

# Lowestoft Place Board – Minutes

16<sup>th</sup> June 2020, 13:00-15:00 | Virtual Board



Attendees (Board)	Apologies (Board)
<b>Stephen Javes</b> – Chair <b>Cllr Ben Falat</b> – Parish Councils representative <b>Cllr Craig Rivett</b> – East Suffolk Council <b>Cllr Keith Patience</b> – Lowestoft Town Council <b>Cllr Norman Brooks</b> – East Suffolk Council <b>Cllr Paul Ashdown</b> - Lowestoft Community Forum <b>Danny Steel</b> – Lowestoft Vision <b>Emma Butler Smith</b> – Cultural Leadership Group <b>Genevieve Christie</b> – Cultural Leadership Group <b>Hayley Mace</b> – NALEP <b>Jennifer Cushion</b> – Suffolk Chamber of Commerce <b>Karen Barclay</b> – BiTC <b>Keith Moore</b> – Environment Agency <b>Keith Winpenny</b> – CEFAS <b>Paul Ager</b> - ABP <b>Peter Aldous</b> – MP <b>Phil Aves</b> – Lowestoft Rising <b>Steve Hodger</b> – Scottish Power Renewables <b>Stuart Rimmer</b> – East Coast College	<b>Amanda Ankin</b> – Suffolk Chamber of Commerce <b>Colin Davies</b> – Marks and Spencer <b>David Carlin</b> – CEFAS <b>Julia Nix</b> – DWP <b>Nick Gowrley</b> – Suffolk County Council
Attendees (Officers/Speakers)	Apologies (Officers)
<b>Darren Newman</b> – East Suffolk Council <b>Karen Staples</b> – East Suffolk Council <b>Gary Bellward</b> – East Suffolk Council <b>Paul Wood</b> – East Suffolk Council <b>Richard Best</b> – East Suffolk Council <b>Andrew Jarvis</b> – East Suffolk Council <b>Benjamin Porter</b> – East Suffolk Council <b>Emma Bloom</b> – East Suffolk Council <b>Kerry Blair</b> – East Suffolk Council <b>Nicole Rickard</b> – East Suffolk Council <b>Phil Harris</b> – East Suffolk Council <b>Philip Ridley</b> – East Suffolk Council <b>Sue Roper</b> – Suffolk County Council <b>Graeme Mateer</b> - Suffolk County Council <b>Shona Bendix</b> – Lowestoft Town Council Guest speaker: Stephanie Beggs	<b>Jason Benham</b> – BiTC

	Description	Lead
1	<b>Welcome &amp; Introductions</b>	Stephen Javes
2	<b>Update on the response to COVID-19</b> East Suffolk Council's Economic Development team have been involved in the LEP recovery plan which local authorities in the region feed into. The recovery plan is intended to look at measures to address lockdown and reduce economic impact. The plan is based on the three R's; response, restart and rebuild.  The <b>response</b> phase analysed what happened during COVID-19 and how local authorities responded to this. We are currently in the <b>restart</b> phase, and are looking at how we support the	Paul Wood

	<p>safe reopening of businesses and retail. The <b>rebuild</b> phase will be the long-term objectives for recovery of COVID-19.</p> <p>A Suffolk recovery group has been established which feeds its outcomes to the LEP. A number of additional sector groups will be established by the LEP for the Suffolk area. The East Suffolk recovery framework for COVID-19 is currently in development, influenced by the LEP and Suffolk County Council, and lined to the East Suffolk growth plan. Since the outbreak of COVID-19, a number of surveys have been conducted to understand the impact of the pandemic on the local economy, with local businesses and various sectors feeding directly into this.</p> <p>The Economic Development team have also been working on Grant programmes. To date, £5.8m has been directed to businesses within East Suffolk. The team are now on the Discretionary Grant programme stage, to date we have received over 200 applications for this grant – a majority of these applicants are SMES. Alongside this, the team are also working on the Safer Towns Fund which has proved to be quite challenging. Lowestoft Town Council will be involved in this process and have been asked how to procure the items required for High Street's to recover. The funding can be used to develop plans and campaigns, and produce public information points to make High Street adaptations.</p> <p>The People and Places work continues and will be providing information on guidance for towns.</p> <p>Finally, a COVID-19 secure working party been set up within East Suffolk Council which is reviewing the risks across all of our service areas, drawing up and how we can mitigate against this.</p> <p><b>Communities Update</b></p> <p>The Communities team, executing Home but Not Alone, were initially dealing with up to 40 callouts per day in the peak of the pandemic. We are pleased to report that this has now dropped to 10-15.</p> <p>To date, 1100 calls have been conducted, and we have strengthened our support network by working in partnership with local volunteer groups such as church groups, existing community groups, and new groups. We are now looking at longer term solutions for a volunteer network.</p> <p>Todd Sullivan has stepped down from the Mental Health Advisor role. Phil and Emma Ratzer will remain as mental health ambassadors and advocate this on the Place Board.</p> <p>Nicole thanked Phil and the Communities team for their work during the pandemic. East Suffolk Council are fortunate to have a good relationship with the Clinical Commissioning Group (CCG) who have been asking patients to contact them about symptoms and ask how they are managing their conditions. The CCG have also been asking patients whether they are feeling isolated, have access to support, and if they are receiving their medication.</p> <p>It was noted that Nicole has been working closely with other Suffolk Partners to proactively target vulnerable people in case they were missed in the Home but not Alone Scheme. Post COVID-19 we need to ensure that the good work is carried on through Good Neighbour Schemes.</p> <p><b>Comments:</b></p> <p>Cllr Ben Falat: Noted that he had been informed today that Sentinel Leisure Trust have issued 137 Lay-Off notices to their employees, and asked if some clarification be provided? Kerry Blair was not aware of this, and will follow this up.</p>	Phil Aves
3	<p><b>Inclusive growth and population challenges</b></p> <p>East Coast College have been looking into how the Place Board could address the workforce and population challenges within Lowestoft.</p> <p>There are a number of suggested approaches:</p>	Stuart Rimmer

- Collaboration between businesses (large and small) and education providers is important to deliver a more highly skilled workforce.
- Ensuring everyone has access to high quality education and skills provision in order to reach their potential. Places should also consider how they might provide additional support to young people to help them access traineeships or apprenticeships so that they can access and progress in work, especially for those young people at risk of leaving schools and being NEET (not in education or employment or training).
- Using evidence (including that from the New Anglia Skills Advisory Panel) to identify challenges that local people face and coordinate strategies for how people can be supported locally to meet labour market needs in a way that complements existing skills initiatives and funding streams.
- Getting local people qualified to level 3, and build skills around English, maths and digital will help people to access and progress in work. Increase the resilience of the town to mitigate and adapt to the current and future impact of climate change

Following a SWOT analysis, the Place Board agreed to the following, which have been used to assess the individual project proposals for the Town Investment Plan:

- To provide facilities, employment land and premises to capitalise on the continued investment in the offshore renewable's, engineering, maritime and science sectors
- To transform the retail core of the town centre and seafront to increase footfall to grow the economy and provide social space for the community and visitors
- Deliver quality, sustainable, and mixed tenure range of housing stock, future proofing housing demand
- To Invest in infrastructure to meet requirements, that attracts private sector investment whilst retaining and growing businesses
- To secure long term, higher skilled jobs that raise aspiration and increase opportunities
- To provide a town which retains and attracts younger people to work and live
- To capitalise on the town's heritage and cultural assets, enhancing the offer for the future, driving economic growth and to enable community cohesion
- To improve digital infrastructure for current and future generations
- To encourage active and sustainable methods of transport that improve connectivity, reduce journey times, increase footfall, increase physical activity, and attract investment
- Secure long term sustainable delivery of an events and cultural programme which act as a catalyst for investment

We may need to investigate the number of fast skilled growth jobs post COVID-19 as we are still uncertain what impact the pandemic has had on the employment sector. We need to be conscious how we take agenda forward - how as a place board can we encourage more sector working through mentoring, apprenticeships and young peoples access to the job market, and protect these *if* companies decide they need to make cost savings.

Regeneration of the high street – we will need look at what disposable income is available in terms of household spend. Whilst we are looking at regeneration, we also need to be conscious of low social mobility.

#### **Comments:**

The group asked how, as a place board, could we encourage more sector working around mentoring, apprenticeships and young peoples access to the job market? It was noted that BITC are looking into this.

Steve Hodger asked Stuart how we strengthen bids in Lowestoft to ensure that these projects have added value? Stuart advised that SEN should be a separate theme, especially with large volume of SEN students in the area. The data has shown that, as a town, educational attainment is significantly below where we should be with regards to key stage 2, which is a critical age for onward learning. What can we do to turn that data around? What is the most critical stage? It

	<p>depends on who you ask – there is still intervention work we could do, especially around local and national industrial strategies.</p> <p>Sue Roper noted that education is really important and will be more so following pandemic. Sue is aware that reports state 200 plus young people in all Suffolk have dropped out of education and training since start of lockdown, prospects for apprenticeships are dire and the voluntary organisations which support young people are in need themselves. So this adds another layer of challenge to inclusive growth.</p> <p>Steve Hodger: We are pleased to announce that Scottish Power Renewables will be advertising for two new apprentices this week.</p>	
4	<p><b>Government Update</b></p> <ul style="list-style-type: none"> <li>• <b>Towns Fund guidance was released 16<sup>th</sup> June</b></li> <li>• The funding for the Town Investment Plan will be capital and not revenue however this does not mean that we can't ask for some revenue costs, but the ask will have to be robust.</li> <li>• Stephanie Beggs has joined the Cites &amp; Town Growth Units has been appointed our project lead</li> <li>• Town Fund guidance is now due week commencing 15<sup>th</sup> June 2019</li> <li>• The government has appointed their consultant who will be providing support on the Town Investment Plan to the 101 successful towns</li> <li>• There will be three cohorts of submissions which will be spread across this financial year (July, October &amp; March), our ambition is to submit in October.</li> <li>• We created a project template for project submissions. This project form went to all board members, key stakeholders, and members of the working group. We made sure that we produced a standardised project form to ensure continuity throughout and to make it easier to score the projects. We have prioritised the projects that have been submitted because they need to meet the criteria and objectives listed within the Town Investment Plan prospectus.</li> <li>• It will take up to 12 months from the time the projects are agreed, to develop full, detailed business cases to secure the funding.</li> </ul>	Karen Staples
5	<p><b>Project Scoring</b></p> <p>37 projects have been submitted to date by the project board, with each project categorised within the <b>5 Themes</b> of the Investment Plan –</p> <ol style="list-style-type: none"> <li>1. <b>Employment, enterprise and skills</b></li> <li>2. <b>Transforming our town centre; retail and leisure</b></li> <li>3. <b>Celebrating our culture and heritage</b></li> <li>4. <b>Living your life in Lowestoft</b></li> <li>5. <b>Collaboration and connecting</b></li> </ol> <p>There is a need for a prioritisation process to ensure quality and relevance, and to identify projects which will have the biggest impact for Lowestoft. It has been important to understand and collate key information on each project prior to inclusion.</p> <p>The project form included questions that covered the Project Overview &amp; Justification, Priority Themes, Strategies &amp; Local Policy, Economic Impact and wider benefits, Studies and feasibility, Timeframe, Costs &amp; Funding considerations, Environmental Considerations and the “ask” from the investment plan.</p> <p>All submitted projects have been assessed across 4 different categories with a maximum of <b>15points</b> each:</p> <ul style="list-style-type: none"> <li>- <b>Strategic Fit</b> (<i>How the project fits within Governments prospectus, the Place Board Objectives, and other relevant policies &amp; strategies</i>)</li> <li>- <b>Deliverability</b> (<i>How “Project Ready” is the submission, what are the key challenges and what do we not yet know?</i>)</li> </ul>	Gary Bellward

- **Economic Output** (*What will the project achieve when completed*)
- **Social Value** (*Impact on Inclusive Growth, Skills, Environment, Youth retention etc.*)

Each of the categories have been weighted to reflect their importance within the matrix:

- **Strategic Fit** **X3**
- **Deliverability** **X1**
- **Economic Output** **X3**
- **Social Value** **X2**

A list of projects shortlisted for inclusion of the investment plan are listed within the presentation.

The scoring matrix used the following to score the projects and determine their score through this shown below:

## SCORING MATRIX

STRATEGIC FIT	DELIVERABILITY	ECONOMIC OUTPUTS	SOCIAL VALUE
<ul style="list-style-type: none"> <li>• Thematic Priorities</li> <li>• Place Board Objectives</li> <li>• Compliance with Vision</li> <li>• Within the Local Plan</li> <li>• LEP Objectives</li> <li>• Enabling other projects</li> <li>• Addresses market failure</li> </ul>	<ul style="list-style-type: none"> <li>• Project Readiness</li> <li>• Costings</li> <li>• Funding Options</li> <li>• Public Investment</li> <li>• Asset Ownership</li> <li>• Conflicts</li> </ul>	<ul style="list-style-type: none"> <li>• Private Sector Investment</li> <li>• Job Creation</li> <li>• Business Creation/Growth</li> <li>• Dwellings Created</li> <li>• Land Regenerated</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental Impact</li> <li>• Skills/NVQ Level</li> <li>• Business Support</li> <li>• Inclusive Growth</li> <li>• Additionality</li> </ul>

## EXISTING PROJECTS & POLICES

**Projects which will feature in the Investment Plan but not scored:**

- Third River Crossing
- East Point Pavilion
- Jubilee Chalets
- Development of former Post Office
- Stanley Road Housing Development
- Heritage Action Zone

**Policies which have also been submitted to form part of strategy:**

- Cycle Strategy
- Green Infrastructure

The flood risk management project has been scored highest as it supports the development all projects within the investment plan, it shares the same outputs as other scored projects, secures future Investment and the project will enable the town and community to be climate-ready now and in the future. Without the delivery of the project, Lowestoft will remain at significant flood risk.

- *A small number of projects have been excluded as they didn't fit the criteria within the matrix or the objectives agreed by the Place Board*

## Key Outputs

Not all the outputs in the investment plan will be an ask to secure funding, for example the enterprise zone reallocation doesn't require funding, it's a change in policy.

- Increase the resilience of the town to mitigate and adapt to the current and future impact of climate change
- To provide facilities, employment land and premises to capitalise on the continued investment in the offshore renewable's, engineering, maritime and science sectors – 84Ha of land regenerated
- To transform the retail core of the town centre and seafront to increase footfall to grow the economy and provide social space for the community and visitors

	<ul style="list-style-type: none"> <li>- Delivering 1500 quality, sustainable, and mixed tenure range of housing stock, future proofing housing demand</li> <li>- To Invest in infrastructure to meet requirements, that attract £320 million of private sector investment whilst retaining and growing businesses</li> <li>- To secure over 2500 long-term jobs, including those higher skilled jobs to raise aspiration and increase opportunities</li> </ul>	
6	<p><b>Project timeframe</b></p> <p>Thinking places, who were introduced to the Place Board at the last meeting, are a critical friend to the Town Investment Plan. They will continue to provide us with support as to how we can improve and pose questions to MHCLG that we may not have thought about ourselves.</p> <p>The proposal will have to go to full council. This will only happen once we have received our Towns Deal from government. We will have to get into negotiations regarding our deal and have a heads of terms signed and once we are at this stage it will go to full council to agree with the we accept this amount of money. Cllr Craig Rivett and ESC Strategic Director Andy Jarvis, have delegated authority to sign off the Town Investment Plan so it doesn't require cabinet approval.</p> <p>We will develop a funding Matrix to support the scoring Matrix to identify any potential funding available and gaps in funding.</p> <p>One of the most attractive things we would like to present to government is our belief that there is an opportunity to attract up to £320m additional investment. This will also be supported by the number of skilled jobs we would attract, complimenting East Coast College's agenda. Our ask at present for the Town Investment Plan is £66m. £46m would be allocated to the tidal barrier. We would also like to reallocate 7Ha of land from enterprise zone sites and reintroduce the business rate relief scheme until 2025 to allow growth within these sites.</p> <p><b>Next steps</b></p> <ul style="list-style-type: none"> <li>- Critical friend review of proposed Investment Plan (<b>July-August</b>)</li> <li>- Share draft Investment Plan for comment (<b>August</b>)</li> <li>- Endorsement of final Town Investment Plan (<b>19<sup>th</sup> September</b>)</li> <li>- Submit investment plan (<b>31<sup>st</sup> October</b>)</li> <li>- Negotiation on town's deal element of the Town Investment Plan (<b>TBC</b>)</li> </ul> <p><b>Comments:</b></p> <p>Karen Barclay advised that Lord Bassam and Dame Valentine have offered to review of any drafts of plans prior to submission. Members of the BITC have also extended their support.</p> <p>The Chair asked the board if anyone had any concerns about scoring. No objections were noted.</p>	Darren Newman
7	<p><b>BITC update</b></p> <p>Jason Benham has been successful in progressing apprenticeship opportunities, and has been working through BITC to determine funding. There are discussions coming in the coming weeks regarding the ambassadors group. We will need a wider network of stakeholders to promote the good work external to the board, to ensure that investors know what a wonderful town Lowestoft will be.</p> <p>BiTC business support network is working to help with match funding for projects.</p> <p>The flood resilience and defence schemes BiTC are supporting and also looking at the Zurich Community flood defence work.</p> <p>Anglian Water positive difference fund will launch this week, with grants of up to £5000 available to community organisations. Karen will circulate more details on this.</p>	Karen Barclay
8	<b>AOB</b>	All

	None noted. Meeting was closed by Chair.	
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