

Loughborough Town Deal Board

14th March 2023

2pm 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 - 6 | Approval |
| 3 | Declarations of Interest | | |
| 4 | Delivery Sub-Group Update (<i>excludes EXEMPT Appendix</i>) | 7 | To note |
| 5 | Project Assurance Framework Update (<i>excludes EXEMPT Appendices</i>) | 8 - 9 | Approval |
| 6 | Programme Assurance & Projects Update (<i>excludes EXEMPT Appendices</i>) | 10 - 13 | To note |
| 7 | Communications Update | 14 - 22 | To note |
| 8 | AOB | - | |
| | Future meeting dates: 13 June 2023 26 Sep 2023 05 Dec 2023 | - | |

Meeting minutes

ITEM 2

| | | | |
|----------------|-------------------|-----------------|--------------------------------|
| PROJECT | Town Deal | | |
| DATE | 7th December 2022 | LOCATION | Virtual meeting using MS teams |

| Attendees | |
|--|--|
| Board Members | |
| Cllr Jonathan Morgan (Co-Chair – in the Chair) | Charnwood Borough Council |
| Jane Hunt MP | MP for Loughborough |
| Dr Nik Kotecha | Randalsun Capital Ltd |
| Jo Maher | Loughborough College |
| David Pagett-Wright | Chair of CCEG |
| Prof. Chris Rielly | Loughborough University |
| Deborah Taylor (CC) | Leicestershire County Council |
| Martin Traynor | Economy & Skills Group |
| Alan Leather | Project Lead, Canal and River Trust |
| Officer Attendees | |
| Rob Mitchell | Charnwood Borough Council |
| Simon Jackson | Charnwood Borough Council |
| Chris Grace | Charnwood Borough Council |
| Mike Roberts | Charnwood Borough Council |
| Maria Curran | Charnwood Borough Council |
| Tom Purnell | Leicestershire County Council |
| Nicky Conway | Minute Taker (Charnwood Borough Council) |

| Apologies |
|--|
| Cllr Jenny Bokor (Chair of MRG), Lez Cope-Newman (Loughborough BID), Andy Reed (LLEP) |
| Jo Dexter (BEIS), Justin Henry (Charnwood Borough Council), Sue Tilley (LLEP) |
| Meeting Type (Team, Board or other) |
| Board Meeting |
| Meeting Minutes |
| 2. Minutes of the previous meeting and matters arising |
| The minutes of the previous meeting were confirmed as a correct record. There were no matters arising. |

Meeting minutes

It was noted that a declaration of interest by Cllr Morgan on behalf of his spouse had not been included in error (Member of East Midlands Institute of Technology).

3. Declarations of Interest

Jane Hunt MP declared an interest as a Principal Private Secretary in DLUHC.

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

Cllr Morgan declared the following interests for his spouse: as the Chair of UK Commission on COVID commemoration and the Chair of East Midlands Institute of Technology

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

David Pagett-Wright declared an interest as the director on the Generator CIC.

4. Riverside Regeneration Project

Alan Leather shared a presentation with the Board providing details of the history and ethos of the Canal and River Trust and an update for the Riverside Regeneration Project. He drew attention to the proposed aims of the project and its current status in relation to design and procurement. The delivery of the project was anticipated to begin in January 2023.

Summary of discussion:

- the improved towpath in front of the converted 3M building was a good example of how the relevant sections of the towpath could look when resurfaced.
- although the towpath would require closing for completion of some of the work it was hoped that complaints would not be received as the benefits of the work would be visible.
- that appropriate, regular and clear communication of plans was vital to enlisting the support of the community.
- the access from some of the bridges across the Canal required some remedial works but the project would only include some bridges to the north of the town. Other bridge land access points were owned by the Trust and could be improved or owned by the County Council and required their intervention. The paths over the bridges were out of the scope of this project but could be part of further works in the future.

Jane Hunt MP asked if the Canal and River trust could review some self-seeding trees along the verge near Bottleacre Lane as she had received some complaints. Alan Leather stated that the Trust had not received any complaints since a recent leaflet drop but would monitor the communications received by the Trust and the Council.

Jo Maher left the meeting.

The Board asked Alan Leather to keep the Town Deal Project Manager updated on progress, who could then in turn update the Board.

During this item Dr Nik Kotecha had connectivity issues.

Meeting minutes

5. Terms of Reference Update

Maria Curran introduced this report and stated that the Terms of Reference for the Board and the Member Reference Group, and the Project Assurance Framework had been updated to reflect staff changes within the organisation of the Council. She also noted that the frequency of meetings had been modified to align with projects being in the delivery stage.

Jo Maher returned to the meeting.

Recommendations Agreed:

1. that the Board ratifies the amendments to its Terms of Reference and those of the Member Reference Group.
2. that the Board approves the updated list of Lead Officers for the Accountable Body in the Project Assurance Framework.

4. Delivery Sub-Group Update

Maria Curran introduced this report and provided a summary of recent activity by the Delivery Sub-Group (DSG). She updated the Board as follows:

- on the evolution of the Digital Skills Hub project and that its successful bid for the Institute of Technology had resulted in a change to the building design and location of the Hub. The business case had been adjusted and obtained DSG approval. A PAR had been submitted to and noted by DLUHC.
- as all projects moved into the delivery stage, changes were likely to become more prevalent and the college had demonstrated the ability of teams to react promptly within the constraints of the Towns Fund programme.
- the detailed review completed by DSG of the performance monitoring spreadsheet at its November meeting and how changes to projects were captured. Some details were still being inputted by Project Leads ahead of the submission deadline of 16th December to DLUHC.
- decisions made by DSG to approve the release of the Grant Agreement for the Riverside Regeneration Project and the PAR for Great Central Railway (GCR) Project. Some programme management funding was being released to support GCR in updating its business case.

The members of DSG noted that the Sub-Group had completed significant detailed work and that it had reviewed the BCR values as requested by DLUHC for projects that were being value engineered. The Chair of DSG thanked the group members for their work.

Jo Maher noted that project teams in the Town Deal should be commended for their ability to re-evaluate projects due to the economic situation. She also wished to update the Board of the current status of the progress of the Digital Skills Hub (DSH) project from the College perspective which differed in some aspects to the submitted report. She had shared an update with the Co-chairs prior to the meeting and highlighted to the Board that:

- it had been clear at the start of the DSH project that a successful bid for Institute of Technology would result in a remodelling of the site.

Meeting minutes

- the investment of the College in the DSH, the Institute of Technology and T-Level building would generate economic growth and sustainability in the town.
- Health and Safety regulations set against inflationary pressures had resulted in the re-design to a single level building.
- re-engineering the project was not expected to significantly impact its cost-benefit ratio value and the project continued to be a good investment.
- the college project team were experienced in project delivery and were frustrated with the current delays to the project, mainly through working within the DLUHC Town Funds framework.

It was noted that it could be beneficial to plan for additional storeys in the future by ensuring the T-level building was built with sufficient foundations for two storeys.

The Co-chairs welcomed the update and that they were very keen to support the project team and DLUHC in expediting the project delivery of the DSH project.

Recommendation Agreed: that the contents of the report be noted.

(Jo Maher agreed the recommendation with the inclusion of her additional comments made during this item)

5. Programme Update & Performance Reporting

As part of the Programme Update & Performance Monitoring, Maria Curran shared the 'Summary on a Page' with the Board noting the status of each project. She explained that a number of projects had taken advantage of the extra funding support for developing their business cases, 3 projects had submitted Project Adjustment Requests (PARs), 4 Grant Agreements had been completed and funding released with three more agreements nearly finalised for approval. There were some project delays and the formal performance monitoring to DLUHC for the period of April – September 2022 would apply to 8 projects that had received funding.

There were no questions.

Jo Maher left the meeting.

Recommendations Agreed: that the content of the report is noted.

6. Communications Update

Mike Roberts introduced this report and summarised the Comms highlights. He drew the Board's attention to the next steps and concluded that opportunities to share news about the Town Deal projects were being sought.

The Co-chair noted the importance of frequent and regular communications emphasising the impact of the Town Deal on Loughborough and asked that Board Members be invited to the casting of the Hope Bell at the Bellfoundry.

Recommendation Agreed: That the communications update and planned next steps are noted.

Meeting minutes

7. AOB

In response to a question, it was noted that the time period for inviting members of the Board to visit project sites had been extended to March 2023 and all Board members would be invited in due course as and when the events occurred.

Date of Future Meetings

14th March 2023 - possibly as an in-person meeting.

Follow up actions

| | |
|----------|--|
| 4 | Co-chairs to support the project team and DLUHC in expediting the project delivery of the DSH project. |
| 6 | Invite Board members to the casting of the Hope Bell. |
| 7 | Invite Board members to project events as and when they occur. |

LOUGHBOROUGH TOWN DEAL BOARD

14TH MARCH 2023

Item 4 – 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** that the Board notes the contents of this report.

3. Background

- 3.1 In accordance with its Terms of Reference, agreed by this Board in July 2021, the Delivery Sub-Group (DSG) continues to meet. The DSG has delegated authority to consider projects' business cases and operational matters which enable the Loughborough Town Deal programme to be delivered.

4. Delivery Sub-Group Meetings

- 4.1 The DSG has met once since the December Board meeting. At its meeting in February, DSG approved proposed changes to the Careers & Enterprise Hub Phase 2 project in response to a higher than envisaged tender price for the roof works and following a re-assessment of the existing damage to internal wall finishes, a reduction in the extent of remedial work required. Implementation of the work now entails the closure of the premises for health and safety reasons. However, the service will not close but instead will be run from the main college campus with the same members of staff during the works.
- 4.2 DSG also received a Q3 (October – December 2022) progress update on all projects. The Minutes of the DSG meeting are attached to this report at Appendix 1 for the Board's information.

APPENDICES

(Due to the inclusion of business sensitive information it is not in the public's interest for this appendix to be published on the Town Deal Website)

Appendix 1: EXEMPT ITEM – DSG minutes 7 February 2023

LOUGHBOROUGH TOWN DEAL BOARD

14TH MARCH 2023

Item 5 – Project Assurance Framework Update

1. Introduction

1.1 This paper presents modifications to the Loughborough Town Deal’s Project Assurance Framework to incorporate updates and guidance issued by DLUHC.

2. **Recommendation** that the Board approves the proposed updates to the Project Assurance Framework.

3. Background

3.1 The Assurance Framework sets out how the Loughborough Town Deal Fund Programme is managed and governed, taking account the conditions in the Heads of Terms agreed with Government. DLUHC did not originally set out comprehensive advice on the content of local assurance frameworks but instead pointed to the Local Government Governance and Accountability Framework and frameworks prepared by frontrunner Town Deal locations as examples. Advice at that time focussed on specific elements that should sit within the Framework including, for example, project prioritisation, business cases and their assessment and funding allocation.

3.2 The Project Assurance Framework was approved by the Board Co-Chairs for reasons of urgency and that decision was subsequently endorsed by the Town Deal Board on 21st October 2021. More recently, the Town Deal Board approved an updated list of Lead Officers for the Accountable Body in the Assurance Framework at its meeting on 7th December 2022.

4. Updates to the Project Assurance Framework

4.1 It is DLUHC’s expectation that Town Deal Boards will continue to work to previous key guidance and principles but as towns move into their delivery phase, additional guidance has been issued. This includes *Levelling up Funds Local Authority Assurance Framework*; *Towns Fund: Project Adjustment Requests Frequently Asked Questions*; and *Town Deal Board Supplementary Guidance*.

4.2 Amendments to the Project Assurance Framework to incorporate DLUHC’s additional guidance, are now proposed (Appendix 1). In particular, these revise and strengthen the obligations and expectations for projects during their delivery phase but also include the updated assurance cycle requirements.

APPENDICES

(Due to the inclusion of business sensitive information it is not in the public's interest for these appendices to be published on the Town Deal Website)

Appendix 1 – EXEMPT ITEM -Amended Project Assurance Framework

LOUGHBOROUGH TOWN DEAL BOARD

14TH MARCH 2023

Item 6 – Programme Assurance & Projects Update

1. Introduction

- 1.1 This report provides an overview of progress being made in delivering the Town Deal programme and its annual assurance submissions required by the Department for Levelling Up, Homes and Communities (DLUHC).

2. **Recommendation** that the Board notes the contents of the report.

3. Background

- 3.1 All of Loughborough Town Deal's 11 projects produced business cases to HM Treasury 'Green Book' standard and their Summary Documents were submitted to and accepted by 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 enables DLUHC to hold places to account for delivering agreed projects.

- 3.3 The *Levelling Up Funds Local Authority Assurance Framework*, issued to S151 Officers in September 2022 establishes a common approach to how DLUHC will assure funding streams (Levelling Up Fund; Town Deals; Future High Streets Fund; and future local growth funds). The S151 Officer is responsible for ensuring delivery of funds, with propriety, regularity, and value for money. The Framework requires a range of accountability activities from the local authority, which coupled with the corresponding assurance checks, form the assurance cycle to ensure the robust stewardship of public money.

4. Programme Assurance and Update

- 4.1 Since the Board last met and the submission of the formal Performance Review in December 2022, DLUHC's Assurance and Compliance team required an assurance review of Town Deal activity for the period from April to 30 September 2022. This assurance review forms part of the assurance cycle, as set out in the *Levelling Up Funds Local Authority Assurance Framework*.

- 4.2 A completed Statement of Grant Usage form in respect of the Loughborough Town Deal was completed by the S151 Officer and submitted to DLUHC on 19 January 2023. Further assurance information in the form of written assurance

from S151 Officer to the DLUHC Accounting Officer was submitted to the Assurance and Compliance team on 24 February. Copy of both documents are attached (Appendix 1) for information.

- 4.3 With projects on-site or preparing to move to commence delivery, monitoring continues to be undertaken via various channels including 1-2-1 liaison, Project Leads meetings and quarterly reports. The 'Summary on a Page' table (Appendix 2) provides a RAG-rated status update on the progress of each project against the delivery programme in its legal Grant Agreement.
- 4.4 Project delays are being experienced for various reasons including for example changes to detailed designs and increasing tender prices. The Co-Chairs have written to Project Leads (Appendix 3) reminding them of their responsibilities to communicate fully any issues that may impact on their agreed project and the process for doing so.

5. Projects Update

- 5.1 Brief descriptions of the projects' current progress are set out below for information:

Bedford Square Gateway: Construction of the public realm works was completed in August 2022. The final phase of the project (feature banners) has secured agreement on the design and location of the banners and a supplier procured for their supply and installation. Permission from the Highway Authority (Leicestershire County Council) is being sought to install the banners on street lighting columns.

Taylor's Bellfoundry: The process of value engineering to reduce the tender price to bring it in line with the available project budget took several months to complete. The necessary savings were made through identifying alternative materials and approaches rather than omitting major components of the project. The contractor is now on-site and undertaking enabling works.

Careers & Enterprise Hub: The presence and required removal of asbestos has impacted the project's delivery schedule, pushing completion back from mid-April (as approved by DSG in February) to mid-May. The costs of asbestos removal along with rising tender prices has meant the work to windows on front elevation has had to change from replacement to repair/ restoration in order to deliver works within project budget.

Digital Skills Hub: A planning application for the Hub was submitted in early January 2023. Retendering for a main contractor is being undertaken as only one above-budget tender was originally returned. The outcome will be known later this month.

Riverside Regeneration: The project is currently on-site – piling has been completed and towpath work is being undertaken. The surface dressing will be undertaken in April with a final surface dressing sweep off due to take place in June. Considerable engagement has been undertaken with canal-side residents and businesses likely to be impacted/ inconvenienced by the work.

The Generator: Design work to RIBA Stage 4 has been completed and procurement of a main contractor due to commence. Specialist survey and enabling work, including asbestos removal, lead in paint removal and the soft strip, is currently being undertaken. A 31-day crowdfunding campaign was launched on 1st March to securing further match-funding for the project.

Healthy & Innovative Loughborough: Construction of SportPark Pavilion 4 has taken slightly longer than expected but is now completed. Research activities are commencing with the recruitment of research staff. The New Business Wayfinder refurbishment in the Careers & Enterprise Hub (to create an innovation lab and support space) is scheduled to commence during the implementation period of the Phase 2 Careers & Enterprise Hub work. Its delivery is being project managed by Loughborough College on behalf of the University.

Great Central Railway: A first phase of work, comprising a replacement roof and the replacement/renewal of site electrics, has been completed. The next phase, including proposed extensions to the Locomotive Shed, is dependent on determination of the current planning application.

Wood Brook Flood Mitigation: Preparatory work and discussions continue with the Local Planning Authority and in relation to utility diversions. Implementation remains on course for 2024/25

Lanes and Links: Changes in delivery management arrangements have meant minor delays in moving from preparatory work to implementation for some of the component work packages. However, the installation of CCTV in Queen's Park has been successfully completed.

Living Loughborough: As with the Lanes & Links project, delays have arisen in moving from the completion of preparatory work to project delivery. Good progress is being made with the work packages being delivered by the Love Loughborough BID, including the extension of Wi-Fi in the town centre; and the Digital Cultural Apps and Trails Project.

APPENDICES

(Due to the inclusion of business sensitive information it is not in the public's interest for these appendices to be published on the Town Deal Website)

Appendix 1: EXEMPT ITEM – Statement of Grant Usage and Chief Finance Officer Assurance Letter

Appendix 2: EXEMPT ITEM – ‘Summary on a Page’

Appendix 3: EXEMPT ITEM – Co-Chairs’ Letter to Project Leads

LOUGHBOROUGH TOWN DEAL BOARD

14TH MARCH 2023

Item 7: 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 Project

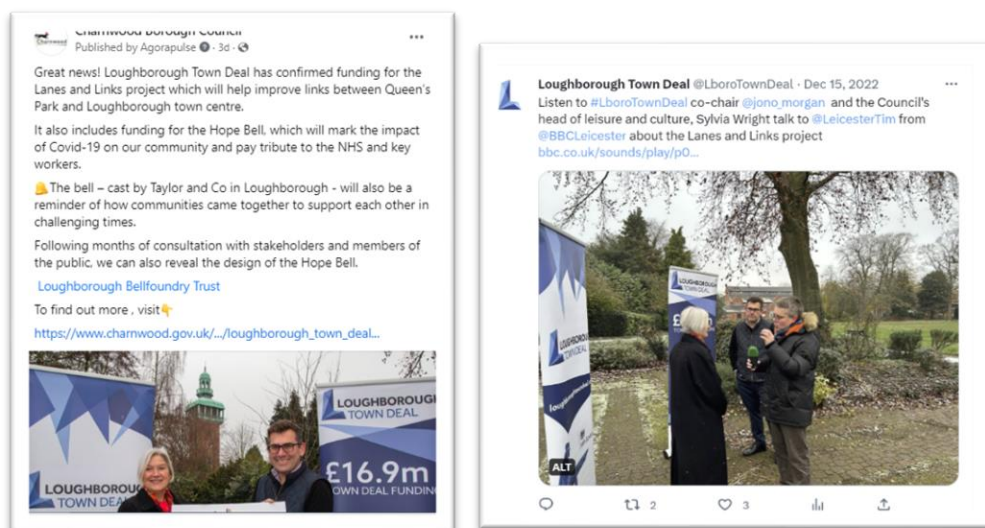


3.2 Funding confirmation for the Lanes and Links project was announced across all channels in early December 2022 including via the media, social media, the Town Deal website and CBC website along with CBC email alerts. Media coverage is summarised below:

| Date | Headline | Media Outlet |
|------------|---|----------------------|
| 13.12.2022 | Funding for lanes and links project - interviews | Fosse 107 |
| 13.12.2022 | Funding confirmed for Covid Memorial project | Radio Leicester |
| 13.12.2022 | Plans for Loughborough's new Covid-19 memorial unveiled | BBC Leicester online |

| | | |
|------------|--|--------------------|
| 14.12.2022 | Hope Bell and memorial to victims of Covid | Loughborough Echo |
| 27.12.2022 | Free Wi-Fi, new CCTV and Covid memorial coming soon to Loughborough park | LeicestershireLive |
| 31.12.2022 | Bell memorial will sound every hour in tribute to lives lost to Covid-19 | Leicester Mercury |

3.3 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.



3.4 A video interview was produced and shared across digital channels. The news story reached 756 on Twitter and 3,206 on Facebook. The video reached 732 on Twitter with 273 views, reached 726 on Facebook with 333 views and 966 impressions on LinkedIn with 678 views.

3.5 The announcement was shared on the Council’s ‘Charnwood Now’ email alert to its 10,700 subscribers. The open rate was 42% and there were 182 link clicks to the article along with 107 to the video. It was also sent via a Business Email Alert to 5.6k subscribers with an open rate of 37% and 25 clicks to the article along with 32 to the video.

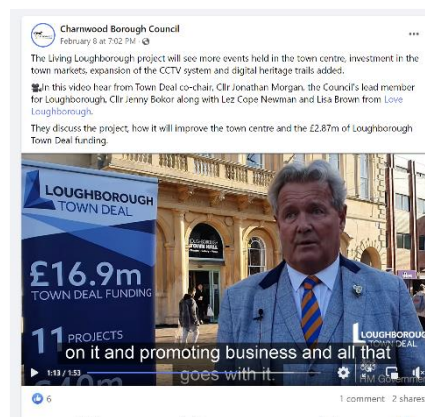
Living Loughborough Project



- 3.6 Funding confirmation for the Lanes and Links project was announced across all channels in February 2023 including via the media, social media, the Town Deal website and CBC website along with CBC email alerts. Media coverage is summarised below:

| Date | Headline | Media Outlet |
|------------|---|---------------------|
| 09.02.2023 | Town centre's £3 million revamp to include free public wi-fi, more CCTV and new plaza | LeicestershireLive |
| 10.02.2023 | Cllr Bokor interview about Living Loughborough project | BBC Radio Leicester |
| 10.02.2023 | Lisa Brown from Love Loughborough interview about Living Loughborough project | BBC Radio Leicester |
| 10.02.2023 | Cllr Jenny Bokor interview about Living Loughborough project | Fosse 107 |
| 14.02.2023 | £3 million funding to transform town centre | Leicester Mercury |
| 15.02.2023 | Nearly £3m to be invested in heritage trails, more events and CCTV for town centre | Loughborough Echo |

- 3.7 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.



3.8 A video interview was produced and shared across digital channels. The news story reached 1,096 on Twitter and 2,637 on Facebook. The video reached 941 on Twitter with 960 views and 453 impressions on LinkedIn with 221 views.

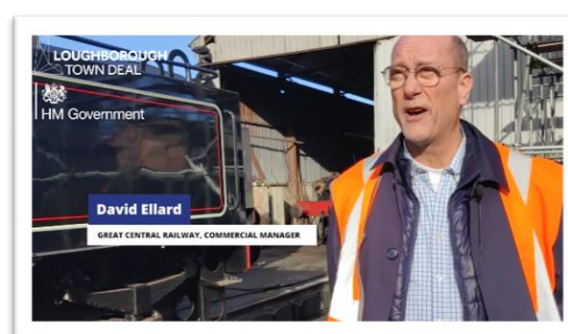
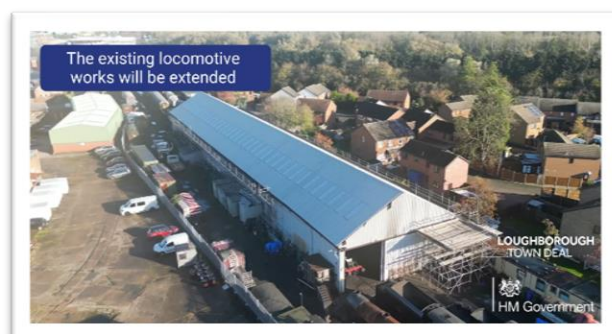
3.9 The announcement was shared on the Council’s ‘Charnwood Now’ email alert to its 10,700 subscribers. The open rate was 44% and there were 322 link clicks to the article. It was also sent via a Business Email Alert to 5.6k subscribers with an open rate of 37% and 66 clicks to the article.

Short video summaries

3.10 A series of short video summaries have been, and are being, produced for some projects to share across a number of channels. The videos have included a mixture of drone footage, video, still images and information overlays. On occasions, secondary short videos are being created to include interviews with project representatives.

3.11 Below are the videos produced so far and metrics from relevant channels.

Great Central Railway



3.12 We have produced an overview video of the Great Central Railway project and carried out an interview with Commercial Manager David Ellard. Both videos were shared across Twitter, Facebook, LinkedIn, YouTube and on the Council’s email alerts.

- 3.13 The videos on YouTube were viewed nearly 1,800 times. On social media the overview video was posted twice on Twitter and Facebook. It reached 1,129 on Twitter with 413 views. On Facebook it reached 1,336 with 583 views. On LinkedIn it was viewed 414 times.

River & Canal Trust



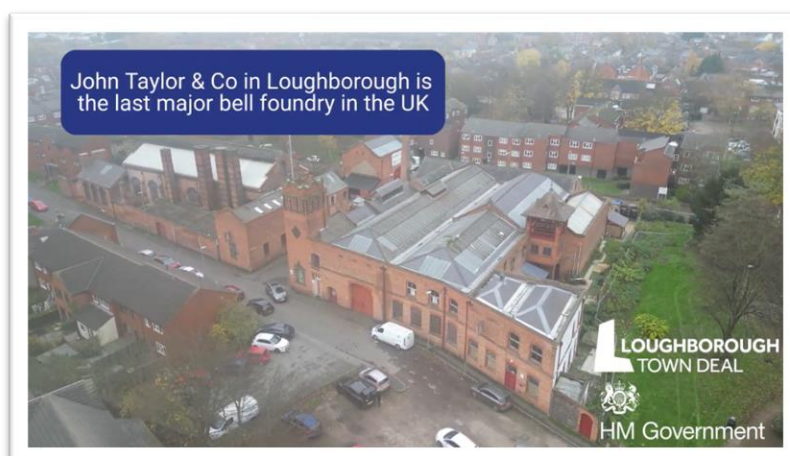
- 3.14 An overview video of the Canal and River Trust project has been produced which was shared across Twitter, Facebook, LinkedIn, YouTube and on the Council's email alerts. On social media one of the Facebook posts reached over 1,100 with over 500 views.

Healthy & Innovative Loughborough



- 3.15 An overview video of the Healthy and Innovative Loughborough project has been produced which was shared across Twitter, Facebook, LinkedIn, YouTube and on the Council's email alerts. On social media, the Town Deal Twitter post reached over 2,500 with 387 views.

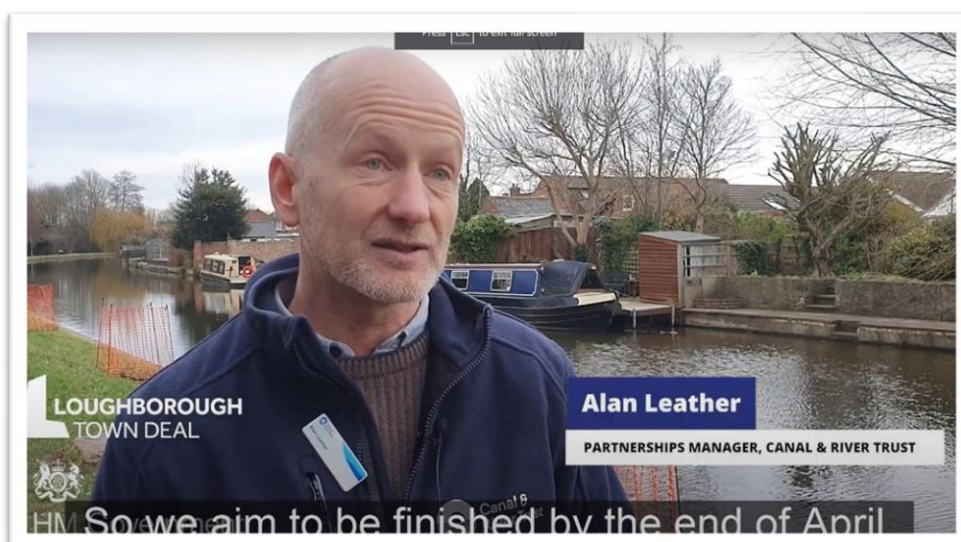
Saving the UK's Last Major Bell Foundry



- 3.16 An overview video of the bell foundry project has been produced which was shared across Twitter, Facebook, LinkedIn, YouTube and on the Council's email alerts.
A Facebook post reached over 1,600 people with 568 video views.

4. Other News

Canal & River Trust updates



- 4.1 The Canal and River Trust issued updates on its project including the announcement of forthcoming work in December and then on February 16. A video interview with the Town Deal Co-Chair Cllr Morgan and Alan Leather, Partnerships Manager for the Canal & River Trust, was also produced. The updates and video were shared across Twitter, Facebook, LinkedIn, YouTube and on the Council's email alerts.
- 4.2 The news story reached 537 on Twitter, 1,138 on Facebook and 297 on LinkedIn. The video interview reached 14,360 on Twitter with 3,368 views

thanks to being shared by the national Canal & River Trust account. It also reached 689 on Facebook with 311 views and 879 views on LinkedIn.

5. Next Steps

| Date | Project | Content |
|--------------|-------------------------------------|---|
| March | Lanes and Links | Casting of the Hope Bell – March 16th. Event for representatives from the local community and organisations to witness the casting of the Hope Bell. Event will be captured and recorded to share across digital channels. Media will be invited. |
| March | All | Leaflet inserted into CBC Council Tax bills highlighting the benefits of the Loughborough Town Deal. (Copy of leaflet in Appendix A) |
| March/ April | Digital Skills Hub | Video interview scheduled with Loughborough College Principal and CEO Jo Maher to give overview and update about the Digital Skills Hub |
| April | All | A banner is being added to a refuse vehicle highlighting the benefits of the Loughborough Town Deal. (Copy of leaflet in Appendix A) |
| April/ May | All | Article with Loughborough Town Deal Co-Chair Nik Kotecha about the benefits of the Town Deal/progress/future. The article will be published on the Town Deal website and shared across multiple channels |
| April/ May | Healthy and Innovative Loughborough | Official opening of SportPark Pavilion 4 |
| April/ June | All | Continue to share videos giving project overviews |
| May | Careers & Enterprise Hub | 2 nd anniversary of its opening and update on recent improvements |
| May | Riverside Regeneration | Project due for completion |
| TBC | Bell Foundry | Once site set up complete, comms being planned to formally mark the start of work on site. |

6. ISSUES

6.1 It is worth noting that local elections take place May 4th and the pre-election period for Charnwood starts on Wednesday 22nd March. It means that until after the elections, the Council must be particularly careful around publicity and communications and will:

- not be issuing any communications publicity, which could be seen as seeking to influence voters
- ensure that publicity relating to policies and proposals from Central Government is balanced and factually accurate
- comply with laws which prohibit political advertising on television or radio.

6.2 Communications can still be issued around Town Deal projects and updates but care needs to be taken and will not involve elected politicians or potential candidates.

APPENDICES

Appendix A – Leaflet & Refuse Lorry banner

APPENDIX A

Leaflet (one sided, part of pack of info from CBC)

LOUGHBOROUGH TOWN DEAL
HM Government

BOOSTING THE BOROUGH

Over £40 MILLION of investment to:

- Create a Digital Skills Hub at Loughborough College to boost the skills of local people
- Help protect the last major bell foundry in the country - John Taylor & Co
- Support the creation of a creative industries & community arts hub
- Regenerate two kilometres of canal towpath to benefit walkers and cyclists
- Boost tourism by supporting a new education centre at Great Central Railway
- Improve town centre lanes & links and create a Covid memorial
- Improve flood defences for the Loughborough town centre area
- Build on the area's reputation for sporting excellence & support innovation
- Rejuvenate the centre of Loughborough to improve the visitor experience

Loughborough Town Deal has already helped create a Careers and Enterprise Hub and backed a major regeneration scheme to improve Loughborough town centre for visitors and businesses

loughboroughtowndeal.co.uk

Refuse Lorry Banner image

BOOSTING THE BOROUGH
LOUGHBOROUGH TOWN DEAL
loughboroughtowndeal.co.uk

Over £40 MILLION of investment to:
HM Government

- CREATE JOBS
- IMPROVE DIGITAL SKILLS
- HELP CREATIVE ARTS
- PROTECT OUR HERITAGE
- IMPROVE HEALTH
- REGENERATE HIGH STREETS
- SUPPORT ENTERPRISE
- TACKLE FLOODING