

LOUGHBOROUGH TOWN DEAL – COMMUNITY ENGAGEMENT AND CONSULTATION GROUP

Monday 15th and Tuesday 16th June 2020

Attendance:

Monday 15th June 2020, 2pm – 4pm

David Pagett-Wright (Chair) (Loughborough Town Team)	Sylvia Wright (Head of Leisure and Culture)
Alison Barlow (Loughborough University)	Chris Grace (Town Deal Project Manager)
Sue Blount (Kinch Bus)	Mike Roberts (Communications Manager)
John Hardwick (Federation of Small Businesses)	Matt Gudger (Information Development Manager)
Stephen Marwood (Environment Agency)	David Marlow (Consultant)
Ian McKellar (LATI)	Nicky Conway (Democratic Services Officer)
Andrew Mitchell (Environment Agency)	Sally Watson (Democratic Services Officer)
Alison Oliver (Youth Sport Trust)	Eileen Mallon (Strategic Director of Housing, Planning, Regeneration and Regulatory Services)

Tuesday 16th June 2020, 2pm – 4pm

David Pagett-Wright (Chair) (Loughborough Town Team)	Eileen Mallon (Strategic Director of Housing, Planning, Regeneration and Regulatory Services)
Lisa Brown (Loughborough BID)	Chris Grace (Town Deal Project Manager)
Michael Gough (Great Central Railway)	Mike Roberts (Communications Manager)
Ross Ingham (Bell Foundry Trust)	David Marlow (Consultant)
Alan Leather (Canal and River Trust)	Karen Widdowson (Democratic Services Manager)
Kathy Philips (Loughborough Heritage Forum)	Sally Watson (Democratic Services Officer)
Raff Russo (Loc8 Me)	Sylvia Wright (Head of Leisure and Culture)
Chrissie Van Mierlo (Bell Foundry Trust – Education)	
Jill Vincent (Charnwood Arts)	

Introduction

The Chair welcomed groups and each attendee introduced themselves. The purpose of the groups was for stakeholders and community representatives to communicate thoughts on Loughborough and the types of things that they would like to see included within a Town Deal and its investment plan.

A proposition draft had been released for circulation following the Town Deal Board meeting on 12th June 2020. This proposition draft stated that Loughborough was a special and genuinely distinctive place. Alongside being a great place to live, work and visit, it had authentic global, national and regional roles that could help with economic and social recovery from the Covid-19 pandemic as well as longer term benefits for communities.

The Proposition prioritises investments in four thematic areas:

1. Physical regeneration and how Loughborough functions as a place
2. Equipping people, communities and businesses for the future
3. Smart, green Loughborough
4. Loughborough – ‘innovation city’, global national and regional destination

Topic 1 - Loughborough as a Place: our Vision of the future (Sylvia Wright)

Voting Criteria:

Strongly Agree			Slightly Agree		Slightly Disagree		Strongly Disagree		
10	9	8	7	6	5	4	3	2	1

Task 1 - If you were describing Loughborough as a famous personality who would it be and why?	
Top Answers (session 1 and 2)	Score
Princess Anne – String, reliable, professional, steadfast	7.1
Joe Wicks – Active, youthful, influential	6.3
Alexander Graham Bell – Innovative and technological	7
Sebastian Coe – Ambassador for Loughborough and sport	8.1
Dan Snow – Well know, attractive, sense of heritage	6.3

Gary Lineker – Excelled, articulate, engaging, many hidden talents	7.2
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	Task 2	The Town Deal should be an ambitious programme that builds on Loughborough’s global, national, regional and county profile and reputation.									
Scores	Session 1	9	8	9	9	8	10		9		8.9
	Session 2	8	10	10	9	8	9	9	7	9	8.8
											8.9

	Task 3	Do you agree that this proposed vision and approach for Loughborough is both attractive and compelling? (Please see below for Vision for Loughborough)									
Scores	Session 1	9	8	9	10	8	8	9	9		8.8
	Session 2	10	9	9	7	8	9	9	8	8	8.6
											8.7

Vison for Loughborough:

We consider Loughborough has the assets and capabilities of a leading small city.

- *In the 2020s we can be globally known for both elite and participatory sports excellence;*
- *the Midland Engine’s premier small city knowledge and science hub;*
- *at the centre of the region’s tri-city area (of Derby, Leicester and Nottingham);*
- *and Leicestershire’s county town.*

To make the most of those roles and functions, Loughborough should offer residents, communities and business the opportunities, experiences and well-being to participate fully in Loughborough’s life and development.

Task 4- What strengths, weaknesses, opportunities and threats does Loughborough have?

Key themes developed over the two sessions;

Strengths

- University and educational reputation, particularly in the fields of sports, engineering and sciences.
- Location - near to major Cities.
- Market.
- Connectivity – airport and trainline.
- Innovation and knowledge.
- Unusual built environment, unique.
- Heritage and history.
- Global brands.
- Local voluntary and community work.
- Diversity.
- Students and locals.

Weaknesses

- Flood risk and potential impact on economic growth.
- Retail offer.
- Traffic and parking.
- Arts and culture lost out to neighbouring major cities.
- Cleanliness.
- Little activities in Town Centre.
- Identity too sports-orientated.

Opportunities

- To create the same benefits for communities inside Loughborough, as those coming into the Town for educational purposes.
- Green spaces and biodiversity.
- Enterprise Zone.
- Technological advancement.

- Connections to major Cities.
- Students and residents from surrounding affluent villages.
- Feeding on footfall of neighbouring cities.
- Empty units in Town Centre – community enterprises.
- Customer feedback – Crazy golf/bowling, other activities.
- Developing market – evenings?
- Development of canals and railways.

Threats

- Not taking advantage of opportunities and links to major Cities.
- Location – competition with nearby Near to major Cities.
- Not pooling together for funding and other opportunities.
- Surrounding Russel Group Universities.
- Loughborough getting left behind in County offering – need to keep up with Leicester City.
- Innovation not promoted enough.

You can find the **SWOT analysis** undertaken by Consultant David Marlow in the Draft Proposition Document [here](#).

Topic Area 2 - Implementing Our Vision Through a Town Deal (Chris Grace)

Voting Criteria:

Strongly Agree			Slightly Agree		Slightly Disagree		Strongly Disagree		
10	9	8	7	6	5	4	3	2	1

	Task 1	What are the views of members of the group as to what should be priority areas for intervention in order to achieve the vision 'voted' for above?									
Physical regeneration and how Loughborough functions as a place											
Scores	Session 1	9	8	7	7	8	9	7	8		7.6
	Session 2	10	10	10	9	10	10	9	9		9.6
											8.6
Equipping people, communities and businesses for the future											
Scores	Session 1	8	9	7	9	8	9	9	7		8.3
	Session 2	9	8	9	3	7	5	10	10		7.6
											8
Smart, green Loughborough											
Scores	Session 1	8	10	7	10	10	8	7	10		8
	Session 2	10	7	8	7	7	5	8	8		7.5
											7.8
Loughborough – 'innovation city', global national and regional destination											
Scores	Session 1	9	8	10	9	8	10	8	8		8.7
	Session 2	8	9	10	10	10	10	8	10		9.4
											9

Task 2- Name specific projects you think could be part of the Town Deal Investment Plan; which of these do group members think should potentially be prioritised?	
Session 1	Score
Bus links – connectivity, electric buses, smarter, greener travel	7
Urban drainage	6.6
Flood defences	7.6
Business collaboration	7
Smart and green innovation – investment in bikes and cycling	7.4
Sports and skills improvement	7.9
Science and Enterprise Park	8.1
Generator – creative arts and businesses	7.9
Session 2	
Regeneration of Loughborough East	9
Heritage and assets improvements	9.3
Quarters concept – University, Industrial Heritage, Rail	8.8
Canal area regeneration, improvement and promotion	8.5
Generator and collaboration	8.8
Quick wins, brand development and income generation	8.8
Development of high street/retail offering	8.5
Great Central Railway restoration and skills development	8.5

It was highlighted that the Investment Plan would not be entirely based on these exercises but these would inform considerations.

David Marlow (Consultant) requested that participants send up to date details on specific projects, including business cases where available, costings, existing funding and funding gaps; Davidmarlow@thirdlifeconomics.co.uk.

	Task 3	Does economic and social recovery from Covid-19 deserve to have prominence within the context of an ambitious, outward-looking investment plan?									
Scores	Session 1	8	9	10	4	9	9	9	5		7.9
	Session 2	9	7	9	10	7	8	10	8	7	8.3
											8.1

Group members were encouraged to participate in the [Draft Proposition Document consultation](#) before the deadline of midnight on 5 July 2020, and to promote this to colleagues and members of the community.