

ST HELENS TOWN DEAL BOARD MEETING

Friday 16th October 2020 – 11:00am | Microsoft Teams



ST HELENS
BOROUGH COUNCIL

Board Members in Attendance:

Town Deal Board Chair – John Tabern, Local Businessman and Ambassador

Mick Allen – Department for Business, Energy and Industrial Strategy

Alex Dawson – Department for Business, Energy and Industrial Strategy

Sophie Bevan – Investment Manager, LCR Combined Authority

Julia Callaghan – Marketing Director, St Helens College

Cameron Sheeran – Principal, Cowley International College

Superintendent Steve Brizell – Merseyside Police

Glenys Chalk – Headteacher, Rivington Primary

Philip Fell – Associate Pastor, St Helens Christian Life Centre

Justin Hill – Chief Executive, YMCA St Helens

John Hodgkinson – Director, 2K Supplies

Andy Lock – Coalfields Regeneration

Tracy Mawson – Chief Executive, St Helens Chamber

Chris O’Dea – Managing Director, OD’s Designer Clothing

Stephen Palfrey – Managing Director, Palfrey Greer

Dyan Clegg – St Helens & Knowsley NHS Trust

Steve Coffey – Chief Executive, Torus Group

Fay Lamb, Chief Executive Citadel Arts

Leon Guyett – Muse Developments

Emma Howarth – Managing Director, MITE

Lance Flor – Managing Director, McDonalds St Helens

Geoffrey Appleton – Lay Chair, St Helens Clinical Commissioning Group

Andrew Darron – Director, Groundwork Trust St Helens

Stephen Lingard – Director, SL Consultancy

Chris Jones – Managing Director, Abbey Group

Local Authority Representation:

Councillor Richard McCauley – Cabinet Member Economic Regeneration

Lisa Harris – Executive Director Place Services, St Helens Borough Council

Mike Poulter – Interim Director of Strategic Growth, St Helens Borough Council

Cathryn White – Place Project Manager, St Helens Borough Council

CBRE Representation:

Rhian Davitt-Jones – Associate Director, Planning & Development CBRE

Thinkingplace Representation:

John Till – Director, Thinkingplace

1. WELCOME – CHAIRMAN JOHN TABERN

St Helens Town Deal Board Chairman John Tabern welcomed all to the meeting and expressed his thanks to all for their time and commitment, recognising the challenging times we are currently experiencing.

Chair shared the news of Richard Aylett's resignation from the Board, due to his relocation to Cumbria in recent weeks. Chair and Board members offered their thanks to Richard for his valuable contribution to the work of the Town Deal Board from the outset and wished him every success.

Chair noted the wealth of progress made since the previous meeting and thanked Rhian Davitt-Jones, CBRE for leading this area of work, in particular the project scoping.

2. APOLOGIES FOR ABSENCE

Apologies for absence received from:

Councillor David Baines, Kath O'Dwyer, Marie Rimmer MP, Geoffrey Appleton, Ann Marr, Wayne Longshaw, Ron Helsby, Lance Flor, Gary Ellis, Conor McGinn MP.

3. DECLARATIONS OF INTEREST FROM MEMBERS

No Declarations of Interest from those present were made.

4. MINUTES OF THE PREVIOUS MEETING

The minutes of the previous meeting held on 15th September were agreed as a correct record.

Stephen Lingard noted he did not attend the meeting, attendance list to be amended accordingly.

5. PRESENTATIONS

John Till - ThinkingPlace

John Till introduced himself and provided context to the role thinkingplace are providing to the Town Deal Board. Thinkingplace are specialists in Place-led transformation and engagement, their role has been to support the Town Deal Board in undertaking targeted stakeholder engagement to develop the vision and narrative that will underpin the projects within the Town Investment Plan.

Having been involved in St Helens since 2016, thinkingplace have an excellent understanding of St Helens, by building on the previous work, including the creation of the St Helens Story, they have quickly been able to identify local strengths, assets, challenges and opportunities.

John delivered a detailed presentation to the group, capturing the findings from the engagement undertaken throughout September, setting out key messages within the strategic narrative and the themes that are emerging.

Assets and strengths to note include identity and community, innovation and enterprise, location, work ethic, the sense of pride in the town is strong within our communities.

The connectivity and location of the borough is a key strength. Perfectly positioned sitting directly on the M6 and M62 motorways, St Helens is able to capitalise on the connectivity to Liverpool and Manchester, and as part of the Northern Powerhouse and the Liverpool City Region St Helens is able to benefit from opportunities and developments within this locality.

Place opportunities within St Helens to note include the need to develop a strategy for arts and culture, focusing on the towns distinctiveness; culture, glass, heritage etc. The development of canal side leisure and living came through strongly as a priority and the creation of co-working space and opportunities, particularly within the town centre.

John shared the positivity and enthusiasm that could be seen from the young people who took part in the engagement and stressed the importance in having their voices heard wherever possible.

Harnessing the knowledge and insight of St Helens Youth Council members should be seen as a two way dialogue that continues beyond the TIP submission and forms part of a continuous workstream that enables further engagement with young people across St Helens.

To conclude, John shared some simple St Helens behaviours that should be adopted to support our vision: **A**mbition **B**oldness **C**onfidence **D**ream **E**xecute **F**ocus

The Board offered their full endorsement to the strategic narrative forming the basis for the Town Investment Plan.

Rhian Davitt-Jones, Associate Director CBRE

John handed over to Rhian Davitt-Jones, Associate Director at CBRE.

Rhian introduced herself to the Board and gave context as to the role of CBRE within the work of the Towns Fund in relation to St Helens.

Rhian delivered a presentation that broadly covered the development and approach to project short-listing since the last meeting in September, focusing on the opportunity to contribute to the growth strategy for St Helens to increase resilience, prosperity and long-term growth through each of the four themes.

Rhian shared the short-list of projects and went into detail on each area. The short list can be seen below and a more detailed, comprehensive update is featured within the attached PowerPoint slides.

Project shortlist

Theme	Projects
Urban Regeneration & Land use	Town Centre regeneration
	Town Centre Living
	Youth/ Community Zone
	District Heating Network
Culture & Heritage	Canal & Glass Heritage Centre
	Canal & Glass Heritage Trail
Employment & Skills	Glass Futures Phase 2
	Meanwhile/ Pop up uses
	Community/ co-working space (The Gamble)
	Health hub (The Gamble?)
Transport Connectivity	Bus Station Improvements
	Town Centre Permeability – pedestrian/ cycleways
	Wider Borough Network - pedestrian/ cycleways
Digital Connectivity*	Digital High Street
	The Loop

The board thanked Rhian for her presentation and all board members offered their unanimous support for the project proposals.

Kim Cooper, Arup / Mick Allen, BEIS

Kim introduced herself as the Towns Fund Coordinator, responsible for working with ten towns across the North of England, including St Helens, to support them in creating their Town Investment Plan.

Kim shared with the group a presentation that explained key aspects of the preparation and submission process and also the opportunity to learn from cohort one submissions.

Key points of importance shared by both Kim Cooper and Mick Allen are:

1. Strategic vision

The Strategic vision is key and needs to run through the TIP to link all the sections and projects. The narrative of the town's story and how the Town Deal Board has worked together and with other stakeholders to develop the vision and strategy is also important.

The TIP should evidence the Town's needs, using regional and national data, as well as identifying opportunities; Towns should show how the TIP will address these needs and capitalise on opportunities. Towns should also set out how they have considered the impacts of Covid and where their plans might have adapted as a result.

2. Aligning with intervention framework

Projects should be clearly aligned with the intervention framework, making sure that you are confident around the deliverability of the projects within the timeframe as set out in the further guidance.

Standalone masterplans and/or feasibility studies may not be considered to align with the intervention framework. Where these are proposed, towns should demonstrate a direct link to capital projects that fit within the intervention framework.

3. Engagement

The restrictions imposed in relation to Covid-19 have made this more challenging, but there is a need to apply innovative approaches to ensure this is maximised. Towns have used digital and other methods to reach out beyond just those stakeholders who might typically respond to a formal consultation.

Towns should set out both how they have engaged, but also the impact this engagement has had on their proposals – both the overall vision and strategy and the mix of projects proposed. Towns should include an ongoing engagement plan, showing how they will build on the initial work and galvanise interest in and collective responsibility for their plans.

Specifically, in relation to community engagement, towns should demonstrate how they have made efforts to reach all community groups, including those unable/less likely to use the internet. In relation to business engagement, towns should show how a cross section of businesses have been engaged – both directly and through representative organisations.

4. Project and programme delivery costs

Programme delivery costs cannot be included as a separate project; these should be costed into the capital projects, recognising that the Towns Fund is a predominantly capital fund. Fully revenue costed projects may not align with the intervention framework and will be the exception, however revenue costs can be included in the wider proposal for a capital project. In completing the project template, you should outline outputs/outcomes and make it easy to identify appropriate costs, bearing in mind one of the assessment criteria is cost.

5. Exceptional proposals

Any town applying for above £25m+ needs to produce the highest standard of TIP to be considered in the allocation of over £25m, scoring the highest marks across all seven of the criteria set for Town Investment Plans. Additional scrutiny will apply to these TIPs, including potentially inviting towns to a Challenge session with senior civil servants in MHCLG.

6. Presentation of the Town Investment Plan

The Town Investment Plan should be:

- No longer than 10,000 words
- File size of no more than 20MB, exclusive of any annexes
- Provided as both a pdf and a word document
- Annexes may be included if required if essential, as a separate document (all in one).

AOB

Phillip Fell raised the existing engagement work he is undertaking on the 'Big Conversation', this has been shared with Rhian Davitt-Jones to ensure it is fed into stakeholder engagement plans for the TIP.

Next Meeting Date:

Friday 13th November 2020 | 14:45 – 16:15 hrs