

Loughborough Town Deal Board

13th June 2023

12.30pm Hybrid Meeting, Committee Room 1, Charnwood Borough Council, Southfields,
Loughborough

PUBLIC Agenda

Item	Subject	Page #	Action
1	Apologies	-	-
2	Draft minutes of the previous meeting & matters arising	2 - 5	Approval
3	Declarations of Interest	-	-
4	Board Administration of membership	6- 7	Consideration
5	Terms of Reference	8 - 13	Approval
6	Delivery Sub-Group Update (<i>excludes EXEMPT Appendix</i>)	14	Note
7	Performance Report & Programme Update (<i>excludes EXEMPT Appendices</i>)	15 - 17	Note
8	Communications Update	18 - 23	Note
9	AOB		
	Future meeting dates: 26 Sep 2023 05 Dec 2023	-	

Meeting minutes

PROJECT	Town Deal		
DATE	14th March 2023	LOCATION	Virtual meeting using MS teams

Attendees	
Board Members	
Dr Nik Kotecha (Co-Chair – in the Chair)	Randalsun Capital Ltd
Cllr Jonathan Morgan (Co-Chair)	Charnwood Borough Council
Cllr Jenny Bokor	Chair of MRG
Lez Cope-Newman	Loughborough BID
Jo Maher	Loughborough College
Prof. Chris Rielly	Loughborough University
Deborah Taylor (CC)	Leicestershire County Council
Officer Attendees	
Rob Mitchell	Charnwood Borough Council
Justin Henry	Charnwood Borough Council
Simon Jackson	Charnwood Borough Council
Chris Grace	Charnwood Borough Council
Mike Roberts	Charnwood Borough Council
Maria Curran	Charnwood Borough Council
Jo Dexter	DBT (BEIS)
Tom Purnell	Leicestershire County Council
Sue Tilley	LLEP
Nicky Conway	Minute Taker (Charnwood Borough Council)

Meeting Type (Team, Board or other)
Board Meeting
1. Apologies
Jane Hunt MP (MP for Loughborough), David Pagett-Wright (Chair of CCEG), Martin Traynor (Economy & Skills Group). Noted that BEIS (Dept for Business, Energy and Industrial Strategy) had changed to Department for Business and Trade (DBT).
2. Minutes of the previous meeting and matters arising
The minutes of the previous meeting were confirmed as a correct record. Jo Maher noted the College were still waiting for a response from DLUHC regarding their Project Adjustment Request (PAR) submission and would appreciate an update on progress.

Meeting minutes

3. Declarations of Interest

Jo Maher declared an interest as the Loughborough College representative with a project included in the Town Deal.

Prof. Chris Rielly declared an interest as Project Lead for Healthy and Innovative Loughborough project.

4. Delivery Sub-Group Update

Maria Curran introduced this report and summarised recent activity by the Delivery Sub-Group (DSG). She noted that the Sub-Group had met in February where it had approved proposed changes to the Careers & Enterprise Hub Phase 2 project in response to a higher than anticipated tender price for roof works. She also confirmed that, although the building had closed for health and safety reasons whilst work was carried out, the service had continued in the main campus buildings with the same staff.

Andy Reed, as the other member of the Sub-Group present at the meeting, noted that the Sub-Group had reviewed the technical aspects of the projects in detail before making its decisions.

Recommendations Agreed: that the Board notes the contents of the report.

5. Project Assurance Framework Update

Maria Curran introduced this report and stated that the Project Assurance Framework had been updated to reflect recently published DLUHC guidance. She noted that the Framework set out how the projects were managed and governed, and now that the Loughborough Town Deal was moving from early investment and the business plan stage to the delivery phase it was a good opportunity to update the document.

She highlighted the relevant changes proposed to the Project Assurance Framework touching upon the strengthened expectations for Project Leads, improved guidance for submission of PARs, performance reporting and release of funding, renewed focus on ensuring the viability of existing projects rather than introducing new projects and documents requiring approval by the S151 officer. She recommended that the Terms of Reference for the Member Reference Group and Community Consultation and Engagement Group be reviewed to align with the updated Framework, if approved by the Board.

The Co-chair mentioned that David Pagett-Wright as Chair of CCEG (who had sent his apologies) endorsed the changes to the Project Assurance Framework with reference to the CCEG amendments. He also stated that it was a live document and it was appropriate to focus on delivery at this point in the Town Deal.

Recommendations Agreed: that the Board approves the proposed updates to the Project Assurance Framework.

6. Programme Assurance & Projects Update

Maria Curran introduced this report and shared the Summary on a Page document. She highlighted that:

- 7 project Grant Agreements had been completed. 3 had been issued for review and discussions were ongoing.

Meeting minutes

- the majority of projects were on track. There had been short delays to the Great Central Railway project relating to its submission of its planning application.
- delays for two projects related mostly to the tendering stage where the tender price was higher than anticipated, resulting in projects undergoing value engineering.
- minor delays for the Careers & Enterprise Hub project related to changes at the design stage which had impacted on delivery timelines.
- the Co-chairs' letter to Project Leads had been received favourably and the College had communicated swiftly regarding its need for asbestos removal, which had been appreciated.
- noted that the projects were comfortably within the delivery stage and in progress, referencing the Bell Foundry and Generator projects carrying out enabling works, and work carried out by Loughborough BID for the Lanes & Links and Living Loughborough projects.
- the Project Lead for the Woodbrook Flood Mitigation project was in discussions with the Local Planning Authority and Severn Trent.

The Co-chair stated that considering the current financial climate, delays were to be expected.

In response to a question by a Board Member, Maria stated that a significant number of projects were experiencing difficulties with higher than anticipated tender prices but that all Project Leads were aware of their responsibilities to deliver. As part of their delivery, all projects had Risk Registers and sought to value engineer projects or reduce specifications rather than make significant changes to their agreed business plans. There had been a number of projects that had required amendments resulting in the submission of PARs to DLUHC but none of the projects required significant changes. DLUHC had updated its PAR template and decision process to be able to react promptly to any change requests.

The Co-chair noted that 4 PARs had been submitted to DLUHC with 2 awaiting approval.

Recommendation Agreed: that the Board notes the contents of the report.

7. Communications Update

Mike Roberts introduced this report and summarised the Comms highlights, drawing the Board's attention to the next steps. He noted that communications over the next few months would be managed carefully within the legal requirements for the pre-election period and also requested that any content that Board Members could share individually would be appreciated.

It was noted that communications with the wider community was a significant aspect of the newly updated DLUHC guidance and that the Loughborough Town Deal was fulfilling this requirement satisfactorily. Mike and the Comms team were thanked for their work.

Recommendation Agreed: that the Board notes the communications update and planned next steps.

8. AOB

The Co-chair explained that although David Pagett-Wright had retired professionally, he continued to support the business community in Loughborough and, in the Co-chair's view, it was appropriate for him to continue as the Chair of CCEG and a member of the Board. The Board ratified this view and congratulated David on his retirement.

Meeting minutes

Date of next Meeting

13th June 2023 – to hold as a hybrid meeting to give Board Members an opportunity to meet in person.

Follow up actions

2	Provide a response from DLUHC regarding the College's PAR submission and provide an update on timelines.
5	the Terms of Reference for the Member Reference Group and Community Consultation and Engagement Group be reviewed to align with the updated Framework
8	Communications - any content that Board Members could share individually would be appreciated

LOUGHBOROUGH TOWN DEAL BOARD

13 JUNE 2023

Item 4 – Board Administration: Membership

1. Introduction

- 1.1 This report provides the Town Deal Board with administrative guidance on required changes to its membership in light of Charnwood's local election results.

2. Background

- 2.1 The Loughborough Town Deal Board approved a governance structure for the Loughborough Town Deal that included Terms of Reference (ToR) for the Board and a Code of Conduct for its members (January 2020). Subsequent amendments to original ToR have been approved on several occasions including setting out the role of the Co-Chairs of the Board.
- 2.2 The political make-up of Charnwood Borough Council following the local elections on 4th May meant that no political group had a majority on the Council but the Labour Group and Green Party councillors have reached an agreement to support a minority Labour administration. Cllr Jewel Miah was elected as the Leader of Charnwood Borough Council at its Annual Council meeting on 22nd May 2023. Cllr Miah confirmed the Cabinet Lead Member for Economic Development, Regeneration and Town Centres (which includes Loughborough Town Deal) is Cllr Jennifer Tillotson.
- 2.3 Charnwood Borough Council is represented on the Town Deal Board by two Councillors. The Council's Cabinet, at its first meeting on 1st June, resolved to appoint the Leader, Cllr Miah and the Cabinet Lead Member for Economic Development, Regeneration, Cllr Tillotson to the Town Deal Board as its new representatives.

3. For Consideration

- 3.1 The Town Deal Board's Terms of Reference allows for two Charnwood Borough Council representatives, who are appointed to the Town Deal Board as an outside body by the Council. With the Cabinet's recent decision on new appointments to the Town Deal Board, the continued membership of Jonathan Morgan and Cllr Bokor is no longer possible. Both have been asked to formally resign as the Council's representatives on the Town Deal Board in the interests of good governance.
- 3.2 As set out in the Board's ToR, should either of its Co-Chairs step down during their tenure a new representative will be elected at the next available Board meeting. However, DLUHC recognises that as towns move into delivery of their

Town Deal projects, Boards may wish to consider how they operate moving forward.

- 3.3 Originally, the setup of the Town Deal Board was intentionally about bringing together the best of the private and public sector to collectively shape plans for Loughborough and through the business case stage. The current delivery phase provides an opportunity to reconfigure that relationship while maintaining a collaborative effort.
- 3.4 The Board may wish to consider whether or not it wishes to continue with the Co-Chair arrangement. If it does, Board members will have to elect a new Co-Chair in place of Jonathan Morgan. If not, a straightforward solution is for the private sector Co-Chair to assume the role of Chair until January 2024 (the end of the current term) unless re-elected by majority vote of the Board or he steps down during his current tenure.
- 3.5 Additionally the Board should note that in accordance with the Council's Constitution, and as specified in the ToR for the Member Reference Group (MRG), Cllr Tillotson, as lead Cabinet portfolio holder, will be nominated as the Chair of MRG and take up the position of Non-Executive Board member (non-voting) on the main Loughborough Town Deal Board. The Board is also asked to note that following the local elections the membership of MRG will change; Council officers are liaising with the political parties as to which ward members will attend the MRG sub-group.

LOUGHBOROUGH TOWN DEAL BOARD

13 JUNE 2023

Item 5 – Terms of Reference

1. Introduction

- 1.1 This paper presents modifications to the Terms of Reference of the Loughborough Town Deal Board’s Member Reference Group and Community Consultation and Engagement Group to align with the updated Project Assurance Framework, approved by the Town Deal Board at its meeting in March 2023.

2. Recommendation

- 2.1 That the Town Deal Board ratifies the amendments to the Terms of Reference of the Member Reference Group and the Community Consultation and Engagement Group.

3. Background

- 3.1 At the Board meeting on 29 January 2020, the Board approved a governance structure for the Loughborough Town Deal, including the Members Reference Group (MRG) and the Community Engagement and Consultation Group (CCG), along with Terms of Reference for the Town Deal Board and a Code of Conduct for its members.
- 3.2 The Loughborough Town Deal Board Terms of Reference have been subject to further updates, including at the December 2022 meeting modification to the frequency of Board meetings now that Loughborough Town Deal projects are in their delivery stage. At that meeting a change to the frequency of MRG meetings was also approved so that they occur quarterly to align with the Board and the Consultation and Engagement Group meetings.
- 3.3 The Project Assurance Framework was first approved by the Board Co-Chairs for reasons of urgency and that decision subsequently endorsed by the Town Deal Board at its meeting on 21 October 2021. Its purpose is to set out how the Loughborough Town Deal Fund Programme will be managed and governed, taking account the conditions in the Heads of Terms agreed with Government. Subsequent amendments were approved by the Loughborough Town Deal Board in December 2022 and March 2023.

4. Updated Terms of Reference

- 4.1 The March amendments reflected the move of the Loughborough Town Deal into its delivery stage and incorporated additional guidance from DLUHC

including updated assurance cycle requirements and strengthened obligations on and expectations for projects during their delivery phase.

- 4.2 The Terms of Reference for both the Community Consultation & Engagement Group and the Member Reference Group have been amended to align with the updated, approved Project Assurance Framework. The amendments reflect the move of the Town Deal Project into the delivery stage and updated the nomenclature of the Community Consultation and Engagement Group to align with the Framework.

5. Appendices

Appendix A: Amended TD Member Reference Group Terms of Reference

Appendix B: Amended TD Community Consultation and Engagement Group Terms of Reference



Loughborough Town Deal

Member Reference Group (MRG)

Terms of Reference

Membership

- One councillor from each ward within Loughborough as nominated by the relevant party groups.
- Constitution sets out the Chair of Member Reference Group will be the lead cabinet portfolio holder.
- Chair of the MRG will be a non-voting member of the Town Deal Board

Substitution

There will no right of substitution on this group. Where a member is unable to attend a meeting the Democratic Services Team should be notified.

Officer attendees

Town Deal Programme Manager
Others as invited for specific items

Overview

The Governance structure for the Town Deal Board provides for a Town Deal Member Reference Group (MRG) to engage Loughborough ward councillors and to support the Board in its agenda for preparing a Town Deal Investment Plan and in overseeing the delivery of projects.

Scope and responsibilities

The MRG is not a decision-making body but a forum for Loughborough councillors to gain a more detailed understanding of the Loughborough Town Deal Programme. It provides a means to broaden awareness and build consensus and to assist ward councillors in their representative role in the local community. The MRG may also make representations to the Town Deal Board on any issues relating to the Town Deal.

Responsibility for preparing the Town Deal falls to the Town Deal Board. However, approval of some decisions will remain with participating organisations and individuals including the Council and its executive. In these circumstances, members of the MRG should consider their position in the wider context of the Nolan principles, the Council's constitution and approved standards.

Professional Administrative Support

To be provided by Charnwood Borough Council

Frequency of Meetings

The MRG will meet every two months in the first instance. Once the Town Deal investment plan is in the delivery stage, the frequency will change, and meetings will be scheduled to tie in with the programme of Loughborough Town Deal Board meetings. The frequency of meetings can be varied at the discretion of the Chair of the Town Deal Board.

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 MRG. 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.

Sharing of Information

Some of the information provided to the Member Reference Group may be confidential and this should not be shared with those outside of the Council. Officers will ensure members are aware that documentation is confidential by marking it as such and will make it clear at the meetings if anything being discussed is of a confidential nature. Members are reminded that to disclose information given to them in confidence is a potential breach of the Members' Code of Conduct. If members are in any doubt about the nature of information provided through the Member Reference Group, advice should be sought from Democratic Services.



Loughborough Town Deal Community Consultation and Engagement Group Terms of Reference

TERMS OF REFERENCE

The Loughborough Town Deal Community Consultation and Engagement Group is part of the Loughborough Town Deal Board (LTDB) governance structure and will be governed by the Loughborough Town Deal Board Terms of Reference.

OBJECTIVE:

To ensure there the community is engaged with the work and projects associated with the Loughborough Town Deal.

PURPOSE:

The purpose of the group is:

- to represent communities, organisations, businesses, and different sectors of the Loughborough community in relation to proposals put forward as part of the Loughborough Town Deal and in order to deliver the vision of the Loughborough Town Deal Board.
- to comment on ideas and proposals and generate ideas for consideration of the Board

As a reminder, the overarching vision of the Loughborough Town Deal is:

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

ROLES AND RESPONSIBILITIES:

The primary roles and responsibilities of the group are to:

- act as an advisory body to the Loughborough Town Deal Board on matters of community engagement and consultation for the whole Town Deal programme
- be a route through which residents, businesses, community groups and others can channel opportunities, issues and concerns, with a view to solving problems together
- work with residents, businesses, community groups, and others to ensure effective communication and engagement on matters related to the Loughborough Town Deal
- encourage good communication between partners and stakeholders to ensure there is openness and unity to help give projects the best chance of success

MEMBERSHIP:

The membership of the Loughborough Town Deal Community Consultation and Engagement Group will be representative of local communities and will not replicate the organisational representation on the Board.

The Loughborough Town Deal Community Consultation and Engagement Group will comprise representatives from a range of community stakeholders.

The Chair of the group will sit on the Loughborough Town Deal Board and will be responsible for ensuring that the work of the Board and community engagement group is co-ordinated.

Membership will be reviewed annually.

The group may invite additional people with specialist knowledge or expertise when appropriate.

The group will be supported by Charnwood Borough Council officers at relevant times as appropriate

MEETINGS:

Scheduled meetings to tie in with the programme of Loughborough Town Deal Board meetings, however extraordinary meetings can be called at any time if deemed appropriate.

Notes will be taken at each meeting and circulated no later than two weeks after the meeting has been held.

The Council will provide administrative support to the meetings.

Group members should be respectful and appreciative of the contribution that others make

If a group 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 group member be not heard further. If seconded, a vote will be taken without discussion.

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

DECISION MAKING:

As it is not formally constituted, the Community Consultation and Engagement Group will not have delegated powers therefore all recommendations from the group will require endorsement by the Board.

DECLARATIONS OF INTEREST:

Group members must inform the Chair if they have a financial or personal interest in any matter being considered by the group. The Chair will decide whether the interest disqualifies the member from the relevant discussion.

LOUGHBOROUGH TOWN DEAL BOARD

13 JUNE 2023

Item 6 – Delivery Sub-Group Update

1. Introduction

- 1.1 This report provides the Town Deal Board with sight of the decisions taken by the Board's Delivery Sub-Group.

2. Recommendation

- 2.1 That the Board notes the contents of this report.

3. Background

- 3.1 In accordance with its agreed Terms of Reference, the Delivery Sub-Group (DSG) has delegated authority to consider projects' business cases and operational matters which enable the Loughborough Town Deal programme to be delivered. The DSG continues to meet quarterly to now monitor the performance of Loughborough Town Deal projects and if necessary consider amendments to them.

4. Delivery Sub-Group Meetings

- 4.1 The DSG has met once since the March Board meeting. At its meeting in May, DSG approved the formal Performance Report covering the period October 2022 to March 2023 (inclusive).
- 4.2 Between its February and May 2023 meetings, DSG approved three changes to the Careers & Enterprise Hub Phase 2 project "via email" and the delegated authority of the Board Co-Chairs in response to:
- budget profile adjustments because of presence of asbestos and increases to the roof tender price; and
 - approval of a formal Change Control Note amending the Grant Agreement with Loughborough College to reflect updated delivery programme and budget changes.
- 4.3 The Minutes of the DSG meeting are attached to this report at Appendix 1 for the Board's information.

APPENDICES

Appendix 1: EXEMPT ITEM – DSG minutes 26 May 2023

LOUGHBOROUGH TOWN DEAL BOARD

13 June 2023

Item 7 – Performance Reporting and Programme Update

1. Introduction

- 1.1 This report provides an overview of progress being made in delivering the Town Deal programme and the context to the third formal Performance Report to DLUHC.

2. Recommendation

- 2.1 That the Board notes the contents of the report.

3. Background

- 3.1 All eleven Loughborough Town Deal projects produced their mandatory business cases and submitted their Summary Documents to the Department for Levelling Up, Housing and Communities (DLUHC) within the required 12 months following the signing of the Town Deal Heads of Terms. Accordingly, Stage 2 of the Town Deal process is now complete and Loughborough's projects are moving into their delivery phase.
- 3.2 Monitoring is a key aspect of tracking progress in how Town Deal funding is being utilised and projects delivered. It helps ensure accountability for public funding and DLUHC is required to carry out performance and assurance reviews of previous payments before it releases further funding to ensure delivery of the fund's objectives.
- 3.3 The formal performance reporting cycle first went live in early April 2022 with all places required to report twice a year (June and December). Two formal reports for the period up to March 2022 and for the period from April to September 2022 (H1 FY 2022/23) have previously been submitted to DLUHC; the submission deadline for the third report is 9 June 2023.

4. Formal Performance Reporting

- 4.1 DLUHC's third mandatory Performance Report requires completion of an updated template to record activity between 30th September 2022 to 31st March 2023 (H2 FY 2022/23). All of Loughborough's Town Deal projects are submitting monitoring information this time.
- 4.2 The template has again been created in Microsoft Excel but DLUHC has made changes to it (inclusion of Project Adjustment Request information; comms milestones and a new tab about private sector investment in projects) and to

reporting requirements, which has had some impact on both project management activity and Project Leads.

- 4.3 A draft final version of the Performance Report was presented in detail to and approved by the Delivery Sub-Group at its meeting on 26 May, subject to minor corrections being completed. A copy of the Performance Report is available at Appendix A. At the time of writing, it is due to be submitted to DLUHC by 9 June.
- 4.4 The Performance Report needs to be signed by the Accountable Body's S151 Officer and the Co-Chairs of Loughborough's Town Deal Board on behalf of the Town Deal Board. In the current circumstances, DLUHC has confirmed that one Board Co-Chair signature is acceptable.

5. Programme Update

- 5.1 The Project 'Summary on a Page' table (Appendix B) provides an update on the progress and status of each project at the time of the writing of this report. The total Town Deal funding received in FY 2022/23 remained unchanged at £7.05m. Funding of £500,000 for the Wood Brook Flood Management scheme was received from DLUHC in April 2023. The Towns Fund team at DLUHC has advised that remaining annual payments should be made later this month.
- 5.2 Three of the remaining Grant Agreement/ Memorandum of Outstanding are being finalised. The final Grant Agreement (for the Wood Brook Flood Management Scheme) is awaiting further updates from the Environment Agency in order to prepare the draft legal agreement.
- 5.3 Town Deal funding was utilised in FY 2022/23 on all projects except for the Wood Brook Flood Management Scheme and Great Central Railway. However, GCR was able to start some on-site work, using match-funding for the project and further work will be progressed once planning permission has been secured. Work has yet to commence on the Digital Skills Hub but Town Deal funding has enabled the design of the Hub building to be finalised and planning permission obtained.
- 5.4 Project delays are being experienced for various reasons, predominantly triggered by design changes and increasing tender prices. Several Project Adjustment Requests (PARs) have been required, with a decision on the latest submission (for the Digital Skills Hub) expected later this month. A PAR is to be prepared in respect of the Careers & Enterprise Hub as Town Deal funding for the project will be 20% lower than originally expected. This is in response to a value engineering exercise, required to manage the increased cost of roofing works including the removal of asbestos.
- 5.5 Five Town Deal projects are forecast to be completed this financial year, with the first, the Careers & Enterprise Hub Phase 2, fully completed at the end of

May. The canal towpath improvements will be fully complete at the end of June/ early July; and although the work phases of the Bedford Square Gateway project have been finished, the project will be considered fully completed at the end of the defects liability period when a final commuted sum for on-going maintenance is paid to the County Council (Highway Authority). The Bellfoundry and GCR are expected to be completed by March 2024. The Healthy & Innovative Loughborough project is also expected to complete its capital refurbishment work this year although other components of the project will continue until the end of the Town Deal programme in March 2026.

- 5.6 Close monitoring of project activity continues to be undertaken via 1-2-1 liaison, Project Leads meetings and co-ordination by the Town Deal Project Team. Officers will continue to report progress or flag issues on the programme and projects to this Board and the Delivery Sub-Group.

APPENDICES

Appendix A: EXEMPT ITEM - Draft Performance Report to DLUHC
(attached separately as an Excel spreadsheet due to the level of information contained)

Appendix B: EXEMPT ITEM - 'Summary on a Page'

LOUGHBOROUGH TOWN DEAL BOARD

13 JUNE 2023

Item 8: Communications Update

1. INTRODUCTION

1.1. This paper provides an update on communications activity surrounding the Town Deal.

2. **RECOMMENDATION:** That the Board notes the communications update and planned next steps.

3. RECENT COMMUNICATIONS ACTIVITY

3.1. There has continued to be a period of communications activity to highlight Town Deal funding announcements and share information about the Town Deal.

Lanes and Links – Casting of the Hope Bell on March 16



3.2. The casting of the Hope Bell, part of the Lanes and Links project, took place on Thursday March 16 at John Taylor & Co Bell Foundry. It was attended by the Lord Lieutenant of Leicestershire, Mike Kapur OBE, the Mayor of Charnwood, Cllr Jennifer Tillotson, representatives from key workers including the health and education sector, police, council services, Town Deal Board, and Charnwood Borough Council.

3.3. The local and regional media attended. The Council's Communications team created a range of content including images and video to share across Council and Town Deal channels. A professional video also captured the event and shared across channels. The media coverage is summarised below:

Date	Headline	Media Outlet
17.03.2023	Hope Bell cast at Loughborough bell foundry	BBC East Midlands Today
17.03.2023	Casting of the Hope Bell	BBC Radio Leicester
17.03.2023	Hope Bell cast at historic Loughborough bell foundry	Fosse 107
29.03.2023	Hope Bell is cast at bell foundry	Loughborough Echo

3.4. On social media, the news was shared across the Loughborough Town Deal Twitter account and Charnwood Borough Council's social media accounts including Facebook, Twitter and LinkedIn. There were 21 social media posts on Twitter and Facebook reaching over 45,000 people/accounts. The professional video had nearly 600 views on YouTube.



3.5. A number of video interviews were conducted with members of the community, project representatives and others. These videos were shared across multiple channels and used by other organisations.



- 3.6. The casting event was shared on the Council's 'Charnwood Now' email alert which has 11,000 subscribers. Two emails were sent and they had open rates of 40% and 45% with click rates of 1% and 4% (around 500 unique link clicks in total).

Canal Towpath Restoration Project

- 3.7. There have been several updates on this project over April and May which have been shared across Council and Town Deal channels. Pictures and updated drone footage have been used and the highest reaching post was on Facebook with a reach of over 9,600. Two email alerts were also sent to Charnwood now subscribers and had open rates of 44% and 46% with click rates of 3% and 5% (around 900 unique link clicks in total).



Digital Skills Hub Update

- 3.8. A video interview was produced with Loughborough College principal and CEO Jo Mahoe which included drone footage of the site where the hub will be built. This was shared across Council and Town Deal channels. It reached over 2,500 accounts/people and had over 1,000 views across social media. The update was sent to subscribers of Charnwood Now and had an open rate of 42% and a click rate of 1% (126 in total).



Living Loughborough project update



- 3.9. A press release was issued on June 6 about the extension of town centre wi-fi as part of the Living Loughborough project. It was shared across Council and Town Deal channels. No metrics were available at the time of completing the report.

Bell Foundry Project

- 3.10. A press release about work starting at the foundry site was issued by the foundry in May and shared across CBC and Town Deal channels. It included new images of the site plus artist's impressions of what the foundry will look like when the project is completed. A Facebook post about the update reached around 22,000 accounts and had 136 likes.



Generator Project

- 3.11. A fundraising drive which included press releases and social media content was shared across Council and Town Deal channels.

SportPark

- 3.12. A press release was issued by the university about SportPark achieving Passivehaus which referenced Town Deal support. This was shared across university channels and re-shared by Council and Town Deal channels.

4. OTHER ACTIVITY

- 4.1 Short videos about the projects have continued to be shared across Council and Town Deal channels.
- 4.2 Town Deal banners have now been added to two refuse vehicles to promote the projects and investment into the town.



5. NEXT STEPS

Date	Project	Content
June (TBC)	Healthy and Innovative Loughborough	Official opening of SportPark Pavilion 4
June (TBC)	Riverside Regeneration	Project due for completion
June (TBC)	Careers and Enterprise Hub	Reopening following work
June-July	Living Loughborough	Launch of Living Loughborough Augmented Reality Heritage Trail

August (TBC)	Digital Skills Hub	Groundbreaking ceremony
June - August	Generator	Update on progress – content to be arranged
June - August	Great Central Railway	Update on progress – content to be arranged
June-Sept	All	Continue to share videos giving project overviews

6. ISSUES

- 6.1 There are no immediate comms or media issues. Longer term risks remain regarding the delivery of projects and any reputational impact, but all projects are progressing.
- 6.2 CBC communications team continue to liaise and work with CBC colleagues and Town Deal project leads; therefore potential communications issues can be quickly highlighted and action undertaken.