for the town centre only; none are specific to the town of Loughborough. However the analysis of those visions permits the distillation of six themes. They are:-

- An active role for delivering growth to support the Leicestershire International Gateway
- Consolidation of the town centre as the social, cultural and economic heart of the town contributing to the “total offer” to attract inward investors.
- Delivery of the LUSEP and Charnwood Campus Enterprise Zone
- Ensuring there is a suitably trained qualified workforce
- Improving connectivity with localised sustainable transport choices between the town centre and trip generators.
- Enhanced digital connectivity

The additional areas which might be included within the Town Deal remit was clarified to the Board by reference to the plan circulated with the agenda.

The south east quadrant includes areas of residential development completed since the 2011 Census.

The south west quadrant is Loughborough University Science & Enterprise Zone, now designated as part of the enterprise zone. Charnwood Campus comprises the other part of the zone within Loughborough and is already included within the built up area as defined by the 2011 Census having previously been occupied by Astra Zeneca.

To the north west lies the West of Loughborough Sustainable Urban Extension designed to incorporate large areas of open space, 3,200 homes, 16 hectares of employment land, schools and a local service centre. These are significant directions of growth where the Board might wish to consider potential interventions to enable delivery and economic growth. A case could be made to include Burleigh Wood and car parking associated with LUSEP which appeared to

Meeting Report

have been excluded but was otherwise encircled by the proposed urban area.

The boundary could be made wider. It is important to think about what kind of intervention could be funded.

The SUEs and EZ should be considered as a minimum. There will be opportunities to match the money that could be drawn down. The sports park plus the Advanced Technology Innovation Centre (ATIC) could be included. The maximum area should be aimed for.

It is important to make a strong case to government as to why the boundary should be amended.

The vision statement should refer to the economic vision of Loughborough. More vision regarding the economy should be included. The health of the town must be part of the vision.

It must be considered how Loughborough will look in 10-20 years. Strong sources of evidence must be included.

The paper was accepted by the Board.

4. Programme & Capacity Funding Arrangements

5. Process & Timeline for Producing a Proposal to Government

Dave Hankin, Team Leader Regeneration and Economic Development, presented these papers.

If Beacon status is aimed for then the programme must be accelerated and staff in place to implement the programme.

Regarding the priority of economic regeneration then the measures of success must be considered plus providing an example of a comparison business case.

Process and spending regulations need consideration.

In terms of process it is possible that the government may accept evidence based on strategy documents.

If the option to accelerate the programme was chosen then a May/June deadline should be aimed for.

The Secretary of State is keen to see progress.

It was cautioned that the amount of £162k is not a lot of money.

It is important to make the most of the opportunity and to begin the process early.

Changing the urban area boundaries as defined by the Office for National Statistics (ONS) could cause delay.

It is important to find successful projects out of the projects that may be put forward.

Some procurement measures could be waived. Beacon status is worth attaining, but there are

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no details yet regarding how this might be progressed.

6. Town Deal Communications and Engagement Strategy

Mike Roberts, Communications Manager presented this paper.

Board members discussed the benefits of talking directly to people, possibly at events and in focus groups, to gain meaningful feedback. Public events are being planned but details are yet to be finalised and timescale is a factor.

The Board also emphasised the need to use the existing networks of partners as well as the Council to ensure a good response and maximise involvement from a wide variety of people. Professor Bhamra offered to assist with engagement with Students' Union.

Engagement with people should take place before and after the Investment Plan is submitted.

The need to involve people and organisations with a heritage and culture interest was highlighted.

Finding out the views of people don't live in Loughborough was could also be useful.

Large employers with employees who don't live in Loughborough could be consulted.

Branding was identified as being an important part of the process.

Engagement must be focused on the requirements set by central government regarding the Town Deal.

7. Date of Future Meetings

The Board agreed to meet every other month. A list of dates was provided to the Board.

8. AOB

Cllr Bokor offered to investigate the example of Belper especially in terms of communications.

Follow up actions

1	Eileen Mallon is to send a Local Authority form of declaration. List of named substitutes to be provided
2	Proposals for the Chair of the community involvement group are to be put by the Board to Cllr Morgan and Eileen Mallon. (Board)
3	Rob Mitchell is to check the practicalities of virtual attendance e.g. Skype meetings.
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LOUGHBOROUGH TOWN DEAL BOARD

April 2020 Update

Paper 2 – Declaration of Interests

Board members are asked to read and complete the form below and return it as soon as possible to Nicky.Conway@charnwood.gov.uk

LOUGHBOROUGH TOWN DEAL BOARD

REGISTER OF MEMBERS' INTERESTS

NOTIFICATION OF DISCLOSABLE PECUNIARY INTERESTS

I, *(full name) (capitals)*

a Member of the Town Deal Board, give notice, as agreed by all Board Members at its first meeting, that I or my partner have the following **disclosable pecuniary interests**:
(please state "None" where appropriate)

NOTES: "Member" includes non-executive members and named substitutes.

"Partner" means spouse or civil partner, a person with whom you are living as husband or wife, or a person with whom you are living as if you were civil partners.

1. **Employment, office, trade, profession or vocation carried on for profit or gain**

You should give details of your and your partner's employment or profession. Examples could include:

- Engineer employed by XYZ Ltd
- Director of ABC Consultants
- Self employed landscape gardener
- Teacher at Zebedee Primary School.

You do not need to include voluntary work, even where expenses for this are reimbursed.

3. **Contracts - Any contract which is made between me or any relevant person (or a body in which I or any relevant person has a beneficial interest) and the projects undertaken or recommended by the Board:**
(a) under which goods or services are to be provided or works are to be executed; and
(b) which has not been fully discharged

You must register all current or prospective contracts, of which you are aware, between you or your partner, or a company of which you or your partner are a director or partner, or in which you know you or your partner have a substantial beneficial interest. You should state the nature and length of the contract, but not its value or its terms. This could include a contract between your or your partner's employer and a member of the Board or a contract between a member of the Board and one of your or your partner's corporate interests (see 7 below) for the provision of goods or services where you or your partner would share in the proceeds from the contract.

4. **Land - Any beneficial interest in land which is within the Board's area**

You must register any land (including any buildings or parts of buildings) in Charnwood Borough in which you or your partner have a beneficial interest. You should give the address or a brief description which would enable someone to identify where it is (e.g. owner of land to the north of Small Lane, opposite junction with Large Road). This could include business premises if you have a beneficial interest (e.g. if you or your partner own or lease the business property either alone or jointly).

If you live in the Borough you should include your home under this heading whether you are the owner, lessee or tenant. This includes joint owners, lessees or tenants.

You should also include any property from which you receive rent, or of which you are a mortgagee. You will also have a beneficial interest in any land if it is held in the name of another person, e.g. a relative, and you are entitled to the proceeds of, or if you will become entitled to the proceeds of that land.

5. **Licences (alone or jointly with others) - Any licence (alone or jointly with others) to occupy land in the Board's area for a month or longer.**

You must register land (including buildings or parts of buildings) in Charnwood Borough which you or your partner have a right to occupy for a month or longer, but where you or they neither own nor have a tenancy of it. You should give the address or a brief description to identify it.

- 6. Corporate Tenancies - Any tenancy where:**
(a) the landlord is a member of the Board; and
(b) the tenant is a body in which I or a relevant person has a beneficial interest

You must register any tenancies which you, or your partner or one of your or your partner's corporate interests (see 7 below) have where a member of the Board is the landlord. This would include a tenancy for a home which is owned by a member of the Board, or the tenant is a body in which you or a relevant person has a beneficial interest.

- 7. Securities - Any beneficial interest in securities of a body where:**
(a) that body has a place of business or land in the Loughborough area;
and
(b) either:
(i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body; or
(ii) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which the relevant person has a beneficial interest exceeds one hundredth of the total issued share capital of that class

You must register the names of any companies, industrial and provident societies, co-operative societies, building societies, public corporations, insurance companies or other corporate bodies that (to your knowledge) have land or a place of business within Charnwood borough and in which you or your partner have a substantial beneficial interest as defined above. If in doubt, consult your financial advisor.

You do not need to show the extent of the interest.

A beneficial interest in a type of share exists if you own it or if it is held in the name of another person, e.g. a relative or partner, and you are entitled to the proceeds of, or if you will become entitled to the proceeds of, that type of share.

NOTIFICATION OF OTHER PERSONAL INTERESTS

I further give notice, as I am required to do **under the minutes of the Board's first meeting** that I have the following **other personal interests**:

(please state "None" where appropriate)

9. Bodies exercising functions of a public nature - I am a member, or am in a position of general control or management, of the following bodies exercising functions of a public nature

Include your membership of any bodies undertaking activities of a public nature and any position of general control or management that you hold in them. This includes other local authorities and NHS Trusts and should be broadly interpreted to include other bodies receiving significant public money or carrying out a public service. This is not restricted to organisations which operate in the Borough.

10. Bodies directed to charitable purposes - I am a member, or am in a position of general control or management, of the following bodies directed to charitable purposes

Include your membership of any charities or bodies with a charitable purpose and any position of general control or management that you hold in them. This includes membership of the charitable elements of Rotary and Lions Clubs and the Freemasons, and national charities such as the National Trust or RSPB. This is not restricted to organisations which operate in the Borough.

11. **Bodies whose principal purposes includes the influence of public opinion or policy - I am a member, or am in a position of general control or management, of the following bodies, one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union)**

Include membership of a political party and of a trade union. Examples of the type of body which you should also include are Amnesty International, Friends of the Earth, Countryside Alliance and local lobby groups even where they do not maintain formal membership lists. This is not restricted to organisations which operate in the Borough.

FURTHER INTERESTS

I further **VOLUNTARILY GIVE NOTICE**, acknowledging that I am not required to do so under the minutes of the Board's first meeting of the following other interests:

(please state "None" where appropriate)

I have the following other interests that I desire to bring to the public's attention through the Register

PUBLICATION

Entries in the Register will be available for public inspection at the Borough Council's offices and published on the Town Deal's website.

MEMBER'S SIGNATURE

I recognise that it will be a breach of the Board's meeting minutes (ref: 29 Jan 2020):

- to omit information that ought to be registered and to keep the Register updated;
- knowingly or recklessly provides information that is false or misleading;
- not to disclose an interest at a meeting in the manner required by the Board when a matter relating to or affecting any of the interests I have registered is discussed;
- participate in the consideration of a matter in which I have an interest where this is prohibited by the Board.

Date	
Member's Name (Capitals – in Full)	
Member's Signature	

NOTIFICATION OF CHANGES

If a member becomes aware of any change to the interests specified above they should provide written notification of that change to the Clerk to the Board, Ms Nicky Conway, whose address is Council Offices, Southfields, Loughborough, Leicestershire, LE11 2TN, 01509 634573, e-mail nicky.conway@charnwood.gov.uk.

RECEIPT BY Clerk to the Board

Date received	
Signature	

NOTIFICATION OF GIFTS OR HOSPITALITY

Disclosures of the receipt of such gifts and hospitality will form part of the Register and be available for public inspection at the Borough Council's offices and published on the Town Deal's website.

I, *(full name) (capitals)*

a Member of the Town Deal Board, give notice that I have received the following gifts or hospitality over the value of £50:

NOTE: "Member" includes non-executive members and named substitutes. This includes meals and refreshments at events you attend as a board member. These must be registered within 28 days of receiving them. You should register an accumulation of smaller gifts or hospitality that you receive over a short period from the same source which together add up to £50 or more.

Date of gift / receipt of hospitality	
Details of gift / hospitality	
Estimated Value	
Person / Body providing gift / hospitality	

MEMBER'S SIGNATURE

I recognise that it will be a breach of the Boards' agreed terms of reference relating to conduct:

- to omit information that ought to be registered;
- to provide information that is materially false or misleading;
- to fail to register any subsequent gift/hospitality within 28 days of receiving it.

Date	
Member's Name (Capitals – in Full)	
Member's Signature	

RECEIPT BY Clerk to the Board

Date received	
Signature	

LOUGHBOROUGH TOWN DEAL BOARD

April 2020 Update

Paper 3 – Project Progress Overview

This paper highlights where progress has been made in moving forward the Loughborough Town Deal process. It also describes where there has been a delay in actions. All partners have been affected by the unforeseen and unprecedented coronavirus pandemic and the associated Government measures. The Borough Council has needed to deploy staff resources to prioritise community and business support actions since March and this remains the case at the time of writing.

The Board

The Board meeting scheduled for March was postponed due to the coronavirus pandemic. It was agreed with the Joint Chairs that update papers would be circulated to the Board by email and accordingly this and accompanying papers are being now being sent. Future meetings of the Board will be held by video conference calls should pandemic-related social distancing measures remain an instruction of Government.

Minutes of the last meeting are available as Paper 1 and board members have been asked to review and approve them.

A Declaration of Interests form for Board members has been produced. See Paper 2.

The next scheduled meeting of the Board is 12th June 2020 at 10am. Should the need arise for an 'extra' Board meeting, members will be notified by the Town Deal Project Manager or a Democratic Services officer in due course.

Member Reference Group

The 18th March 2020 Member Reference Group was cancelled due to the coronavirus pandemic.

The Member Reference Group is to receive an emailed update as soon as possible, which will include the outcomes of the online public survey (see paper 4). Members will be asked to complete a questionnaire so that their views in relation to the survey and consequent thematic prioritisation can be captured.

Community Engagement Group

The 25th March 2020 Community Engagement Group was cancelled due to the coronavirus pandemic.

The Community Engagement Group will be written to explaining that the Town Deal process is still happening and that it remains essential to utilise stakeholder engagement. Proposals for that engagement will be outlined in accordance with revised plans for communication and public engagement (see the section on communications and public engagement below).

Following discussion with the Board's Joint Chairs, David Pagett-Wright (of Moss Solicitors / Loughborough Business Improvement District / Loughborough Town Team) was approached and asked to consider taking on the role of Chair of the Community Engagement Group. He has agreed to take on the role and is therefore now Chair of the Group.

Town Deal Project Manager

Following a process of internal recruitment at the Borough Council, Chris Grace has been appointed as Town Deal Project Manager until 31st July 2020.

In addition to managing the various components of the town deal process, the Town Deal Project Manager will play a key role in regular liaison with the consultancy which has been commissioned to produce the Loughborough Town Deal Investment Plan (see next section below).

Loughborough Town Deal Investment Plan consultant

On 22nd April 2020, after market testing, a consultant (Third Life Economics) was commissioned by the Borough Council, on behalf of the Board. The consultant will produce the Loughborough Town Deal Investment Plan.

David Marlow is the owner of Third Life Economics and will be the consultant undertaking the investment plan work, although there is scope in the contract for further consultancy associates to be used should the need arise in relation to some specific technical aspects [this will depend upon which projects are evaluated as being suitable for inclusion in the plan].

David has a wealth of experience in this area of work and further information about him and his portfolio of work is attached as the Appendix to this paper.

The consultant will be asked to attend future Board meetings to present updates on his work and proposals for the content of the investment plan.

The current timeline which the consultant is expected to work against is shown in the following table:

Objective / Activity	Deliverable	Indicative Programme	Responsibility
Inception Meeting (virtual)	Contract signed off	w/c 20 April 2020	Consultant / CBC
Desktop analysis and engagement with stakeholders, other consultants and CBC officers. Evaluation of projects ideas.		22 April – 22 May 2020	Consultant(s)
Consultation Draft Investment Plan submitted to CBC	Consultation Draft Investment Plan	1 June 2020	Consultant
Consultation Draft		12 June 2020	CBC

Objective / Activity	Deliverable	Indicative Programme	Responsibility
Investment Plan approved by Board			
Consultation seeking comments from Board, stakeholders, Member Reference Group, Community Engagement Group and wider public		15 June – 3 July	Consultants / CBC
Revisions to Draft Investment Plan informed by feedback		6 July – 16 July 2020	Consultant
Final Investment Plan submitted to CBC	Final Draft Investment Plan	17 July 2020	Consultant
Presentation of Final Investment Plan to Board for approval	Approved Investment Plan	31 July 2020	Consultant / CBC

Communications and Public Engagement

A brand for the Loughborough Town Deal was approved by the Board via e-mail in early March. This will be used on the town deal website, social media posts and other appropriate documents and communications.

The coronavirus pandemic has had a significant impact on the Council's communications team (and other teams) causing increased workloads and prioritisation of coronavirus-related matters. This had a detrimental impact on the area of communications and public engagement for the town deal. Officers of the Council are identifying ways in which some 'lost ground' might be recovered, particularly as the impacts of the coronavirus pandemic are likely to last for some time.

Areas which have been adversely affected are:

- A draft Loughborough Town Deal website has been created but it needs to be populated with content and refined before being launched publicly. Board members can see the proposed styling of the website at <http://ltdeal.cportals.cuttlefish.com/>
- M.E.L. Research have been identified as suitable to undertake public engagement work for the town deal process. Discussions to finalise the details of this support had taken place but were put on hold in mid-March because of the coronavirus crisis;
- Significant public engagement is a key element of the town deal process but this is now exceptionally challenging due to social distancing measures. The Council will explore with M.E.L. Research how online public engagement might usefully feed into the project and complement the work of Third Life Economics.

Government Guidance

Board members will recall that town deal locations were due to receive further Towns Fund guidance from the Government. The guidance would, amongst other things, provide information relating to the production of an investment plan. To date, the guidance has not been released by the Government.

Officers are in regular contact with Peter Sutton at BEIS. Should the Government release further guidance of any type in relation to the Towns Fund and town deals we will notify the Board.

It should be noted that at the time of writing, the Council has not received any instruction that the town deal process should be delayed due to the coronavirus pandemic. Neither has any view been expressed as to whether town deals will or will not be seen as integral to economic recovery programmes which the government might or might not introduce once the coronavirus pandemic eases.

APPENDIX - further information about David Marlow, Third Life Economics



Short CV

APPENDIX TO PAPER 3 – LOUGHBOROUGH TOWN DEAL BOARD UPDATE APRIL 2020

David Marlow

Third Life Economics Limited,
Stamford, Lincolnshire. PE9 2AE

Telephone: 07808-182096

Web: <http://www.thirdlifeeconomics.co.uk>

Email: davidmarlow@thirdlifeeconomics.co.uk

Personal Profile: Experienced, visionary Chief Executive (of a metropolitan local authority, a Regional Development Agency, and now his own company), Chair/NED, economic development professional. Since 2008, David has become one of England's leading advisors on local development, working widely on city, growth and devolution deals; leadership, governance and institutional development at national, city-region and local levels; strategic economic plans and European (ESIF, H2020 etc) programmes; industrial strategy; Futures/Foresight exercises; university-place relations.

David has a significant portfolio of work on strategic and investment planning for non-metropolitan towns, cities and sub-regions with some read across to Loughborough and Charnwood. He has been a long-standing advisor 2015-19 to South Kesteven advising, inter alia, on Grantham Futures and on positioning Stamford as 'little Cambridge. Other relevant town and district based economic strategy refreshes include Harborough and Breckland. District-level investment planning and business case development includes a Garden village in Rutland and a transport interchange in Watford.

In terms of Government case-building, David has contributed to City Deals (e.g. Plymouth and Peninsula), Local Growth Programmes (e.g. Greater Lincolnshire) and Devolution Agreements (e.g. Cambridgeshire and Peterborough) which as intervention strategies provide some models for Town Deals. He gained Government buy-in to strategic recovery plans in three British Overseas Territories after Hurricanes Irma and Maria (which may have some relevance for post-pandemic recovery) and most recently for a six-year Economic Development Investment Programme for St Helena.

David is at the forefront of defining and elaborating university contributions to and interfaces with the places where they are located. From Executive Commissioner of the signature 2016 Chancellor's Commission report into University of Warwick's future roles in Coventry, Warwickshire and the West Midlands to the recent Newcastle City Futures 'Inclusive Future Growth in England's City and Regions', David has worked with and for 11 universities and several university associations on new models of civic university leadership and management involvement in their towns, cities and regions.

David has some local knowledge from work on a recent refresh of the Leicester & Leicestershire SEP, and more historic work in Rutland, Harborough and with the Welland Partnership.

David is a prolific writer and publisher of academic and policy papers, business cases, prospectuses, commentary and analysis. Since 2011 he produced a Planning magazine column, had 50 LGIU Policy Briefings published, written articles in Guardian, MJ, LGC and other journals on local leadership. In the last four years he has been author or co-author of important reports on topics from Devolution to Smart Specialisation, University relationships to Place, digital innovation, the future of LEPs, to two impending signature publications on place-based strategies for growth and development.

He has an extensive network across Government, Local Government, LEPs, Business, HE, FE and a considerable number of NGOs. His current portfolio includes futures work for Small Island Developing States (SIDS) and UK non-metropolitan areas, elaborating universities and anchor institution frameworks; formulating Local Industrial Strategies; 'support for sub-national senior leadership at MCA and LA levels; due diligence and business case development for LA/HE investment programmes.



David retains immense energy and enthusiasm for shaping creative, innovative, transformational solutions to long-standing complex problems with ambitious leadership teams; and then putting in place institutional capacity and capabilities to progress these. He is always happy to talk through these types of issues informally with potential clients and partners.

Sample relevant recent roles and assignments as CEO of Third Life Economics Limited 2010-2019

- **Major review of Newcastle City Futures** – assessing potential for arms-length university partnerships as drivers and influencers of place-based development and new ways of working
- **St Helena Government** – Independent Economic Review (IER) 2018 funded by DFID to review capital programme and development strategy post-opening of the Airport – with a 2019 SHG follow up to draft a SH2050 Futures Green Paper and related considerations.
- **Strategic investment plans – Anguilla, BVI, Turks & Caicos** - led UK mission to assist British Overseas Territories prepare strategic recovery plans in aftermath of 2017 Cat 5 hurricanes.
- **University roles in cities:** Executive Commissioner of independent Commission pulling together proposals for future role of University of Warwick in Coventry, Warwickshire and the Midlands. Led to multiple pieces of works with universities, their civic roles as local anchor institutions, captured in **NU/NCF signature report** on Inclusive Future Growth in cities and regions.
- **Enhanced Devolution and Local Growth Advisor** - undertaken specific assignments to formulate and appraise enhanced devolution proposals for a variety of geographies. Involved in numerous strategic economic plans and local industrial strategies building on several national commissions - including LGA, LGIU, PAS, HEFCE etc. Developed portfolio of bespoke, adaptable tools for enhanced devolution and local strategy exercises
- **Smart Specialisation (S3) Advisory Hub** - commissioned by National Centre for Universities and Business (NCUB) on behalf of BIS and HEFCE to design and establish a new entity to support local economic leadership teams deliver better innovation-led growth strategies. Involved extensive consultation process to formulate proposals for strategy, roles, functions, business models and resourcing of the Hub and built on **NELEP** and **HotSW S3** strategy formulation exercises
- **County Council, metropolitan and shire district corporate plans** - retained to facilitate the refresh of a number of strategic and business plans with council Cabinets and SMTs
- **Preparation and gaining approval of business case for establishment of the West Midlands Growth Company:** Developed Growth Company business case and inception/transition plan - in a very challenging political and officer context. Important component of West Midlands Devo-Agreement, the Growth Company was commenced operations in May 2017. Followed up with a commission for the **WMCA Productivity and Skills Commission** first Annual Report, 2018.
- **Longstanding involvement with Plymouth:** As interim CEO, led the turnaround of the Economic Development Company in Plymouth, a 300,000 population 'regional capital'. Success led to being reengaged as **Advisor and co-author, of successful Plymouth 'City Deal' proposal** agreed in January 2014; a major refresh of the **city growth strategy** re-launched in mid-2014; the **Heart of the South West devolution agreement** proposals to Government, February 2016; and more recently plans for the **Plymouth - Exeter Growth Corridor** and **National Marine Park**. Retained as **strategic advisor for Plymouth College Arts** and its creative consortium (including a school, arts centre, FabLab, venues and social enterprises).
- **Chair, Luton Gateway Development Company and strategic advisor UK Centre for Carnival Arts 2009-11:** Luton Gateway was the local development company charged with facilitating delivery of 29,000 homes, 19,000 jobs by 2021. As Chair, DM established and operated the company, and wound it up when the Coalition withdrew support. He also advised on a major institutional strengthening programme for UKCCA – Luton's one national centre and an ACE NPO.
- **LGIU Associate and Local Government economic strategy advice and support:** Work with many LAs and LEPS on formulation and refreshing their approaches to strategic investment.
- **Visiting Professor and Fellow roles:** At **CURDS, University of Newcastle** and former roles with Ashridge Business School and Institute for Manufacturing, Cambridge

Illustrative relevant achievements: East of England Development Agency (EEDA):



- Formulated and gained acceptance for regional economic strategy (RES) for the East of England; economic statements for “Greater South East” and the Thames Gateway; Regional Cities East (network of six major cities in East of England); and RDA climate change/“smart growth” strategy
- Achieved all government spend and output targets over the 2004-2008 period – for the first time in EEDA's history; rated as “performing well” in the NAOs first Independent Assessment of RDAs
- Oversaw, with HEFCE, £100m+ HE investment programme to reconfigure HE provision in East of England, including new (now open) centres in Southend, Ipswich and Peterborough
- Co-Author (with Arts Council East) of country’s first RDA/ACE joint prospectus – evolving into nationally significant “creative collaborations” delivering major investments including ROH Production Campus, Thurrock; Dance East, Ipswich; Aldeburgh expansion; UKCCA Luton etc.

Illustrative achievements: pre-EEDA career highlights

- At Doncaster Metropolitan Borough Council (DMBC) led governance turnaround from “scandal ridden” to being one of four “fastest improving councils in the country” in Audit Commission's first Comprehensive Performance Assessment. Oversaw introduction of Mayoral model and ending of police investigations.
- Board Director of SY PTE - advising PTA and managing city-region strategic planning and operations
- Authored and championed the Borough’s economic strategy (“3D” – Doncaster Development Direction) to secure support for Doncaster as a growth engine of international significance for the region; with a £1bn investment programme over 10 years – now over 98% delivered
- At Southampton, took council unitary from Hampshire in 1997 - setting up new Highways Authority and transport arrangements. Delivered transformational capital investments like West Quay Shopping Centre and St Marys Stadium, and major maritime events that transformed the city
- Member of the team establishing the UK development assistance programme to South Africa in 1994-96 working with the Mandela government to deliver public service transformation

Career History summary

2008 – date:	Managing Director “ Third Life Economics Limited ”
2003-2008:	Chief Executive, East of England Development Agency (EEDA)
2000-2003:	Chief Executive, Doncaster Metropolitan Borough Council (DMBC)
1996-2000:	Executive Director, Southampton City Council
1994-1996:	Senior Institutional Development Advisor, DfID, based South Africa
1992-1994:	Director of Customer Services, North Kesteven District Council (NKDC)
1989-1992:	Assistant Director (Consultancy), Birmingham City Council
1987-1989:	Head of Economic Development, Government of Montserrat
1985-1987:	Senior Policy Planner, Clwyd County Council
1982-1985:	Economist, Government of Belize (ODI Fellow 1982-84)

Qualifications

1997	MBA, University of Sheffield, with distinction
1982	MA Development Economics, University of East Anglia
1980	BA PPE, Keble College, Oxford University, II(i)

Other

- Visiting Professor, CURDS, Newcastle University; Author of Planning Economic Development blog and monthly column; LGIU Associate
- Regular speaker/facilitator at conferences/events
- Some french and spanish proficiency
- Occasional musician, long suffering Spurs fan
- Driving License

LOUGHBOROUGH TOWN DEAL BOARD

April 2020 Update

Paper 4 – February 2020 Public Online Survey Analysis

In late February 2020 the Council, on behalf of the Loughborough Town Deal Board, carried out an online survey which canvassed public views about Loughborough.

The exercise was a pre-cursor to further public consultation and engagement which will take place as part of the community-led process for production of a Loughborough Town Deal Investment Plan.

The survey was designed in a way which would enable the Board to ‘test the water’ of what the community likes about the town and what types of things town deal funding should be spent on. The outcomes of the survey would provide a useful backdrop for decision-making and the refinement of further rounds of community engagement.

The survey was available for completion on the Charnwood Borough Council website for a period of 2 weeks. The survey questions [and the analysis below in this paper] were framed around the thematic areas for intervention identified by the Government for town deals:

- Urban Regeneration, Planning and Land Use
- Skills and Enterprise Infrastructure
- Connectivity
- (a 4th ‘local’ theme of ‘Other’ has been used as some comments do not fit with any of the thematic areas).

Respondents were simply asked for views about a) what do you like about Loughborough currently and b) what suggestions do you have for projects or initiatives that town deal funding could be spent on?

It should be noted that the survey was undertaken before the COVID-19 outbreak and the imposition of trading and societal restrictions in the UK.

This paper provides an overview of all the public comments received. At the end of the paper there is a brief commentary on the ‘headlines’ which can be derived from the survey.

Part A. What do you like about Loughborough?

314 mentions were given to things that people like about Loughborough. These mentions were recorded across the thematic areas as follows:

144 – Urban Regeneration, Planning and Land Use

105 – Other

42 – Connectivity

23 – Skills and Enterprise Infrastructure

The Top 5 most mentioned things that people like about the town, from across all the thematic areas were:

43 – Shops and markets

30 – Family heritage / always lived here / live here

26 – Queens Park / open spaces

25 – Tolerant place / diverse community / multi-cultural / friendly

23 – Being in centre of England / very accessible / air, road and rail links.

The breakdown of all the responses for things that people like about Loughborough are shown in the tables below.

Table A.1 – Urban Regeneration, Planning and Land Use

THINGS PEOPLE LIKE	NUMBER OF TIMES MENTIONED
Shops and markets	43
Queens Park / open spaces	26
Good facilities for a small town / not a city / market town character	19
Places to eat and drink	16
Town Hall / entertainment	12
Pedestrianised centre	5
Museum	5
Tourist attractions	4
Library	3
Art Deco architecture	2
Attractive built environment	2
Assets to capitalise on	1
Regeneration schemes underway	1
A physically growing town	1
Sports / fitness / leisure facilities	1
Youth facilities	1
Housing and housing developments	1
Area around the church	1

Table A.2 – Skills and Enterprise Infrastructure

THINGS PEOPLE LIKE	NUMBER OF TIMES MENTIONED
University / students	17
Canal House creative businesses space	2
Vibrant business community	1
Social enterprise(s)	1
Loughborough College	1
Love Loughborough loyalty app	1

Table A.3 – Connectivity

THINGS PEOPLE LIKE	NUMBER OF TIMES MENTIONED
Being in centre of England / very accessible / air, road and rail links	23
Cheap parking / parking	7
Footpaths / walkable	5
Cycleways	5
Canal	1
Buses / bus routes	1

Table A.4 – Other

THINGS PEOPLE LIKE	NUMBER OF TIMES MENTIONED
Family heritage / always lived here / live here	30
Tolerant place / diverse community / multi-cultural / friendly	25
Vibrant sense of community	15
Closeness to the countryside	15
Feel safe	8
Voluntary sector activity	3
Clean / tidy / litter free	3
Feels charming and quaint	2
Plants, flowers and trees	1
The Fair	1
Christmas lights	1
Everything!	1

Part B. What are your Suggestions for Town Deal Projects and Initiatives?

650 ideas were mentioned as things that people would like to see happen in Loughborough. These ideas were recorded across the thematic areas as follows:

239 – Connectivity

218 – Regeneration, Planning and Land Use

144 – Skills and Enterprise Infrastructure

49 – Other

The Top 5 most frequently mentioned suggestions for the town, from across all the thematic areas were:

44 – Business rates and commercial rents relief / incentives

39 – More free / cheaper / better parking

28 – More / better cycleways

20 – Enterprise centres / hubs

20 – Better / new bus services to the town centre from peripheral / outlying areas.

The breakdown of all the responses for what people would want to see in Loughborough are shown in the tables below.

Table B.1 – Urban Regeneration, Planning and Land Use

SUGGESTION	NUMBER OF TIMES MENTIONED
Youth and children centres / facilities	15
More green spaces / wildlife areas / trees / flowers	14
Better cultural facilities	14
Town centre / brownfield housing	12
Better leisure and sports facilities	12
Better canal / waterways / more water features	11
Mixed-use regeneration schemes	10
New shopping mall / more shops	10
University presence in the town centre	10
Less accommodation for students	10
Improved public realm	9
Improved markets	9
Council to purchase vacant premises and rent out for different uses	8
Improve Nottingham Road gateway	7
Better tourist and local info in the market place	7
More affordable housing	6
Improved flood protection	5
Improve John Storer House / voluntary organisations' facilities	5
Indoor market / stalls in vacant retail premises	5
Enlarge / improve Queens Park	4
Change retail floorspace to other uses	4
Free public toilets	4
Homeless shelter / hostel / hotel	4
Regenerate Loughborough High Street	3
Demolish Packe Street car park	3
Alternative use for the Odeon Cinema	3
Community Centre in the town centre	2
Better use of parks and spaces for events	2
Zero carbon-only developments	2
Limit number of charity shops	2
Remove restrictions on student accommodation	1
Redevelop Limehurst Depot	1
Regenerate Hastings and Lemyngton areas	1

Incentives for commercial landlords with vacant premises	1
Use Rectory Place for markets and events	1
Improve the appearance of town centre alleyways (lanes)	1

Table B.2 – Skills and Enterprise Infrastructure

SUGGESTION	NUMBER OF TIMES MENTIONED
Business rates and commercial rents relief / incentives	44
Enterprise centres / hubs	20
Grants for new businesses and small business expansions	17
Business start-up and business support programmes	15
Local apprenticeships and skills co-ordination	11
University to run courses and programmes for local people and businesses	10
More office spaces / shared office spaces	4
Digital technology and skills / cyber security centre of excellence	4
Bio-degradable projects and products development / environmental skills initiatives	4
Support for young / graduate entrepreneurs	3
Inward investment incentives	2
Social enterprise initiatives	2
Great Central Railway linked skills programme	1
Jobs boards and information at places other than Job Centre Plus	1
Bring Garendon School back to life	1
Reduced market stall rents for home-made / home-grown products	1
HS2 linked apprenticeships for Loughborough people	1
Upgrade computers in the library	1
Enterprise skills centre at Loughborough College	1
More adult learning classes	1

Table B.3 – Connectivity

SUGGESTIONS	NUMBER OF TIMES MENTIONED
More free / cheaper / better parking	39
More / better cycleways	28
Better / new bus services to the town centre from peripheral / outlying areas.	20
Address Epinal Way congestion / crossings	18
Bus station	16
Reduce the amount of pedestrianisation	14
More bus services to the rail station	14
New bus services to the new edge of town housing developments	11
Improve traffic flows across the town	9
Park n Ride facility	9
Covered cycle racks	6
Better quality roads in to and within the town centre	5
Tram system	5
Free street wi-fi across the whole town	5
E-bikes scheme	4
Electric buses and taxis	4
E-charging points	4
Public transport app / better info at bus stops	4
Complete the Great Central Railway link to Nottingham	4
Loughborough bypass	3
Better footpaths / walking areas	3
No deliveries / cycles / traffic in the market place	2
Digital display points for public information	2
Superfast fibre broadband across the whole town	2
Safe pedestrian crossing between Queens Park and the library	1
More evening bus services	1
Disability friendly travel schemes	1
Better facilities at the rail station	1
Extended hours on buses for bus pass holders	1
Remove on-road parking at Bedford Square / Wards End	1
Reduce car access and car parking	1
Train / bus ticket machines in the town centre	1

Table B.4 – Other

SUGGESTIONS	NUMBER OF TIMES MENTIONED
Address anti-social behaviour	18
Stage more events	10
More evening events and activities	6
More Police	4
More cleaning and litter removal	4
Green energy [non-transport] and recycling infrastructure	4
Activities for students in the town centre	1
Better marketing of the town centre	1
CCTV in all parks and open spaces	1

Commentary

This survey has produced interesting outcomes. Some headline conclusions might be drawn from the survey:

- People like lots of things about Loughborough and they particularly value the shops and markets
- Parks, open spaces and a connection with nature are valued and people would like to see more of that
- Loughborough is a place where a ‘sense of belonging’ is very evident and there are significant numbers of people who clearly feel it is a diverse, friendly and tolerant town with strong community aspects
- Being able to access Loughborough easily and its location in the heart of the country is recognised as an asset to the town
- Unsurprisingly, the things that people want to see happen in the town as part of a town deal are, in the most part, things which do not score highly as currently being liked
- There is strong demand for projects that relate to better connectivity of various types and forms. It should be noted however that environmentally friendly connectivity projects, electric charging points and electric vehicles for example, barely feature as things that people would want to see
- The ‘car is king’ still seems to be prevalent in Loughborough with demands around car parking featuring strongly in the survey responses
- Business rates and rents were a significant issue [even prior to the coronavirus pandemic shutdown] and people want to see provision of more spaces for enterprise

LOUGHBOROUGH TOWN DEAL BOARD

April 2020 Update

Paper 5 - Prioritisation of Themes

Following on from Paper 4 of this Board update, the views of Board members are now asked for in order to aid our consultant shape potential prioritisation of themes for the investment plan.

The online survey produced interesting outcomes, including many suggestions as to what the public of Loughborough would like to see included within a town deal. Please provide your comments on the survey outcomes and your thoughts about potential emerging priority areas for the investment plan in the form below and return it to Christopher.grace@charnwood.gov.uk by 1st May 2020.

It is stressed that the responses given below do not mean any decisions will be made about prioritisation of themes, but rather that Board members are given an opportunity to express comments in relation to the online public survey.

QUESTION	YOUR THOUGHTS
The public was asked about what it likes about the town. Did the responses surprise you or are they consistent with what you might have expected?	
Based on what the public said it would like to see in Loughborough, are there any thematic areas which you think should potentially be given priority in the investment plan?	
Based on what the public said it would like to see in Loughborough, are there any specific projects which you think should potentially be given priority in the investment plan?	
Some potential projects / areas of intervention which were identified in the original town deal checklist document do not seem to resonate with public views. For example, e-charging points and electric vehicles are rarely mentioned in the survey responses. The town deal process is community led – do you think the Board should attempt to reconcile potential differences between public opinion and ideas suggested by	

stakeholder organisations and professionals, or very much take its cues from public opinion?	
Do you think that if the same survey was carried out now or in the coming weeks, during a coronavirus pandemic, we would receive some very different responses? And if so, what thematic areas or project ideas do you think would be most likely to come to the fore?	
Do you have any other reflections on the outcomes of the online survey?	