

The Place Board has been created to drive forward inclusive economic growth and regeneration in Lowestoft through a coordinated approach, ensuring all partners are promoting the ambitions and targets as set out in the Lowestoft Investment Plan. It will be responsible for providing a strategic, place-led view and leadership for the promotion and development of the place locally, regionally, nationally and internationally. The Board will be facilitated by East Suffolk Council.

VISION AND PURPOSE

1. To create a strong, shared identity for Lowestoft.
2. To have strategic oversight of development and delivery of the Lowestoft Regeneration and Economic Growth Programme.
3. Provide perspective, add value, develop project ideas and work alongside other key partners such as the Council, New Anglia Local Enterprise Partnership, Department for Work and Pensions, the Environment Agency etc.
4. Play a lead role in profiling the place, undertaking lobbying, seeking to attract investment, welcoming potential investors and VIP's and be the ultimate champions for Lowestoft
5. Oversee the Ambassadors Programme and encourage other organisations to get involved
6. Act as a 'sounding Board' for regeneration and growth-related activity inputting into place related strategies and plans e.g., economic, visitor, cultural, events
7. Be independent spokespeople for Lowestoft undertaking media activity where appropriate
8. Maximise Lowestoft's asset base to enhance the prosperity of Lowestoft for all members in our community and for future generations.
9. Where appropriate, attend events to sell and tell the story e.g. sector specific exhibitions and other place related opportunities

OBJECTIVES

1. To develop and agree a Lowestoft Investment Plan, develop a clear programme of interventions and coordinate resources and influence stakeholders.
2. Provide support and oversight to the delivery of the agreed 'Lowestoft Investment Plan'.
3. Oversee and support the Ambassadors Programme.
4. To ensure better co-ordination and use of existing resources and to maximise leverage of additional public / private investment.
5. To consider strategic issues facing Lowestoft and to provide leadership in relation to them.
6. To involve private, public and voluntary sectors in the work of the Board through a proactive approach to communication and engagement.
7. To connect, advocate for and champion partnership working across Lowestoft, including celebrating achievements, lobbying relevant bodies on behalf of the town on a local, regional and national level.

MEMBERSHIP

1. The 5 peripheral parishes that lie within the defined Development-Area (Oulton, Oulton Broad, Corton, Gisleham and Carlton Colville), are represented by a single Parish Councillor.
2. Nominated deputies will provide representation when the Board member (listed below) is unable to attend.

ORGANISATION	NAME	SECTOR
Chair – Lowestoft Place Board	Stephen Javes	Private Sector ¹
Anglian Water/BitC	Andrew Brown	Private Sector
Associated British Ports	Tom Duit	Private Sector
CEFAS	Tim Green	Public Sector ²
Department for Work & Pensions	George Wall	Public Sector
East Coast College	Vacant	Private Sector
East Suffolk Council	Cllr Toby Hammond	Public Sector
EDF/Sizewell C	Marjorie Barnes	Private Sector
Environment Agency	Keith Moore	Public Sector
Lowestoft & Northern Parishes Community Partnership	Cllr Paul Ashdown	Public Sector
Lowestoft Cultural Leadership Group	Genevieve Christie	Public Sector
Lowestoft Rising	Phil Aves	Public Sector
Lowestoft Town Council	Cllr Keith Patience	Public Sector
Lowestoft Vision	Danny Steel	Private Sector
Member of Parliament for Waveney	Peter Aldous MP	Public Sector
Parish Council's representative	Cllr Ben Falat	Public Sector
Scottish Power Renewables	Stephen Hodger	Private Sector
Suffolk Chamber of Commerce	Amanda Ankin	Private Sector
Suffolk County Council	Cllr Richard Smith	Public Sector

CONDUCT OF BUSINESS

OPERATION & ADMINISTRATION

1. Meetings will be organised quarterly with the option to call additional meetings when required.
2. Public sector officers will be present at meetings to observe and contribute to discussion but will not hold voting powers.
3. Meeting formats will be flexible (from headline guest presentations to group discussions).
4. Non-members to be invited to Board meetings, input to relevant agenda items as appropriate.
5. East Suffolk Council will perform secretariat functions for the Board including, but not exclusive of, recording attendance, minute-taking, and convening meetings.
6. The Place Board members will adhere to the communications protocol which sets out the parameters in which internal and external communications will be conducted.
7. To periodically review the Board's priorities, membership, and working practices to ensure they remain appropriate and effective.

¹ Private sector organisations are owned by individuals, financed by private money from shareholders and bank loans.

² Public sector organisations are run and owned by the government, providing goods and services for the benefit of the community, operating with money raised from taxes.

FUNCTION

- 1. Members will take active role in Place Board activities, contributing to generating ideas and projects, acting as ambassadors to promote Lowestoft as a place to Invest, Work, Live and Enjoy. It is members responsibility to feedback information from the Place Board to their relevant organisations.
- 2. Sub-groups / working groups may be convened to address specific areas requiring expertise.
- 3. The Board will work with partners to deliver the Town Investment Plan and wider regeneration activities in Lowestoft.
- 4. In the event of a Board decision, the group will vote by consensus. In the event of a 50/50 split the chair will have the casting vote. One vote will be permitted per organisation.
- 5. The meeting will be quorate when there are at least 12 Board members present with a minimum of 4 private sector in attendance.
- 6. Members will promote the role of the Place Board and its aims
- 7. In the event that a Board member is unable to attend, they can be represented by a named deputy only.
- 8. New members can be adopted by a consensus vote.

CHAIR

- 1. The Chair will lead the Place Board and ensure effective representation across the membership
- 2. The term of the Chair will be for 2 years, however extensions to this term will be permitted at the Board’s discretion
- 3. Provide strategic support to the Place Manager
- 4. Provide leadership to the Ambassador Programme alongside the Board
- 5. Be the lead contact between the Board and representatives for East Suffolk Council
- 6. Chair the meetings in accordance with the aims and objectives of the Board
- 7. Be the lead Ambassador for Lowestoft helping to raise the profile and promote the area as a location to Invest, Work, Live and Enjoy
- 8. Be given the deciding vote where there is no unanimous decision
- 9. A Vice-Chair will be nominated by the Board in the case where the Chair is unable to attend

AMENDMENTS

These Terms of Reference shall be reviewed annually by the members.

NAME OF BOARD MEMBER ACCEPTING THE TERMS OF REFERENCE AND APPROVAL.

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DATE

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