

Loughborough Town Deal Board

19th July 2021

9.30am Virtual Meeting, Charnwood Borough Council, Southfields, Loughborough

Agenda

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Meeting minutes

PROJECT	Town Deal		
DATE	15th February 2021	LOCATION	Virtual meeting using Zoom

Attendees	
Board Members	
Dr Nik Kotecha (Co-Chair)	Morningside Pharmaceuticals
Cllr Jonathan Morgan (Co-Chair)	Charnwood Borough Council
Cllr Jenny Bokor	Chair of MRG
Prof. Tracy Bhamra	Loughborough University
Lez Cope Newman	Loughborough BID
Jane Hunt MP	MP for Loughborough
Jo Maher	Loughborough College
David Pagett-Wright	Chair of CECG
Cllr TJ Pendleton, CC	Leicestershire County Council
Andy Reed	LLEP
Martin Traynor	Economy & Skills Group
Officer Attendees	
Rob Mitchell	Charnwood Borough Council
Eileen Mallon	Charnwood Borough Council
Richard Bennett	Charnwood Borough Council
Chris Grace	Charnwood Borough Council
Mike Roberts	Charnwood Borough Council
Sylvia Wright	Charnwood Borough Council
Tom Purnell	Leicestershire County Council
Mandip Rai	LLEP
Jo Dexter	BEIS
Jenny Adams	ARUP
Nicky Conway	Minute Taker (Charnwood Borough Council)

Apologies
none

Meeting Type (Team, Board or other)
Board Meeting

Meeting minutes

<p>Meeting Minutes</p>
<p>2. Minutes of the previous meeting and matters arising</p> <p>The minutes of the previous meeting were confirmed as a correct record.</p>
<p>3. Declarations of Interest</p> <p>none</p>
<p>4. Loughborough Town Investment Plan (item 4 on agenda)</p> <p>Eileen Mallon introduced this report and apologised for the lateness of its circulation to the Board. She explained that there had been multiple contributors to create this version (with reference to paragraph 3.1 in the report), that there had been significant changes since the Board had reviewed the TIP and that the Plan, as seen by the Board at its previous meeting, had been submitted to both the Member Reference Group and the Community Engagement and Consultation Group who had provided feedback.</p> <p>She drew the Board’s attention to the following:</p> <ul style="list-style-type: none"> • that further changes had been made after the ‘Check and Challenge’ sessions held with ARUP, Grant Thornton, BEIS and an independent consultant who had prepared TIPs for other towns. There had been a shift in the steer from ARUP and BEIS as Government advice had evolved during the process and from reviewing earlier submissions of other TIPs. The steer was more refined, specific and focussed to the expectations of MHCLG. • Paragraph 3.3 of the report was referenced with respect to changes made to the final draft. The focus had been to ensure the plan demonstrated the link between the projects, the needs and challenges of the town and the vision. Further modifications required included reducing the word count, adding in infographics and maps, and refining some of the project proformas. • TIP Part 2 (proformas) was still being progressed and work was continuing with the Project Leads to further strengthen and clarify the projects’ requirements before inclusion with the submitted TIP to MHCLG. • strong advice received from BEIS had indicated that the Board should consider reducing the amount of the total financial ask to £25million. Asking for more than £25million would place the TIP in the ‘exceptional’ category, would require clear demonstration that the TIP had genuine regional and national impact and would also subject the TIP to further detailed scrutiny. • the final TIP would be professionally designed by a design company and approved by the Co-chairs in consultation with officers. Considering the timescales, a further meeting of the Board would not be possible, but the final submission version would be circulated to all Board members. <p>Summary of Board discussion:</p> <ul style="list-style-type: none"> • reducing the request to £25million was fitting, would comply with the original offer from the Government and had been discussed by the Member Reference Group. There was a strong view that it was vital for Loughborough to receive the full £25million for its recovery and further development.

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- it was noted that the POD4 project had been suggested for removal from the TIP due to advice that Government policy would not be in place to enable its delivery.
- the merits of various projects were considered, reflecting guidance received from ARUP, BEIS, Grant Thornton and MHCLG. Although having some merit the Microprojects capital grants scheme did not appear to have the level of detail or a robust project proposal to secure its funding, the Public Realm projects had been divided into three individual projects to further demonstrate their value, the Living Loughborough project was undergoing minor refinements to its numbers, and the Loughborough University as an Anchor Institution project had been revised and renamed to Healthy and Innovative Loughborough and work carried out to demonstrate its benefits to the Town.
- if a project had not been mentioned during discussions with ARUP and BEIS it had not been reviewed, as it was perceived that these projects were considered strong and potentially suitable for Towns Deal funding.
- with regard to the Electric Loughborough project, it was noted that TIPs elsewhere had requested funding for electric charging points, but it was important to link the project clearly to the needs of the town, to provide clear evidence and show how it would be of benefit. As this project was to support connectivity across neighbourhoods, by contrast the main need identified in public consultation was of structural weaknesses connecting the West and East of Loughborough. Therefore, the evidence for installing charging points was considered weak. The Government's current policy was looking towards a carbon zero greener future and it could be complex to provide evidence of need when the change was being driven by policy. There were other sources of funding that might be more appropriate for delivering this project and it might be possible to support this project from within the University's own project development.
- it was important to highlight the evidence of need and then to link each project to the golden thread. This was considered to be more significant than concerns about the proportionality of projects for each identified theme.
- if the Electric Loughborough, POD4, and Microprojects were removed from the TIP this would reduce the total financial ask to £27.945million. Further savings could be made if the Developer Accelerator project financial ask was reduced from £8.2million to just over £5million. It was noted this could be a simple and expedient solution within the tight deadlines. The Developer Accelerator project was valued for its ability to drive the recovery of the town and as such, it was important to consider if other projects would be better placed to have their financial ask reduced instead.
- it was difficult to determine the impact on key sites in the town centre if the financial ask for the Developer Accelerator project was reduced. The project would support land owners to obtain match funding to develop sites in Loughborough, but although some of these sites were known, the schemes were not significantly developed to be able to state whether they would be impacted, and the sites would be required to go through local processes to be considered for final suitability for funding. The project was considered to be viable at approx. £5million and would still attract private sector investment although it was noted that the match funding of £42million currently secured could potentially shrink if the TIP financial ask was reduced.
- based on information in the public domain regarding other successful TIPs, towns tended to receive between 70-90% of the funding requested. If an individual project was RAG rated green it did not necessarily ensure it received the full funding request. If all projects were green and all justified there was nothing to prevent the full amount being allocated. However, it was critical to understand that the funding was agreed after the projects and

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the overall TIP were assessed against the criteria and could strongly demonstrate the linkage between challenges facing the town and how the projects would address them.

- with reference to the number of projects in the Loughborough TIP, other TIPs project numbers varied from 6 to 40 projects. The total number was immaterial so long as each project could demonstrate strong links to the vision and provide clear evidence to support the needs of and benefits to the town.
- the Town Deal grants 'pot' offered by the Government was not depleted as more TIPs were successful in obtaining their financial ask, the amount provisionally allocated for each town deal would be honoured if the submitted plan was strong enough to merit the funding.
- feedback from Grant Thornton had focused on the Living Loughborough project, and had identified the need to check the word count and show that the risks anticipated on delivery of the project were clear and mitigations identified. A review of risks and potential mitigation had been applied to other projects and points raised by Grant Thornton had been completed.

The Chair of the Member Reference Group noted that the Group at its last meeting had discussed reducing the request from £32million to £25million and that it considered complying with the original Government funding ceiling was most appropriate.

The Chair of the Engagement, Consultation and Engagement Group noted that four members had provided feedback and points that had been raised had been taken into account in this draft of the TIP. He also stated that he wished to provide feedback on Part 1 of the TIP but would do this individually outside the meeting.

Next steps were clarified by Jenny Adams for once the TIP had been submitted. MHCLG would discuss any points of clarification with officers and then progress to Heads of Terms. After this the projects would go through local assurance processes, unless MHCLG requested oversight of a project (which it could do). The projects could continue to be developed after the submission. ARUP could work with the Board and officers to support further business case development if required.

It was confirmed by ARUP and BEIS that if the TIP requested a penny more than £25million this would place the submission into the 'exceptional' category and the Plan would then be subject to further detailed scrutiny, although the scrutiny would be proportionate to the amount of funding requested over this limit. It was further confirmed that the previously received upfront funding for Loughborough of £750K was not included in the submission amount in the TIP.

It was noted that ARUP and BEIS were not attending to advise the Board to agree to drop the total amount of financial ask but to support the drafting of a TIP to obtain the best for Loughborough to fit its needs as a town.

It was requested that if the proposals changed from what had been agreed at the meeting that all Board members be informed, to alleviate concerns that a project could be removed from the TIP when it had been previously advised as acceptable by ARUP and BEIS.

Recommendations Agreed:

1. The final draft TIP is approved subject to amendments made at this meeting.

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2. That the TIP's total financial ask is lowered to £25million, that the POD4, Microprojects and Electric Loughborough projects be deleted from the TIP, and that the Developer Accelerator project's individual financial ask be reviewed to consider lowering it to meet the agreed total financial ask limit.
3. That delegation is given to the Co-Chairs, in consultation with officers, to review the Developer Accelerator project to determine that if its individual financial ask was lowered that it did not significantly impact the delivery of the project, and to identify, if appropriate, other projects that may be better suited to have their individual financial ask lowered to meet the £25million limit.
4. Delegation is given to the Co-Chairs to approve a final submission version, which will be produced taking account of discussion at this meeting.
5. Delegation is given to the Co-Chairs to approve a graphically designed and typeset edition of the submission version.

5. AOB

It was confirmed that the proformas for individual projects would be circulated confidentially to Board members to provide further detail of each project's financial ask.

It was noted that it would be beneficial for other 'shovel ready' projects to continue to be identified in the event of the Council being offered additional capital funding.

6. Date of Future Meetings

The next meeting of the Board is scheduled for 26th March 2021.

Follow up actions

ITEM 4 – Loughborough Town Deal Plan

1

- a. That David Pagett-Wright provide comments on the TIP directly to officers.
- b. That if the proposals changed from what had been agreed at the meeting that all Board members be informed.
- c. That the final submission version of the TIP is shared with the Board with a summary of changes.
- d. That proformas for individual projects be circulated confidentially to Board members.
- e. That Andy Reed to provide support, if required, for further development of Project proformas.



LOUGHBOROUGH TOWN DEAL BOARD

19th July 2021

Item 4 – MHCLG Town Deal Award

1. Introduction

- 1.1 Following the Loughborough Town Deal submission, the Ministry of Housing Communities and Local Government (MHCLG) wrote to the Board on 8th June 2021 stating that the Government would provide £16.9m funding from the Towns Fund for Loughborough's Town Deal, subject to several conditions being met.
- 1.2 This report presents the level of funding offered, the selected projects and the conditions that must be met for the funding to be released.

Recommendations:

1. That the Board endorse the signing of the Heads of Terms by the Co-Chairs;
2. That the Board note the conditions and next steps in developing the Town Deal.

2. Background

- 2.1 Following the submission of the Town Deal Investment Plan in February 2021, on 8th June 2021 the Board received confirmation from MHCLG that they would conditionally provide up to £16.9m to the Loughborough Town Deal from the Town Deal Fund. This amount is less than £25m proposed in the Loughborough Town Investment Plan (TIP).
- 2.2 MHCLG required confirmation of acceptance of the HoTs by 29th June 2021 and the Co-Chairs were therefore invited to sign on behalf of the Board.

3. The Heads of Terms

- 3.1 The signed HoTs are appended to this report for information. They provide the basis upon which the Town Deal Board can move towards formally securing a Town Deal and for funding to be released.
- 3.2 The HoTs are a non-binding memorandum of understanding between the Town Deal Board and government setting out the commitment from

government to provide up to £16.9m from the Towns Fund to enable the vision and objectives of the Loughborough TIP.

3.3 14 out of the 15 projects submitted in the TIP are supported in principle. The Generation Loughborough project has not been supported. The projects in scope are:

- Loughborough Public Realm: Bedford Square Gateway
- Loughborough Riverside Regeneration; An active travel corridor for all.
- Loughborough Careers and Enterprise Hub
- Loughborough College Digital Skills Hub
- Connected Loughborough – East-West smart sustainable transport corridor
- Loughborough Developer Accelerator
- The Generator - Creative Industries and Community Arts Hub
- A new Heritage Locomotive Works, Education Centre & Museum for Loughborough
- Healthy and Innovative Loughborough
- Loughborough Lanes and Links Project
- Living Loughborough Project
- Parish Green Environmental Improvements
- Taylor's: Saving the last major bell foundry in Britain
- Loughborough Wood Brook Flood Risk Management Scheme

3.4 The total funding requested from MHCLG for the 14 projects exceeds the £16.9m offer made and therefore decisions will be required from the Board on how to prioritise the projects (see Item 6). MHCLG have not shared their methodology behind the funding offer.

3.5 The appendices to the HoTs provide a summary of each of the projects within scope, including:

- a) The funding offered;
- b) Match funding expected;
- c) Expected outputs and outcomes;
- d) Any specific conditions to be met; and
- e) If the project may be fast tracked.

3.6 The general conditions include:

- a) Town Investment Programme (TIP) improvements - to provide clearer projects that do not overlap in terms of inputs and outputs, stakeholder engagement and subsidy control compliance
- b) Assurance – The business cases for each project will be in line with the Council's local assurance processes

- c) Public Sector Equalities Duty (PSED) and other assessments:
The Council will undertake programme-wide impact assessment, relevant project-level impact assessment to meet their Public Sector Equalities Duty as well as carry out relevant Environmental Impact Assessments.
- 3.7 The signed Heads of Terms require the Board to confirm in writing details of the projects being taken forward by 27 August 2021. The key details should include:
- Details of the projects being taken forward (including for each project the capital/revenue split and the financial profile)
 - Overall capital/revenue split and financial profile for the Town Deal
 - A plan for addressing the specific conditions relating to those projects and the overall Town Investment Plan
- 3.8 The Board is also required within a further 12 months to demonstrate the feasibility, viability and value for money of projects by completing business cases and developing and submitting a Summary Document to MHCLG, that includes:
- A list of agreed projects
 - Details of business case assurance processes followed for each project
 - An update on actions taken in relation to the Heads of Terms key conditions and requirements
 - A Delivery Plan (including details of the team, working arrangements and agreements with stakeholders)
 - A Monitoring and Evaluation Plan
 - Confirmation of funding arrangements and financial profiles for each project
 - Undertaking Public Sector Equalities Duty analysis
 - Approval from the Town Deal Board and Lead Council
- 3.9 Business cases and the Summary Document will need to be developed and considered by the Board, as appropriate, as the programme progresses.
- 3.10 MHCLG will carry out a high-level assessment of the Summary Document before releasing funding, including a check of Town Investment Plan stage criteria, confirming whether Heads of Terms criteria have been met.
- 3.11 Once the Town Deal is agreed, funding for the first financial year will be released to the Council.

Heads of Terms offer for Loughborough

Introduction

Situated to the North of Leicester, Loughborough boasts a top 10 university, two large Enterprise Zone sites and strategic location at the centre of the East Midlands. Nevertheless, it faces several key challenges; clusters of deprivation, low GVA per capita, a talent retention deficit and skills shortages.

Government will work with Charnwood Borough Council and its Town Deal Board to support the delivery of a Town Deal, with the goal of ensuring all Loughborough residents have a share in the town's success.

The commitment

This document lays out the Heads of Terms offer to Loughborough, under the Towns Fund. This is not a contractually binding document and the offer is subject to various conditions being met. The Heads of Terms will act as a Memorandum of Understanding for the future development and delivery of Loughborough's Town Investment Plan and project proposals. It sets out joint expectations as Loughborough enters the business case development phase.

Government will provide up to **a total of £16.9 million from the Towns Fund**, which will be used to enable Loughborough to become a great place to live, learn, work, and grow - offering residents, communities, businesses, the university and college, opportunities to participate fully in the town's development. It will be digitally, culturally and physically connected, providing industries for the future, cherishing its heritage, with healthy neighbourhoods and opportunities for all.

Loughborough has proposed a range of projects that will contribute towards achieving this vision. These include:

- Loughborough Public Realm: Bedford Square Gateway
- Loughborough Riverside Regeneration; An active travel corridor for all.
- Loughborough Careers and Enterprise Hub
- Loughborough College Digital Skills Hub
- Connected Loughborough – East-West smart sustainable transport corridor
- Loughborough Developer Accelerator
- The Generator - Creative Industries and Community Arts Hub
- A new Heritage Locomotive Works, Education Centre & Museum for Loughborough
- Healthy and Innovative Loughborough
- Loughborough Lanes and Links Project
- Living Loughborough Project
- Parish Green Environmental Improvements
- Taylor's: Saving the last major bell foundry in Britain
- Loughborough Wood Brook Flood Risk Management Scheme

Loughborough will need to prioritise these projects within the funding envelope being offered. Funding for individual projects will be subject to successfully completing Phase 2 of the Towns Fund process. This includes detailed project development and business case assurance at local level.

Process, governance and assurance

Local partners will work with government to demonstrate the feasibility, viability and value for money of their projects by developing and submitting the Town Deal Summary Document, including (as per the Further Guidance and Stage two guidance: business case development):

- A list of agreed projects
- Details of business case assurance processes followed for each project
- An update on actions taken in relation to the Heads of Terms key conditions and requirements
- A Delivery Plan (including details of the team, working arrangements and agreements with stakeholders)
- A Monitoring and Evaluation Plan
- Confirmation of funding arrangements and financial profiles for each project
- Undertaking Public Sector Equalities Duty analysis
- Approval from the Town Deal Board and Lead Council

Loughborough should conduct project assurance in line with agreed routes for each individual project and should provide greater distinction between project activity across the Town Deal programme, to prevent overlaps and unnecessary duplication and achieve the appropriate synergy; ensuring end beneficiaries can be clear where to access support and preventing the double counting of related outputs and outcomes. Additionally, Loughborough should provide further details of planned community and private sector stakeholder engagement. Finally, Loughborough should provide confirmation that subsidy control compliance will be assessed in the business cases of projects and include confirmation of resolution in the Summary Document submission.

If the priority projects identified for funding do not progress, MHCLG cannot guarantee that funding can be assigned to alternative projects or that if it is those will be to the same value. This may result in an overall reduction in the amount of funding received.

Within two months of accepting this offer, Loughborough should confirm in writing details of projects being taken forward and a plan for addressing key conditions relating to those projects and the overall Town Investment Plan. This should be sent to towns.fund@communities.gov.uk, copied to the town lead.

Loughborough must then complete business cases for the projects being taken forward and submit the Summary Document within 12 months of the deal being agreed. MHCLG will then provide the agreed funding up to the maximum amount of **£16.9 million** for those projects, provided that all conditions are met.

Signed:

signature redacted

Chair of the Town Deal Board

signature redacted

Chief Executive of lead Council

MHCLG Secretary of State / Minister

Date

ANNEX TO THE HEADS OF TERMS: PROJECTS WITHIN SCOPE OF THE TOWN DEAL

The Town Deal offer is a maximum of **£16.9 million** of MHCLG funding in total.

Within this maximum amount, Loughborough may take forward projects selected from those listed below.

This funding will be subject to successfully completing Phase 2 of the Towns Fund process as set out in the Towns Fund Further Guidance, including detailed project development and business case assurance at local level. It is also dependent on final spending profiles, including the RDEL/CDEL split being provided, and the further project-specific conditions set out below being met.

Project	Funding offer limit	Match	Expected outputs and outcomes	Conditions	Fast track (Y/N)
<p>Loughborough Public Realm: Bedford Square Gateway</p> <p>The project aims to generate new open space near the Town Centre to act as a gateway and gain additional space for events and activities</p>	£1.7m	£1.963 m	<ul style="list-style-type: none"> • Additional Construction jobs- 20 • No of Jobs safeguarded (60 businesses assuming 4 FTE each)- 240 • Percentage increase in regular market traders- 10 • Number of additional cycle parking spaces- 12 • Delivery of improved public spaces - 3 • Percentage increase in retail sales and turnover in 3 years -15% • Percentage increase in rental and capital values by 3 years – 10% • Percentage reduction in shop vacancy rate below the national average (8.9% at Jan 18) in 3 years – 3% • Percentage increase in footfall over 3 years – 20% • Increased utilisation of digital technologies, by businesses and 	<ul style="list-style-type: none"> • N/A 	Y

			visitors, to access and/or supply goods and services within 3 years of completion – 25%		
<p>Loughborough Riverside Regeneration; An active travel corridor for all.</p> <p>The project aims to deliver connectivity improvements by redeveloping 2km of waterway paths in the Town Centre area</p>	£0.89m	£0.02m	<ul style="list-style-type: none"> • New or upgraded cycling and walking paths – 2km • Commuter flows- 85% over baseline 	<ul style="list-style-type: none"> • N/A 	N
<p>Loughborough Careers and Enterprise Hub</p> <p>A redevelopment program designed to convert a 3,000sqft vacant property into skills infrastructure in partnership with Loughborough College, Charnwood BC and Loughborough University</p>	£0.15m	£0.15m	<ul style="list-style-type: none"> • 3000 square feet of High street space repurposed for a contemporary and sustainable use • There are roughly 3000 unemployed people in Charnwood. We would expect to be able to target 25% yearly so 750 per year over the lifetime of the project. • Jobs created- kickstart scheme – 100 • Attract innovation business to the region - 5 	<ul style="list-style-type: none"> • N/A 	Y
<p>Loughborough College Digital Skills Hub</p> <p>The project aims to build a brand new 2040sqm Digital Skills Hub and T-level centre which will include a Business Enterprise Academy to support</p>	£2.6m	£5.9m	<ul style="list-style-type: none"> • Increase in capacity and accessibility to new or improved skills facilities – 2040sqm • Support for 5,000 people including the Kickstart scheme, T-levels and Apprentices with 10 new courses on offer adding to our existing portfolio 	<ul style="list-style-type: none"> • N/A 	Y

businesses and the innovation ecosystem.			<p>that responds to local skills needs.</p> <ul style="list-style-type: none"> • 1000 employers benefitting from Kickstart placements, T-level Placements and Apprentices. • % of learners gaining relevant experience/being 'job ready' (as assessed by employers) – 90% 		
<p>Connected Loughborough – East-West smart sustainable transport corridor</p> <p>The project aims to provide sustainable urban transport interventions focusing on walking, cycling, public and community transport modes and smart systems solutions</p>	£1.5m	£0.1	<ul style="list-style-type: none"> • New upgraded cycling/walking paths – 10 • New improved bus facilities/scheduling- 10 • Delivery of new public spaces- 5 • Reduced average travel times – work, Learning, leisure, commercial – 10% reduction • Reduced congestion at peak times by at least 10% 	<ul style="list-style-type: none"> • Provide a clearer explanation of project activities and the concept of 'movement as a utility'. • Provide a more detailed delivery plan covering risks, interdependencies and mitigation measures. • Quantification of outputs, including units, is required to proceed with this project. • Provide clarity regarding the match-funding contribution from the Healthy and Innovative Loughborough project (activity, costs and related outputs etc should only appear in one project) 	Y
<p>Loughborough Developer Accelerator</p> <p>The project aims to create a flexible finance facility to bring forward key Town Centre sites for imaginative mixed-use developments</p>	£5.26m	£42m	<ul style="list-style-type: none"> • Delivery of quality urban space including- 300-400 homes, business space, improved public realm • New/improved commercial space – 5000 – 6000sqm • Community, leisure and cultural venues 2-3 	<ul style="list-style-type: none"> • Provide a more detailed delivery plan that covers risks, interdependencies and mitigation measures. • Provide further detail on the governance structures for the grant decision making process. 	Y

			<ul style="list-style-type: none"> • Businesses supported to grow - 40-50 • Construction and commercial training opportunities – 500 • Businesses assisted to grow – 50 • New homes – 300-400 		
<p>The Generator - Creative Industries and Community Arts Hub</p> <p>The conversion and refurbishment of a heritage town centre building to create three floors of co-workspace for creative industries, a new multi-media arts centre and venue for performance, exhibitions and community engagement and a new home for Charnwood Arts, the facility will also include a restaurant/cafe</p>	£1.6m	£2.36m	<ul style="list-style-type: none"> • Development of abandoned sites – 1 • Delivery of quality commercial space in town centre – 1 • New arts venue, theatre, film facility – 1 • Number of visitors to arts, cultural and heritage events and venues – 12 600 pa • Number of enterprises utilising high quality, affordable and sustainable commercial spaces - 20 	• N/A	Y
<p>A new Heritage Locomotive Works, Education Centre & Museum for Loughborough</p> <p>A new facility creating a centre of excellence for the restoration and maintenance of heritage locomotives and a purpose-built</p>	£0.28m	£0.7m	<ul style="list-style-type: none"> • A 40% increase in capacity to new skills facilities which gives either 40% more throughput or a 28% timescale reduction for engineering and Locomotive restoration work. • 25% increase of local people learning new transferable skills • Educational visits by pupils increase 	• N/A	N

venue for delivering education, apprentice training and school engagement programmes, while also serving as a significant addition to the railway's visitor offering			<p>from 1500 to 3000/yr.</p> <ul style="list-style-type: none"> • Increased capacity and facilities enables outreach to 40 schools and colleges from 28. • Number of visitors to arts, cultural and heritage events and venues- 500 more per week • Number of new learners assisted - Y1- 200 • 300% increase in apprentice placements from 2 to 6 		
<p>Healthy and Innovative Loughborough</p> <p>A complex programme of capital and revenue funded activity which will broadly deliver infrastructure with the aim of a healthier and more innovative town</p>	£2.47m	£ 8.271m	<ul style="list-style-type: none"> • Jobs created- 165 • New businesses- 60 • Support for learners – 300 • increased floor space – 2200sqm • Health interventions- 200 • Number of new learners assisted- 300 • Number of start-ups and/or scaleups utilising business incubation, acceleration and co-working spaces - 60 	<ul style="list-style-type: none"> • Provide a more detailed delivery plan that covers risks, interdependencies and mitigation measures; detailed delivery milestones and timelines; clear costings for each element. • Provide a breakdown of the outcomes/benefit/value for money for each of the project's component parts – with a particular focus on the Sports Park component matched with Getting Building Fund. • Provide clarity on how the Impact Hub component aligns with and avoids duplication of the monitoring and evaluation strategy of the Towns Fund programme. • Provide clarity regarding the match-funding contribution to the Connected Loughborough project (activity, costs and related outputs etc should only 	Y

				<p>appear in one project)</p> <ul style="list-style-type: none"> • Provide clarity regarding the synergy between the New Business Wayfinder component and the other Town Deal projects providing business start-up support/advice in the town centre. 	
<p>Loughborough Lanes and Links Project</p> <p>A programme of public realm works which includes improvements to 15 priority lanes and pathways within the town centre, an introduction of artworks, enhanced lighting, security measures, signage, public information panels and secure waste storage facilities, improvements in the town's digital infrastructure and services through the development of apps and improved CCTV</p>	£1m	£0.16m	<ul style="list-style-type: none"> • Number of lanes and links improved: 15 • Length in metres of the Lanes and other pathways improved-1000 • Number of businesses / artists / entrepreneurs engaged and supported – 30 • Number of events commissioned and supported – 10 • Installation of the Hope Bell and associated open space – 1 • % Increased utilisation of digital technologies, by businesses and visitors, to access and/or supply goods and services within 3 years of completion – 25 • % improvement in public perception of the Lanes experience within 3 years of completion - 6000 	<ul style="list-style-type: none"> • N/A 	N
<p>Living Loughborough Project</p> <p>A programme of works to revitalise the Town Centre, including the creation of an</p>	£2.87m	£0.159 m	<ul style="list-style-type: none"> • Provision of specialist digital technologies to meet needs of specific areas • New digital virtual venue to promote arts, culture & heritage 	<ul style="list-style-type: none"> • N/A 	Y

events space, improvements to town parks, digital technologies, including digital visitor offer and safety measures e.g. CCTV and improved lighting.			<ul style="list-style-type: none"> • New asset which links to local inclusive growth 		
<p>Parish Green Environmental Improvements</p> <p>The project will secure the restoration and improvement of the churchyard to the All-Saints Parish Church, and the surroundings of Fearon Hall and the Rectory Museum</p>	£0.4m	N/A	<ul style="list-style-type: none"> • Improved Parks and Gardens - 1 • Improved Historic Buildings - 2 • Upgraded Spaces and Assets - 1 • Number of visitors to Churchyard and the Rectory Museum increased by 10% • Perceptions of the place by residents/visitors increased by 20% 	<ul style="list-style-type: none"> • N/A 	N
<p>Taylor's: Saving the last major bell foundry in Britain</p> <p>The proposal seeks to save the Taylor's Bell Foundry site, removing it from the Heritage At Risk Register by investing in urgent repairs and ensuring the site is safe to operate from. In addition, the project will create a new Bell Museum with an expanded offer, free public access, and an education space and invest in new technology and skills that will reduce reliance on imports</p>	£0.84m	£4.603	<ul style="list-style-type: none"> • 1 museum + separate 1 landmark historical building • 1 new specialist digi-tech product • 2 new specialist lathes • £5,404,890 uplift in local land value over 30yrs • Number of visitors to arts, cultural and heritage events and venues – 8000 pa 	<ul style="list-style-type: none"> • Provide a more accurate breakdown of costings and evidence of value for money, alongside more detail on how expected outcomes have been calculated. 	Y

and expand the service offer					
Loughborough Wood Brook Flood Risk Management Scheme A phased approach to ensure that flood water is held upstream of the town and released in a controlled fashion into the town's rivers	£2m	£2.6m	<ul style="list-style-type: none"> • Delivery of National Flood and Coastal Erosion Risk Management Strategy • Positive engagement with stakeholders and professional partners • Homes & businesses better protected- up to 461 • Qualifying benefits (See Alignment with ToC)- 16.3m 	<ul style="list-style-type: none"> • N/A 	N

General conditions

There are also the following requirements for the process and governance:

- **TIP Improvements:**
 - Provide greater distinction between project activity across the Town Deal programme, to prevent overlaps and unnecessary duplication and achieve the appropriate synergy; ensuring end beneficiaries can be clear where to access support and preventing the double counting of related outputs and outcomes.
 - Provide further details of planned community and private sector stakeholder engagement.
 - Provide confirmation that subsidy control compliance will be assessed in the business cases of projects and include confirmation of resolution in the Summary Document submission.
- **Assurance:** The business cases for each project will be taken through Charnwood Borough Council, in line with local assurance processes.
- **Public Sector Equalities Duty (PSED) and other assessments:** Charnwood Borough Council will undertake programme-wide level impact assessment, relevant project-level impact assessment to meet their Public Sector Equalities Duty as well as carry out relevant Environmental Impact Assessments.

If the priority projects identified for funding do not progress, MHCLG cannot guarantee that funding can be assigned to alternative projects or that if it is those will be to the same value. This may result in an overall reduction in the amount of funding received.

Within two months of accepting this offer, Loughborough should provide the following information to towns.fund@communities.gov.uk, copied to the town lead (annex a in business case guidance):

- Details of the projects being taken forward (including for each project the capital/revenue split and the financial profile)
- Overall capital/revenue split and financial profile for the Town Deal
- A plan for addressing key conditions relating to those projects and the overall Town Investment Plan.

Loughborough must complete business cases for the projects being taken forward and submit the Town Deal Summary Document within 12 months of accepting this offer. Business cases should follow the Lead Council's usual assurance processes and be undertaken in partnership with the Town Deal Board.

If the town wishes to alter the projects being developed, change them for other projects, or otherwise depart from the conditions placed on the projects above, they will inform the Towns Hub as soon as possible setting out clear justifications and evidence. A form for requesting such changes is in the business case guidance.



LOUGHBOROUGH TOWN DEAL BOARD

19th July 2021

Item 5 – Next Steps

1. Introduction

- 1.1 This paper summarises the work required to satisfy the requirements of the Heads of Terms for the Loughborough Town Deal.

Recommendation:

That the Board notes the next steps in developing the Town Deal.

2. Background

- 2.1 The signed Heads of Terms require the Board to confirm in writing details of the projects being taken forward by 27 August. The key details should include:
- Details of the projects being taken forward (including for each project the capital/revenue split and the financial profile)
 - Overall capital/revenue split and financial profile for the Town Deal
 - A plan for addressing key conditions relating to those projects and the overall Town Investment Plan
- 2.2 In order to submit details of projects it is necessary to prioritise them in accordance with an agreed methodology. Three options for this are given in item 6 on this agenda.
- 2.3 The Board is also required within a further 12 months to demonstrate the feasibility, viability and value for money of projects by completing business cases and developing and submitting a Summary Document to MHCLG, that includes:
- A list of agreed projects
 - Details of business case assurance processes followed for each project
 - An update on actions taken in relation to the Heads of Terms key conditions and requirements
 - A Delivery Plan (including details of the team, working arrangements and agreements with stakeholders)
 - A Monitoring and Evaluation Plan
 - Confirmation of funding arrangements and financial profiles for each project
 - Undertaking Public Sector Equalities Duty analysis

- Approval from the Town Deal Board and Lead Council
- 2.4 Business cases and the Summary Document will need to be developed and considered by the Board as appropriate as the programme progresses.
- 2.5 MHCLG will carry out a high-level assessment of the Summary Document before releasing funding, including a check of Town Investment Plan stage criteria, confirming whether Heads of Terms criteria have been met.
- 2.6 Once the Town Deal is agreed, funding for the first financial year will be released to the Council.

3. Timeline

- 3.1 The Loughborough Town Deal timeline sets out the key stages and dates:

Date	Time	event
July – August 2021	2 months	Prioritisation of projects
19 August 2021		Board agrees project list
27 August 2021		MHCLG informed which projects are going forward
September 2021 – August 2022	12 months	Develop Business case
End of August 2022		Submit Summary Document to MHCLG
September 2022 onwards	Tbc	MHCLG review the submission. Town Deal Agreed and funding released

Loughborough Town Deal Board

19 July 2021

Item 6 – Project Prioritisation

1. Introduction

- 1.1 The Ministry of Housing Communities and Local Government (MHCLG) requires the Board to prioritise the Loughborough Town Investment Plan's (TIP) projects before the end of August 2021 and to confirm which projects it intends to take forward for delivery. This report presents to Board three suggested prioritisation methodology options.

Recommendations:

- a) That one of the three options for project prioritisation methodology is agreed as the preferred approach to be deployed.
- b) The Town Deal Project Team is required to use the Board's preferred methodology in order to prepare a report for Board on which projects should be prioritised, applying the agreed methodology.
- c) The report referred to at b) above is presented to Board at its meeting on 16th August 2021 to enable Board to decide which projects it wishes to be taken forward for delivery, which will then form the basis for the response to MHCLG by 27th August as required.

2. Background

- 2.1 The Heads of Terms (HoTs) for Loughborough's Town Deal (see Item 4) provide the basis upon which the town can move towards formally securing a Town Deal and for funding to be released. A key action arising from the HoTs is for Board to confirm to MHCLG, by 27th August 2021, which of the projects confirmed within the HoTs as eligible for government funding it wishes to take forward delivery.
- 2.2 MHCLG has not been prescriptive about which TIP projects should be taken forward to benefit from the £16.9 million available to Loughborough. Other than the omission of the Generation Loughborough project from the HoTs, it is a local Town Deal Board decision as to which of the remaining 14 projects will be taken forward and at what level of funding, within the ceiling of £16.9 million. In order to make that decision when it meets in August, Board will need to be presented with information based on a process of project prioritisation.

Options for a prioritisation methodology are described in the remainder of this report.

3. The Reason for Prioritisation and its Scope

- 3.1 Prioritisation of projects is required because MHCLG has offered Loughborough £16.9 million for a Town Deal rather than the £25 million proposed in the TIP. Although in the HoTs there are various conditions attached to some projects (there are also some general conditions for the Board to meet – see item 4) MHCLG has said that in principle 14 projects remain eligible for funding. The TIP contained 15 projects and Board should be aware that the HoTs do not include the TIP's Generation Loughborough project. MHCLG has suggested that this project may be more suitable for alternative sources of funding though different schemes which may be available which are revenue rather than capital based.
- 3.2 By August 27th the Board must inform MHCLG whether all 14 projects will be taken forward as part of the Town Deal or whether it will be a reduced number of projects. In both scenarios Board also needs to decide how much Town Deal funding will be allocated to each project; it could potentially be the amount originally allocated in the TIP or a lesser amount.
- 3.3 At the August meeting of this Board it will be necessary for Board to decide how it wishes to close a £7.01 million 'funding gap'. The Generation Loughborough project ask was £1.09 million so the gap is the difference between £23.91 million and the offered £16.9 million. To be able to make fair and transparent decisions, it is recommended to Board that a prioritisation methodology should be adopted and the options for this are presented at Section 4 below.
- 3.4 Officers have sent a questionnaire to all project leads asking for information which can be utilised as part of the prioritisation process and the Town Deal Project Manager will also be liaising directly with project leads once Board has decided which prioritisation methodology it wishes to deploy. Nearly all the proformas which have been returned are specifying that the project needs 100% of the funding originally asked for to be able to proceed. Very few others could potentially proceed with only a marginal reduction in funding. An example of the questionnaire proforma is attached at Appendix 1 for Board's information.

4. Project Prioritisation Methodology Options

- 4.1 It is considered that there are three prioritisation methodology options which will enable Board to make its decision on prioritisation of projects and which projects remain in the Town Deal, when it meets on August 16th. The options are as follows:

- (a) **A ranking system** as recommended on the MHCLG Towns Hub website. The Towns Hub has developed a project prioritisation tool [spreadsheet] which can be used to rank projects based on set criteria. This ranking approach would be applied to all 14 projects whereby lowest ranked projects would fall out of the Town Deal until the ability for Board to be within £16.9m of expenditure is met. The tool is attached as Appendix 2 to this report.
- (b) **A single blanket percentage reduction in funding** allocation is applied to all 14 projects. Whilst this would enable all 14 projects to potentially stay within the Town Deal it does mean that some projects could become undeliverable or severely limited in their beneficial impact on the town. As the proforma at Appendix 1 shows, project leads have been asked to comment on the impact of a funding at scenarios of 20% and 50% reductions. A figure of circa 22% blanket reduction could be applied, based on the reduction in funding that Loughborough achieved compared to the original TIP ask along with the need to utilise a proportion of the Town Deal funding for delivery support capacity.
- (c) **A varying percentage reduction in funding** allocation is applied to all 14 projects. Officers would devise criteria (for example deliverability, strategic impact, match funding criteria) against which to assess projects, utilising the MHCLG methodology / criteria referred to at (a) above and the proforma information. The Board may wish to identify which criteria should be highest priority, with weightings attached to these. This could mean that some projects receive all the funding originally asked for whilst others could receive reduced funding allocations.

- 4.2 Board is asked to decide which of the three options listed above it wishes officers to use in preparing a report on project prioritisation for the August Board meeting.

Appendix 1 – Projects Questionnaire Proforma

Appendix 2 – Projects Reprioritisation Tool

Dear Stephen,

Loughborough Woodbrook Flood Risk Management Scheme project

You will be aware that Loughborough has been successful in being offered £16.9 million from the Towns Fund.

Due to the £16.9 million offer being less than the £25 million asked for in the Town Investment Plan (TIP), the Town Deal Board will now have to decide how the £16.9 million will be allocated across the 14 projects which MHCLG has stated are eligible for spend. Alternatively, it might potentially be the case that the Board decides that one or more projects should not be taken forward at all in order to allow maximum funding to be allocated to other projects which are evaluated as highly deliverable and strategically important.

The TIP contained 15 projects, but the Generation Loughborough project was deemed by MHCLG as potentially suitable for funding from other funding streams rather than the Towns Fund.

Please note that MHCLG has NOT specified how much funding can be given to each project other than to confirm the *maximum* amount for each project which was specified in the TIP / original project proforma. For some projects, MHCLG has also specified conditions which must be met if the project is to be eligible for funding. If that is the case for your project, the conditions are shown on the form below.

By the end of August, the Board must inform MHCLG of which projects it will be taking forward along with the level of funding allocated to each of the projects.

The Board and the Town Deal Project Team will liaise closely with project leads over the next two months. In order to assist with the process of projects prioritisation and to help us assess levels of support which project leads might need, we would be grateful if you will **return the form below to towndeal@charnwood.gov.uk by no later than Monday 5th July.**

A member of the Town Deal Project Team will then contact you to discuss your project.

Thank you for your continued input to the Loughborough Town Deal process.

Yours sincerely,

Loughborough Town Deal Project Team.

Project name	Loughborough Woodbrook Flood Management Scheme
Name of project lead organisation	
Name of project lead (person)	
Telephone and email contact details	
Funding ask in the TIP and maximum confirmed by MHCLG	£2m
Is your project still planned and deliverable as described in your originally submitted Town Deal Project Proforma? (state Yes or No, if No please provide further information)	
Are levels of identified match funding (£2.6m) still as shown on your original Town Deal Project Proforma, Yes or No? (If 'No', please detail changes)	
This project was stated on the Town Deal Project Proforma as being not suitable for fast-tracking and quick delivery. Is that still the case? How quickly would you anticipate being able to work up a full business case and then to deliver the project?	
Please explain how your project can be adapted to respond to a) 25% reduction in funding b) 50% reduction in funding or c) The project is wholly dependent on receiving 100% of the funding in the town deal and cannot be delivered on a reduced amount	
The MHCLG conditions attached to potential funding for your project are as follows: <ul style="list-style-type: none"> • Provide a more accurate breakdown of costings and evidence of value for money, alongside more detail on how expected outcomes have been calculated. Can these conditions be met by your organisation(s)?	

<p>If your project receives less funding from the Town Deal than originally asked for or nil funding, would you be able to access other funding streams (Yes or No)? If Yes, please specify.</p>	
<p>Are you or your organisation likely to need support in developing a full, detailed business case for your project? What level or support or type of skills / advice might you need? Please note that all business cases need to be completed within 12 months or much less if fast-tracked and will undergo an assurance assessment</p>	
<p>MHCLG will require an Equalities Impact Assessment (EqIA) of all Town Deal projects and the Board's decisions about which projects to prioritise. Do you have experience in undertaking EqIA work? Will you need any support or advice in this respect?</p>	
<p>Does your organisation still want your project to be considered for inclusion in the Loughborough Town Deal?</p>	
<p>Any other comments?</p>	

LOUGHBOROUGH TOWN DEAL BOARD**19th July 2020****Item 7: Communications and Public Engagement****1. Introduction**

- 1.1. This paper updates the Board communications and engagement around Loughborough Town Deal.

Recommendation:

That the Board notes the consultation and engagement activity around the Loughborough Town Deal and the further engagement and communications required going forward.

2. Coverage on the announcement

- 2.1. Communications including a press release and social media were issued following the confirmation of the Town Deal offer for Loughborough.
- 2.2. The announcement resulted in coverage by BBC Radio Leicester, BBC East Midlands Today, Fosse 107, The Business Desk, Leicestershire Live and Loughborough Echo.
- 2.3. The Council shared the news on the Town Deal website, Council website, Town Deal twitter account and the Council's accounts on Facebook, Twitter, Instagram, LinkedIn. The Council also shared the news on its email alerts to around 10,000 subscribers. Board members and partners also shared the news on their channels.
- 2.4. Overall, the announcement was positively received.

3. External communications

- 3.1. FutureGov is working on a story about the skills and enterprise elements of the Loughborough Town Deal to use on the Towns Fund website. This can be shared on local channels when published.
- 3.2. A further announcement will be made once the project prioritisation is completed and a list of the finalised projects submitted by 27 August 2021.
- 3.3. All projects and partners are asked to liaise with Council communications manager regarding any external communications they wish to do regarding their project in relation to Loughborough Town Deal.
- 3.4. Once the projects are finalised, the Council communications team is keen to produce features on each one over the next 12 months as business cases are

produced. The features can be written or videos and shared on Council and partner channels.

- 3.5. The aim is to bring to life the Town Deal projects and how they will benefit the town and its communities and businesses.
- 3.6. This will need to be carried out within the resource levels of the Council communications team as there is no separate budget for Town Deal communications and engagement.

4. Engagement

- 4.1. Meetings are being scheduled for the Consultation and Community Engagement Group and the Member Reference Group before the final projects are prioritised.
- 4.2. The groups will continue to meet as the Town Deal projects progress and help give the community a voice in the process.
- 4.3. Project business cases will need to identify key stakeholders and outline how they have been engaged with.
- 4.4. Business cases need to show what long-term benefits the project will deliver and that stakeholders agree with you on local challenges, vision for the town, and where money is spent.
- 4.5. Engagement should be well timed and business cases should outline when engagement will or has taken place and the techniques used.
- 4.6. Projects should also demonstrate how engagement outcomes support or influence the project.