



Cleator Moor Town Deal Board

Minutes of Board Meeting held on Tuesday 20 October 2020 at 10am

1. Meeting Protocol

All participants were reminded of the virtual meeting protocol, to remain on mute unless speaking and to use the 'hand up' function to indicate a wish to speak.

2. Attendances and Apologies

In attendance

Board Members

- Kayleigh Daniels – Chair – REACT Engineering
- Bob Metcalfe – Vice Chair – Regen North East Copeland
- Oliver Dorgan – Deputy for Trudy Harrison – Parliament Assistant
- Corrine Watson – Deputy for Jo Lappin – Cumbria LEP
- Joanne Crowe – Operations Manager, Phoenix Enterprise Centre
- John Murphy – Chairman, Cleator Moor Celtic
- Paul Rowe – Project Manager, Phoenix Enterprise Centre
- Jim Youdale – Deputy for Rev Nicki Pennington – Faith Representative
- John Bamforth - Finance Director, Brannan & Sons Ltd
- Jo Martin - Head of Energy & Funding, BEC
- James Varah - Operations Manager, Home Group
- Cllr Frank Morgan – Cumbria County Council

Also Present

- Gillian Elliott – Cumbria County Council
- Michael Barry – Cumbria County Council
- Suzanne Cooper – Cumbria County Council
- Eleanor Farrell – Cumbria County Council
- Lauren Newby – Hatch Associates
- Julie Routledge - DWP
- Naomi Hollows – BEIS
- Damien Morris – ACT
- Marc Watterson – ARUP

- Mark Foster - OPEN
- Pat Graham – Chief Executive – Copeland BC
- Sarah Mitchell– Copeland BC
- Diane Ward– Copeland BC
- Stephanie Shaw– Copeland BC
- Clive Willoughby– Copeland BC
- Rose Blaney– Copeland BC

Apologies:

Apologies were received from Jo Lappin, Mark Telford and Hugh Branney

3. Minutes of the Meetings held on 29th September & 6th October 2020

There were no comments made on the minutes.

AGREED: – That the minutes of the meetings held on 29th September & 6th October 2020 were unanimously agreed as a true record.

4. Board Governance - Temporary SME representative

Following a brief discussion, David Farrell (a small business owner from Moor Sports) was nominated by Bob Metcalfe (Vice Chair) and seconded by Paul Rowe to join as a temporary SME representative. A vote was taken to determine the Board's agreement and the result was eleven for and one abstention (due to technical issues and being unable to ascertain their vote).

AGREED: – That;

- a) David Farrell be contacted regarding being a temporary SME representative and should he agree,
- b) David Farrell be invited to sit on the Board at the next meeting

5. Declarations of Interest in Agenda Items

There were no Declarations of Interest made.

6. Project Prioritisation Sift 1 Report

An overview and update was given by Lauren Newby, Hatch Associates, on the Project Prioritisation Sift 1 Report. The main highlight was the creation of the 12 sub-theme grouped around common project ideas to facilitate concept development. This enabled the Board to focus on the concept form approach and roles for both support partners and Board

Members. The following discussion was to determine the Board Representative for each Intervention Theme's sub-theme group, with the below agreed, although each are available for review should it be needed.

- Local Transport
 - **Active and Sustainable Travel** – Cllr Frank Morgan & Bob Metcalfe
- Digital Connectivity
 - **Investing in enhanced connectivity** – Joe Martin, John Bamforth & Cllr Arthur Lamb
- Urban Regeneration, planning and land use
 - **Public Realm, Town Square and Building Use** – Joanne Crowe, Jim Youdale & Oliver Dorgan
 - **Housing** – James Varah & Cllr Frank Morgan
- Arts, Culture and Heritage
 - **Investment in sports infrastructure** – John Murphy & Cllr Michael Eldon
 - **Community Spaces** – Paul Rowe & Cllr Michael Eldon
 - **Arts & Culture** – David Farrell & Rev Nicki Pennington
 - **Tourism Development** – John Murphy & Joe Martin
- Skills Infrastructure
 - **UCLan Medical School** – Education/Health Representative & Oliver Dorgan
 - **Skills Hub** – Paul Rowe, Joanne Crowe & Mark Telford
- Enterprise Infrastructure
 - **Investment in existing and new incubator and grow on space** – Mark Telford, Bob Metcalfe & Joe Martin

During the discussion, there was clarification on the possible conflict of interest that had been brought up at the last meeting regarding James Varah's involvement with the Housing sub-theme group. It was clarified that there was no longer a conflict of interest as Home Group had been removed as the concept lead, this is now Copeland Borough Council.

It was also noted that should there be any other areas of interest for Board Members, other than the sub-themes that they are involved with, there will be opportunities to offer support and network with different groups and members. It was also noted that Active Cumbria would be involved as a support partner.

A vote was taken on the Project Prioritisation Sift 1 Report and the result was unanimous.

AGREED: – That;

- a) The Board would agree project removal where they are statutory, revenue or outside of the Town Deal boundary.
- b) The Board would note project groups under themes and sub-themes to aid concept development.
- c) The Board would agree Town Deal Board representatives against themes/sub-themes.

[James Varah left the meeting at 11:01 due to other commitments]

7. Town Investment Plan Design Concepts

An overview was given by Lauren Newby and Mark Foster (a consultant from OPEN) as to the design concepts and the reasons behind each decision. It was highlighted that while there may be a word limit, there is no limit as to the number of pages allowed, meaning that there can be numerous photos within the plan to highlight the town. Focusing on the idea that a picture can paint a thousand words, enabling the project to show the clear need for intervention.

It was noted that there is currently an ongoing competition within Cleator Moor – Past, Present and Future – that will help bring in more photos for the Plan design, as well as drone footage that had been gained. It was mentioned that the imagery should be more than just buildings or views, the photos chosen should also include people and show not only the beauty of the area but the reason for the Towns Fund Bid – the need for intervention. This is not a brochure.

Lauren highlighted that this was only the design concepts, so information such as road infrastructure and socio-economic narrative was not included at this moment in time and would be expanded on once more information is available. The current text is just a placeholder.

It was pointed out that the image on the current front page is of a Griffin rather than a Phoenix. Mark noted this point and agreed that this would be changed.

A main discussion point was on the colours chosen for the design. The colours chosen came from the One Town, Our Town logo which is based on the three sports team in Cleator Moor. Members felt as though the colours were fairly muted and not vibrant enough to capture the attention as well as showcase the energy of the town. A member mentioned that the team shouldn't constrain themselves to those three colours if they aren't going to highlight the town.

AGREED: – That OPEN will amend the image on the front of the design to a Phoenix and continue to work on the draft incorporating images once they are received and working on improving the vibrancy of the colours.

8. Engagement update by Hatch Associates and ACTION for Communities in Cumbria

Lauren provided the Board with an update, including the 23 consultations with partners and businesses to understand the need and opportunity, as well as informing the Board that a Phase 1 Stakeholder Report was going to be produced.

Damien Morris from ACT provided the Board with an update from the Information & Engagement sub-group which involves multiple people with the knowledge and expertise to involve as many different members of the community as possible. The update highlighted; Board member communication, Phoenix Youth Centre (plus part 2), comments from Gov.UK under Cleator Moor Towns Fund, Cleator Moor Chamber of Trade, the Past, Present & Future Competition and the seven Cleator Moor Facebook Groups.

[Corrine Watson left the meeting 11:28 due to other commitments]

The idea for a Cleator Moor Matters Newsletter has been expanded and created, as was a survey both online and with 500 hard copies printed and being distributed. An exhibition is also being created for the Phoenix Centre to highlight the Board and the work they are doing. A lot is being done to capture feedback and comments in as many ways as possible, whether via social media or in the less technical methods of the newsletter and exhibition.

The chair noted that there was an upcoming meeting of the sub-group that would cover some more recent comments from Facebook and the survey that had been found since the report was created. There had also been some clarification issued on the Towns Fund social media page regarding the key idea of speaking with one voice that encouraged more interaction.

It was noted that further engagement was being planned with the business community through the Chamber of Trade and Phoenix Enterprise Centre who had contact 30 businesses in their local area. Another point was the idea of looking into which businesses would be able to comment due to Covid-19, were they currently in business and would they still be in the future. This highlighted the importance of Broadband connectivity in being able to reach all businesses.

Also noted was the need to include considering the amount of financial deprivation there is in the area, as referenced in the vision, and the impact this may have on getting as many of the community as involved as possible, to enable those who wished to participate involved in the pipeline. It was confirmed that the concept form will make this tie-back as the purpose of the fund is economic growth and intervention. The updated socio-economic draft also highlights this, as well as the integrated nature of the project and community engagement.

AGREED: – That the Information and Engagement sub-group will keep the board informed of their progress and if there needs to be any further help from the Board to encourage engagement.

[John Murphy and Oliver Dorgan left the meeting at 11:53]

A question was raised as to whether the Accelerated Funding Projects should be an item on the next agenda, however, due to times constraints, it was suggested that another separate meeting be set up in the following few weeks.

It was noted that, as the next meeting is a key milestone in selecting the short listed projects that the length of the meeting should be extended from one and a half hours. The Chair will

work with the team to organise this. The work programme was also highlighted to give members a clear idea on the key dates for the Towns Fund, the submission date for the Plan being 31st January 2021, so the next three weeks will be key in keeping on track.

9. Date and Time of Next Meeting

The next Cleator Moor Towns Fund Board Meeting will take place on Tuesday 1st December 2020 at 10am via virtual meeting.

Meeting closed at 11:55am