

# Lowestoft Place Board – Agenda

13<sup>th</sup> October 2020, 10:00-12:00 | Virtual



Attendees (Board)	Apologies (Board)
Stephen Javes – Chair Cllr Craig Rivett – East Suffolk Council Cllr Nick Gowrley – Suffolk County Council Cllr Paul Ashdown - Lowestoft Community Forum Cllr Alan Green – Lowestoft Town Council Colin Davies – Marks and Spencer Danny Steel – Lowestoft Vision Jennifer Cushion - Suffolk Chamber (Lowestoft and Waveney) Karen Barclay – Anglian Water (& BiTC) Keith Moore – Environment Agency Paul Ager – Associated British Ports Peter Aldous – MP Phil Aves – Lowestoft Rising	Mary Scales MBE - Department of Work and Pensions Amanda Ankin – Suffolk Chamber Genevieve Christie – FlipSide Cllr Keith Patience – Lowestoft Town Council Stuart Rimmer – East Coast College Steve Hodger – Scottish Power Renewables Hayley Mace – New Anglia Local Enterprise Partnership David Carlin – CEFAS Emma Butler Smith – Marina Theatre Cllr Ben Falat –Parish Councils representative
Attendees (Officers/Speakers)	Apologies (Officers)
Darren Newman – East Suffolk Council Karen Staples – East Suffolk Council Andrew Jarvis – East Suffolk Council Kerry Blair – East Suffolk Council Bryn Griffiths – Suffolk County Council Mark Ash – Suffolk County Council Paul Wood – East Suffolk Council Philip Ridley – East Suffolk Council Sarah Foote – Lowestoft Town Council Jason Benham – BiTC	Shona Bendix – Lowestoft Town Council Stephanie Beggs - Cities & Local Growth Unit Nicole Rickard – East Suffolk Council

	Description	Lead
1	<b>Welcome and approval of previous meeting minutes</b> Chair asked anyone to declare any conflicts of interest – none raised. Chair asked board if there were any comments regarding the last minutes – no comments received. Minutes were signed off.	Stephen Javes
2	<b>Actions from previous meeting</b> <ul style="list-style-type: none"> <li>Phil Aves to monitor homelessness situation and report back at next Board  <i>We haven't seen the numbers of people being evicted by landlords as the scheme is still in place. The two rough sleepers that were living on the high street have now moved to Essex. As far as we are aware Lowestoft has no rough sleepers, but there are still a few tents around Lowestoft. The 8 bed unit to house the homeless is now full, so the system is working, and we have secured some funding to build an additional 7 bed unit. We have also submitted a bid to the Home Office for additional support.</i> </li> <li>Place board members to contact Stuart Rimmer (East Coast College) to discuss work placement opportunities – <i>The Chair reminded the Board of this ask.</i> Paul Ager advised that he has been in touch with East Coast College with regards to opportunities at ABP. Cllr Nick Gowrley has also sent links to the ESC team offline regarding Suffolk County Council opportunities.</li> <li>Peter Aldous noted the lack of available Covid testing and offered to take this up with Government – <i>the availability of testing seems to have eased, and there is a recognition from</i></li> </ul>	Stephen Javes

	<p><i>Government that the local test and trace is working well.</i></p> <ul style="list-style-type: none"> <li>Board to provide feedback to DN and SJ on the investment plan by the 18th September – <i>completed, with a great deal of interest and comments received, especially surrounding the marine science campus.</i></li> </ul>	
<b>3</b>	<p><b>Conflicts of interest</b> Addressed in item 1.</p>	Stephen Javes
<b>4</b>	<p><b>Town Investment Plan</b> Darren Newman presented recommendations for the Town Investment Plan to the Board.</p> <p>The project team received positive comments regarding the information we provided at the last meeting for the TIP. It was acknowledged that our plan perhaps focused too much on the criteria Government set out and neglected to let the story flow. The recommendations for improving the TIP included:</p> <ul style="list-style-type: none"> <li>Provide more information on the visitor economy</li> <li>Ensuring the marine Science campus is better woven into the document.</li> <li>Ensure there are skills outputs and interventions within projects</li> <li>Provide links to Sizewell and opportunities within oil &amp; gas</li> <li>More Information on the Gull Wing</li> <li><b>The Golden Thread / storytelling</b></li> <li>Further information around cultural challenges</li> <li>Highlight development in the wider area</li> <li>Use more visual information on policy and strategy</li> </ul> <p>Lord Steve Bassom, Director of Place - Business in the Community, was very complimentary of our proposals, and felt that the priority intervention list, especially Station Quarter, bound the projects together well. Again, similar recommendations were made including:</p> <ul style="list-style-type: none"> <li>Including more details regarding future community engagement</li> <li>Regional support of the business cases</li> <li>More clarity in overarching vision</li> <li><b>Storytelling</b></li> <li>Skills and levelling up</li> <li>Need to highlight other investment (especially private sector)</li> </ul> <p>Given the proximity of Lowestoft and Great Yarmouth who are both bidding for the Towns Fund, MHCLG (Ministry of Housing, Communities and Local Government) have made it clear they do not want to see any towns competing against each other with regards to port operation and energy sector. Peter Aldous noted that Great Yarmouth and Lowestoft have very different port operations and Lowestoft has an advantage with regards to the Sizewell C development.</p> <p>Paul Ager agreed that the port operations are different but could understand the concerns from afar regarding competition and agreed that we should work together with Great Yarmouth where possible. Lowestoft Port has a very strong role to play in Sizewell C if it happens, and ABP can offer strong support and opportunities for this. With the port masterplan, Sizewell C and offshore energy, there is a lot of interest in the Port. Paul advised that he would be happy to share additional information outside of the meeting.</p> <p>Darren advised that following the comments received, we would state in the TIP that Lowestoft will work to promote the regions energy sector, and the links with Great Yarmouth will be more a promotional item acknowledging that we can work in partnership with them as opposed to competing.</p> <p>Karen Staples noted that within the TIP we have tried to ensure the narrative makes it clear as to what strengths Lowestoft could contribute, but acknowledges that we would work in partnership with Great Yarmouth, and the offers are complementary.</p>	Darren Newman / Karen Staples

	<p>Darren then presented the updates to the TIP context to the Board, and how it will be delivered and governed covering:</p> <ul style="list-style-type: none"> <li>• Development of business cases</li> <li>• Delivery of projects</li> <li>• Review of investment plan</li> </ul> <p>The next steps for the TIP will be:</p> <ul style="list-style-type: none"> <li>• Complete design and proofread</li> <li>• Send final copy to members</li> <li>• Submit (19th – 23<sup>rd</sup> October)</li> </ul> <p>Government have announced that Cohort 2 can be delivered in 1 of 2 stages – Cohort 2A (October delivery) or Cohort 2B (December delivery). We still intend to submit in October and are confident of our progress.</p> <p>The Chair proposed that the board approve the investment plan with the changes detailed which the Board agreed.</p> <p><b>Action:</b> Darren Newman to send Board members a final copy of the TIP.</p>	
5	<p><b>Place branding (including investment plan branding)</b></p> <p>A place board steering group was set up to work on the branding with thinkingplace including Phil Aves, Karen Barclay, Genevieve Christie, Phil Harris, Marie Webster-Fitch, Jason Benham, Karen Staples and Gabriella Fox.</p> <p>Karen went through the presentation and imagery. Our tagline, The Leading Light, was developed through our position as the UK's most Easterly Town, will be used to show us as innovators. The Lowestoft place branding has been developed to mirror the key themes and assets we have within Lowestoft such as the wind, sea, energy and being the first place to see the first light. This is reflected throughout the place making work and will be seen throughout the storybook, toolkit, place branding, visual language and photography.</p> <p>Karen showed that the branding is versatile and can be adapted to reflect our needs – such as changing the shapes and colours to reflect the energy or tourism sectors.</p> <p>As part of this process we needed to capture the elements of the place that reflect Lowestoft which meant embarking on a photography project. The consultants on this work provided us with a renowned photographer Steve Brown who has worked on many TV, location shoots and product branding photography along with thinkingplaces' Creative Director Peter Anderson. This encompassed a 2 day on site photography programme in which we took photos of key assets throughout the town which related to the story. We will be continually adding to this library of photography so that stakeholders will have access to a wide range of photography to use as part of their Lowestoft brand.</p> <p>The next steps in our Lowestoft Place Making work are:</p> <ul style="list-style-type: none"> <li>• 21st October - launch the place brand at the Lead Ambassador Meeting – <b>please hold in diaries 10-11am.</b></li> <li>• 26th November - launch of the place story this will be to introduce the story and promote to internal and external stakeholders providing a real Opportunity to sell Lowestoft to an external audience. We will be looking for local speakers to help us in the presentation.</li> <li>• December - masterclass of the place branding, date TBC</li> <li>• Jan/Feb 2021- 2nd ambassador event</li> </ul> <p>Karen noted that we have had a good response from the Lowestoft Journal have reported on our bid several times. However, we don't want to exhaust this and keep reporting as whilst we have bid in for £24.9m, we don't know if we will secure this amount. It was acknowledged that at this time we would not do any further press releases until we have more firm information.</p>	Darren Newman / Karen Staples

	<p>Our intentions are to go back and inform the community through our ambassador network and events, website etc.</p> <p><b>Action:</b> If Place Board members would like to use the brand, if you could provide Karen or Gabriella with the contact details of the people in your organisation we need to work with we would be most grateful.</p> <p>Through the ambassadors and the place board we will start with the targeted place promotion</p> <p>We are looking at local voices to present at the launch and the visuals – it will be scripted but would be grateful for volunteers to present.</p> <p>Business case development phase from next year once we have heard what funding we will receive.</p>	
<b>6</b>	<p><b>COVID-19 actions and updates</b></p> <p>We are still in a medium risk area for now, and we can reinstate Home but not Alone immediately if necessary. Those who were identified as needing to shield have not been asked to go back into shielding. However, if this is the case ESC will have to cover the cost of food parcels as Government have not provided an additional grant for this.</p> <p>670 parcels were requested in September compared to 400 in August – there was a clear increase once the schools went back and the vouchers stopped. We are now working on a citizen supermarket in Bevan Street East, and community pantries.</p> <p>With regards to volunteers, we had relied on college and ESC staff, but many have returned to their roles.</p> <p>Life of Lowestoft was launched on 15<sup>th</sup> September, with huge press interest. It will now be shown in schools and will be followed by a question and answer session to help engage young people in their town and local history.</p> <p>The Chair advised Phil if he needs volunteers for the Covid response, to contact the Place Board to see what support members could provide.</p>	Phil Aves
<b>7</b>	<p><b>Any other business</b></p> <p>The Chair suggested that the Place Board now move to quarterly meetings, with the next meeting in January, which was adopted by the Board. The Chair wanted to thank everyone for their involvement to date with the development of the TIP.</p> <p>Meeting was closed by the Chair.</p>	