

MILLOM TOWN DEAL BOARD

AGENDA

Venue: This meeting will be a virtual meeting

Date: Monday 28th September 2020

Time: 2pm

1. **Meeting protocol**
2. **Attendances and apologies for absence**
3. **Confirmation of Terms of Reference and previous minutes for publication – *papers attached***
4. **Declarations of interests in Agenda items**
5. **Presentation by Hatch Associates on Socio-Economic narrative**
6. **Draft Town Vision and Strategic Objectives – *paper attached***
For the Board to endorse both to go out to engagement
7. **Project Prioritisation Sift 1 Report – *paper attached***
For the Board to endorse the initial sift for concept development (noting that that the current engagement may add additional opportunities)
8. **Project Prioritisation Criteria – *paper attached***
For the Board to discuss and sign-off criteria to enable short-list evaluation
9. **Engagement update by Hatch Associates and ACTION for Communities in Cumbria**
10. **Programme update – paper attached**
11. **Date and time of next meeting: Monday 19th October 2020 @ 2pm**

Contacts:

Email: towns.fund@copeland.gov.uk

Website: <https://www.copeland.gov.uk/regeneration-projects>

TERMS OF REFERENCE FOR MILLOM TOWN DEAL BOARD

PURPOSE

The Millom Town Deal Board will be responsible for developing the vision, strategy and Town Investment Plan for Millom and Haverigg, in consultation and collaboration with the communities of Millom Town and Haverigg.

The Town Investment Plan will respond to the challenges and opportunities relevant to Millom and Haverigg in order to create and enhance a sustainable future for Millom Town and Haverigg, its communities, businesses and people.

It will operate as an advisory body to Copeland Borough Council, the Lead Council for the Millom Town Deal, helping to develop a clear programme of interventions which align with the objectives of the Towns Fund.

TOWN DEAL AREA

The Millom Town Deal will undertake its activities within the area set out in Appendix A. This embraces the Millom Town boundaries including both Millom Town and Haverigg.

Throughout the document and work references will be made to Millom to include this wider boundary in recognition of the benefits that will accrue in adjacent rural communities and back into the town. Any detailed reference will be made to Millom Town and Haverigg as required.

ROLES AND RESPONSIBILITIES

The Board will:

1. Complete an evidence review for Millom to ensure that the Town Investment Plan is fully evidential.
2. Complete a visioning exercise, building on existing plans, to ensure that a vision is developed, which is both ambitious and grounded in Millom, so that it is authentic and of place.
3. Develop the Millom Town Investment Plan, which outlines the actions that will be necessary to deliver transformatory change by increasing a range of identified issues relevant to the sustainability of the town and including economic growth, regenerating neighbourhoods, improving transport and digital (broadband and mobile) connectivity, health and wellbeing, developing skills and talent and strengthening the cultural offer.
4. Ensure that the Town Investment Plan aligns with District and County plans for the area, Cumbria's Local Industrial Strategy, Cumbria Infrastructure Plan and Town Council and other local partnership and partners relevant to Millom and support the Government's commitment to net zero greenhouse gas emissions by 2050.

5. Develop a programme of interventions to effectively deliver the Town Investment Plan, which are specific, measurable and fully costed.
6. Identify as relevant and support the commissioning of underpinning plans and interventions as the Town Investment Plan is implemented.
7. Develop responses to new and emerging government policy in relation to towns and the associated themes of the towns sustainability and wellbeing.
8. Identify emerging best practice from other Town Deals and town investment planning and ensure that this informs the future activities of the Board.
9. Develop a community engagement strategy that implements the priorities of the MyTown campaign alongside other local engagement methods available to the Town Deal Board.
10. Ensure complimentary with other Copeland and Cumbria Towns Deal and Future High Street Fund areas.

Investment

11. Identify planned public sector investments in Millom and ensure alignment opportunities are identified and implemented.
12. Identify planned private sector investments in Millom and ensure alignment opportunities are identified and implemented.
13. Support the lead council to ensure that the investment aspects of the Town Investment Plan are effectively delivered and that contingency arrangements are in place should any wider public or private sector investment not materialise.
14. Identify appropriate investment sources and develop proposals to access these.

Delivery and Co-ordination

15. Support Copeland Borough Council to develop investment guidance and appraisal mechanisms, which are compliant with the highest standards of public accountability.
16. Support Copeland Borough Council to develop effective appraisal and programme management arrangements.
17. Support the development of a project pipeline that effectively delivers the Millom Town Investment Plan.

Advocacy

18. Act as ambassadors in championing Millom as an excellent location to live, work and invest.
19. Ensure that the Millom community's voice is involved in responses to national, regional and local consultations, Select Committees, All Party Parliamentary Groups etc. on issues that are relevant to the Towns Deal initiative and the opportunities and challenges relevant to Millom.

Community Engagement

20. Implement the community engagement strategy ensuring that all communities have the opportunity to become involved in the Towns Deal.

Risk

21. Develop and oversee a risk register that identifies key relevant delivery risks and the necessary actions to mitigate these.

Standards and Compliance

22. Ensure that the Board and all of its members comply with Copeland Borough Council's policies on whistle-blowing, conflict of interest, complaints and other policies pertinent to the development and operation of the Town Deal and Board. Board members and co-optees will be expected to complete and sign a declaration of interest form before attending the Board Meetings after the first inaugural meeting.
23. Upholding the Seven Principles of Public Life (the Nolan Principles)

MEMBERSHIP

Appointment

Members of the Millom Town Deal Board will be appointed for a 1 year period in the first instance with a review following the submission of the investment plan in advance of a second year. The initial invitation to join the Board will be by Copeland Borough Council. MPs and representatives from private sector businesses will be invited in a personal capacity; whereas invitees from other bodies will attend in a representational capacity.

Membership

The membership of the Board is as follows:

- Private Sector Chair
- Member of Parliament for Copeland
- One Officer from the Cumbria Local Enterprise Partnership (CLEP)

Public Sector Representation x 5

- One local Councillor from Millom and Haverigg representing Copeland Borough Council, Lead Council
- One member of Copeland Local Committee representing Cumbria County Council
- One Town Councillor representing Millom Town Council
- One member from Millom School, public sector representation for education and skills (Representative of anchor institutions)
- One member of Millom Integrated Care Community, public sector representation for health (Representative of anchor institutions)

Private Sector Representation x 5

- One Large Business resident in Millom and Haverigg representative
- Two representatives from separate SME businesses resident in Millom and Haverigg
- One Social Housing representative from Home Group
- One Investment Organisation representative

Community Representative x 5

- One representative from the Community Regeneration Partnership embracing the Millom area
- One representative from a community umbrella group championing wellbeing in the Millom area
- One representative from sports and recreation facilities in the Millom area
- One representative from the youth sector
- One representative from the community

The initial list of Millom Town Deal Board members is attached at Appendix B and will be updated regularly as required. Profiles of Board Members will be published on Copeland Borough Council's website alongside Town Deal Board information.

Optional Co-optees

- To be determined by the Town Board during its work. The Town Board will agree the invitee and length of co-option. Co-optees are generally not full Board members and are expected to act more as advisers whilst adhering to the code of conduct and register of interest requirement. The Board can if required agree to a co-optee being considered as a full Board Member on appointment or at any time through their co-option. Any co-optee invite, term or agreement will be minuted from the Board.
- Millom Town Board have agreed to invite one full co-optee in Haverigg Prison and two advisory co-optees in the first instance to assist with the town investment planning phase. The advisory co-optees are Cumbria CVS and JobCentrePlus.

RESPONSIBILITY OF BOARD MEMBERS

Members will be expected to represent the views of their organisation / sector, whilst ensuring that any potential conflict of interest is effectively managed, and that the code of conduct and conflict of interest policies are adhered to at all times. During the meetings all members will be expected to operate in the best interests of Millom, its economy, its businesses and people.

CHAIR, VICE CHAIR

The Inaugural chair of the Millom Town Deal Board will be nominated by the Lead Authority and may or may not be endorsed by the Town Deal Board. The Millom Town Deal Board will invite nominations and vote on the position of Vice Chair. Both the Chair and Vice Chair roles will be reviewed as part of the first annual review of the Board and work of the Board and the election and term for future chair and vice chair will be confirmed at this point. The Chair will deal with any matters between meetings and be given delegated

QUORATE

The Millom Town Board will enforce a minimal quorate to ensure all sectors of the Community of Millom are represented. This quorate will be one representative from each of Community, Public and Private Representatives and the Chair or Vice Chair.

MEETINGS

Frequency

Formal Board meetings will take place on a bi-monthly basis. The Chair of the Millom Town Board will determine whether these need to occur more or less frequently as business determines. It is anticipated that during the development phase there will be both additional working Board meetings alongside focused workshops and task and finish groups. For the latter the Chair and/or Board will agree the arrangements, membership, scope and reporting as part of the decision to set them up.

Meeting Papers

The Secretariat function for the meeting will be undertaken by Copeland Borough Council as Lead Council or as agreed with the Chair. Meeting papers will be circulated at least 5 working days in advance of the meeting.

A note of the meeting will be produced by the secretariat and circulated publicly by Copeland Borough Council and through local communication routes as agreed with the Chair and/or Board. This will record the key points of discussion, decisions made and actions agreed. The note of the meeting will ordinarily be circulated in 14 working days, following agreement by the Chair. There will then be a 7 day response period for members to raise any issues with accuracy or content. The Board will be able to move a meeting into a confidential discussion with notes taken which will not be publicly available but circulated to Board Members and Copeland Borough Council as the lead authority. This confidentiality will need to be a unanimous decision by the Board members present.

Written Procedures

Occasionally, it may be necessary to seek the views of the Town Deal Board on an urgent basis, outside of the ordinary meeting cycle. In these circumstances a paper will be issued, which provides a minimum of 5 working days for a response.

Attendance Policy

All members will be expected to attend meetings, other than in exceptional circumstances. Those members acting a representative capacity may be able to nominate a Deputy to attend, subject to the agreement of the Chair. Any member failing to attend for three consecutive meetings will be invited to consider their ongoing membership of the Town Board.

Conduct

All members will be expected to operate in line with the Town Deal Board's Code of Conduct and in a professional, courteous and productive manner and in a way that is consistent with building consensus and fostering productive partnership working. Members who do not adhere to these standards will be invited, by the Chair, to consider their ongoing membership of the Town Deal Board.

Conflict of Interest

Although the Town Deal Board does not have decision making responsibilities, it does have significant responsibility in that it is an advisory body to Copeland Borough Council as Lead Council. It also has access to privileged information about future investment opportunities. It is therefore essential that any member who may have pecuniary or non-pecuniary benefit from any discussions in the Town Deal Board declare these in line with the Declaration of Interest policy.

Delegated Authority

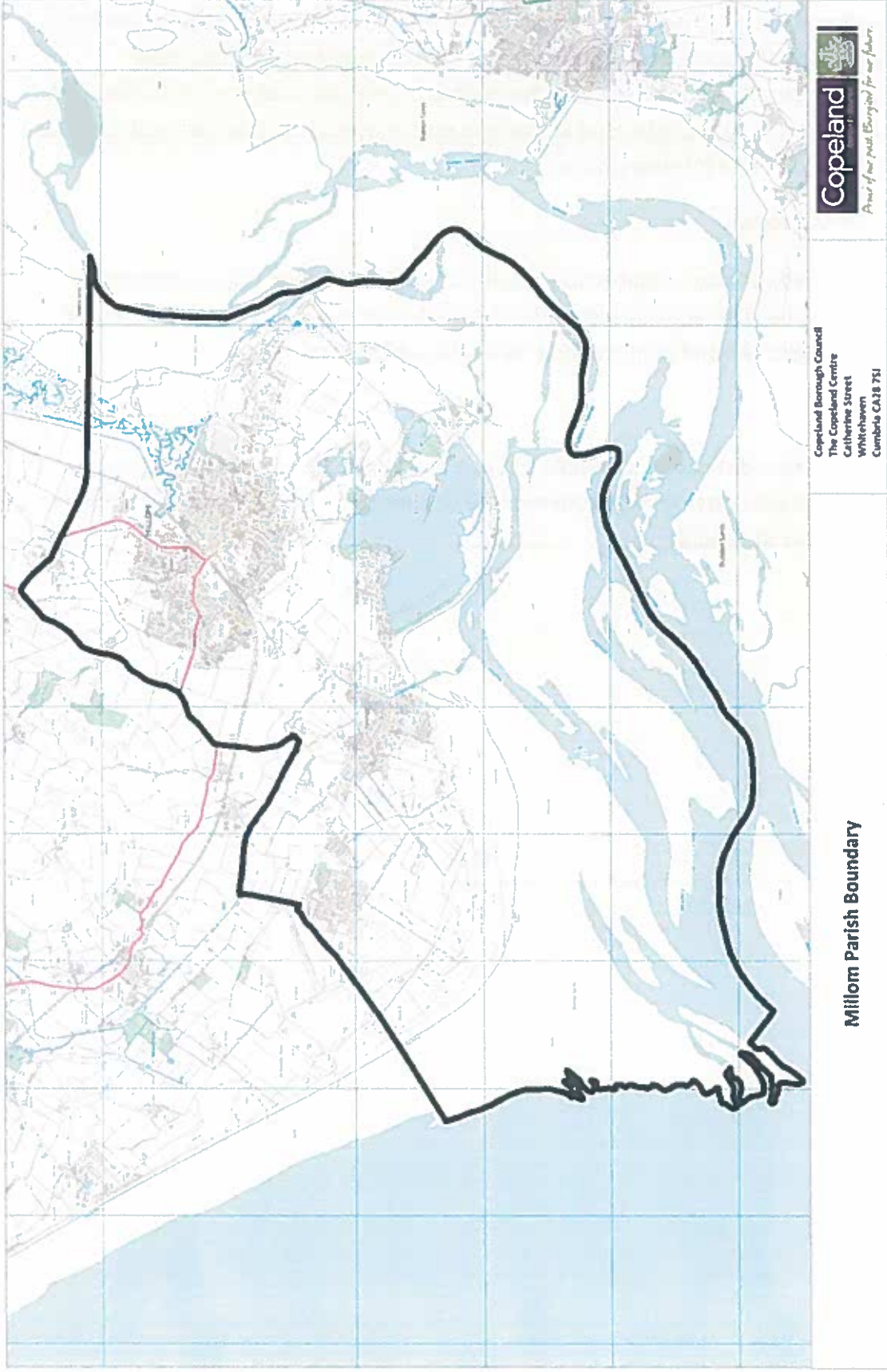
The Town Deal Board does not have any delegated financial authority, as project investment decisions are the responsibility of Copeland Borough Council. It may request and if approved by the Lead Authority be given delegated authority. The Town Deal Board will however have responsibility for supporting the development of the Investment Plan, projects, work programme etc. which will include local decision making on plan development, priorities and agreeing to the draft investment plan and implementation proposals and as such will need to adhere to the Declaration of Interest policy.

COLLABORATIVE WORKING

The Towns Deal Board will work collaboratively with all local bodies and organisations and with other Town Deal Boards across Cumbria to ensure that commonality of challenges and opportunities are identified and joint working takes place on shared issues.

ACCOUNTABILITY

The Towns Deal Board is directly accountable to Copeland Borough Council as the Lead Council. The Board is accountable to its communities and residents of the area in developing a bid that engages local stakeholders



Appendix B

Millom Town Deal Board Members

Private Sector Chair	Robert Morris-Eyton – Becksid Construction Ltd
MP	Trudy Harrison MP for Copeland
Cumbria LEP	Jo Lappin – CEO
Community Representation	
	David Savage – South Copeland Partnership Chair
	Jenny Brumby – Around the Combe Community Group
	Marion Giles – Millom Recreation Centre
	Youth – Esme Holliday/ Elliot Burrow
	<i>1 vacancy (Unit 3)</i>
Private Sector Representation	
	Gavin Towers – Director, As If By Magic Ltd
	Brian Patterson – Regeneration Manager, Home Group
	Jakki Moore – Owner and Director, The Beggar’s Theatre
	Tony Corcoran – Governor, HMP Haverigg Prison
	<i>1 vacancy</i>
Public Sector Representation	
Town Council	Cllr Angela Dixon – Millom Town Council & Mayor
Borough Council	Cllr Fee Wilson
County Council	Cllr Keith Hitchen
Health	Pauline Preston – Business & Transformation Manager Integrated Community Care
Education	Matthew Savidge – Head Teacher Millom School
Advisers & Co-optees	
BEIS	Sami Falou – Assistant Director, Area Lead – Cumbria, Cities & Local Growth Unit
Copeland BC	Mike Starkie – Elected Mayor/Mike Graham – Political assistant Sarah Mitchell – Economic Development Manager
County Council	Gillian Elliott – Copeland Area Manager
DWP	Elaine Herbert – Senior Partnership Manager

**Millom Town Fund Board
Inaugural Meeting Minutes
Millom Hub
Monday 27th January @ 3pm-5pm**

In Attendance:

- Chair: Jakki Moore (JM) - The Beggar's Theatre
- Leanne Bolger (LB) – Parliamentary Assistant (representing Trudy Harrison)
- Jo Lappin (JL) - Cumbria Local Enterprise Partnership
- Bob Kelly (BK) - South Copeland Partnership (standing in for David Savage)
- Jenny Brumby (JBr) - Around the Combe
- Marion Giles (MG) - Millom Recreation Centre
- Gavin Towers (GT) - As If By Magic Ltd
- Brian Patterson (BP) - Home Group
- Jonathan Miller (JM) - Tornado Wire
- Wayne Ruddy (WR) - Tornado Wire
- Cllr Angela Dixon (AD) - Millom Town Council
- Cllr Fee Wilson (FW) - Copeland BC
- Cllr Keith Hitchen (KH) - Cumbria County Council
- Pauline Preston (PP) - Morecambe Bay Hospital Trust, ICC
- Matt Savidge (MS) - Head Teacher Millom School
- Julie Betteridge (JB) - Director of Growth & Inclusive Communities, Copeland BC
- Sarah Mitchell (SM) Economic Development Manager, Copeland BC
- Gillian Elliott (GE) - Copeland Area Manager, Cumbria County Council
- Catherine Little (CL) - Support Officer, Copeland BC

1. Welcome/Introductions/Apologies
All Members of the Board were welcomed by the interim Chair Jakki Moore. Introductions were made and apologies noted.
2. Draft Terms of Reference
The Chair ran through the Draft Terms of Reference circulated prior to the Board meeting. Following discussion the key points were: <ul style="list-style-type: none"> • If decisions in relation to the Investment Plan need to go through the local authority committee process i.e. to Councils, Executives etc. the Board will need to detail out a work programme /plan with timescales that fit around the reporting schedules. • Following discussion in respect of the town boundary it was agreed that it should clearly state in the Purpose paragraph of the ToR's that the Millom Town Bid includes Haverigg and a copy of the boundary map should also be included in the ToR's.

- Following a request for clarification JB explained the Membership of the Board.
- It was agreed that for the Board meeting to be quorate (*having a sufficient number of members present to transact business*) there needs to be 1 representative from each sector (i.e. Community, Business, Public) and the Chair in attendance.
- It was also agreed that a Vice Chair should be included in the terms of reference and nominated at the next meeting.
- Following discussion the Board members agreed that future meetings would be held monthly at 2pm on Monday's, with Working Groups convened every two weeks or as required. There was agreement to including the ability to set up sub groups and task and finish groups within the terms of reference.
- It was agreed that the Board should look to set up a large employer sub group to include Sellafield Ltd and Haverigg Prison to discuss potential engagement activity.
- Jobcentre Plus (DWP) and Cumbria CVS have both expressed an interest in being considered part of the Board as support organisations.

Action: Discussion in respect of this was deferred to a future meeting.

- The #My Town Campaign platform is in place as a useful engagement tool

Action: JB to ask CBC communications to send out the inputs received for Millom on the link to the Board on a regular basis to assist in their activity

<https://mytown.communities.gov.uk/>

- JB advised that further guidance on the Town Deal process is expected from Government. This guidance should include further detail on the types of projects eligible for support, timelines for submitting and agreeing Town Investment Plans and guidelines on match funding.
- It was agreed that the Town Deal Board Chairs should meet to share best practise and the LEP has offered to facilitate this across the County across all Town Deal Boards.

Action: LEP to arrange meeting for all Town Board Chairs.

The ToR's were agreed with minor amends.

Action: JB to include the amendments. The final draft will be circulated to Members before the next Board meeting on 24th February 2020. (CL)

3. Draft Code of Conduct & Declaration Of Interest Policy

A draft Code of Conduct and Conflict of Interest Policy was circulated to Board Members prior to the meeting for review. The Board agreed the need for the policy and declaration and were happy to adopt the draft document recognising there were a few word changes to link the document to the Millom Town Deal Board.

Action: Board members present were asked to complete the form and return to Cath Little Catherine.little@copeland.gov.uk by **Monday 10th February 2020** (ALL)

It was agreed that nominated Deputies should also complete and return a form.

4. Town Fund Position update (Phase 1)

JB gave a Town Fund position update to the Board. The milestone of forming the Town Deal Board by the 31st January has been met.

JB advised the Board that £140k of capacity funding has been made available at this stage by the Ministry of Housing, Communities and Local Government (MHCLG) to support establishing the Millom Town Deal Board, develop the Town Deal Investment Plan and Business Case.

JB advised that Copeland BC would support any necessary procurement re the commissioning of Business Case development support. JB also identified the opportunity for the Board to consider taking on their own local development support in this town investment planning. Board members agreed this was a needed local resource. JB proposed that this worker would best be employed locally and suggested the Millom Town Council could be the local employer. Any local worker would be linked in to other development workers and organisations and would have access to both district and county council officers for support.

JB suggested that Copeland BC would bring a proposal to the next Board meeting in order to start mapping local area work needs. The Board were asked to send details of any projects already in train and further ideas to Chair.

Action: Ideas and linkages of local activity from all Board Members to Chair before the next meeting to supplement the checklist information.

Action: JB to send out draft job description for town regen post to support the Chair and Board in the town deal investment planning process.

5. Engagement Planning

Following discussion the Board agreed to consider the key stakeholders that the Board needs to engage with at what level this engagement needs to be.

Action: JB will initially populate the Key Stakeholder table/key in the draft Communication Strategy for further discussion at the next meeting.

6. Communications Approach & Plan

Copeland BC Communications Strategy template was circulated to the Board for review and discussion with a view to adopting the strategy approach and format.

Following discussion JB agreed to ask Andrew Clarke, Communication & Engagement Manager from Copeland BC to contact JM with regards to outlining a draft communications plan. It was agreed that the first communication from the Town Deal Board would be through the Chair with help from CBC comms manager.

The Board agreed to use the existing routes out to residents and other stakeholder groups including Around the Combe and through representatives on the Board liaising and reporting back to their constituent groupings. This will be detailed in the comms plan being drafted.

7. AOB

None

8. Future Meeting Dates

Next Board meetings: Monday 24th February 2020, 2pm at Millom Hub

Sub Group meeting: Monday 9th March 2pm at Millom Hub (provisional) - details to be confirmed at the next board meeting.

Millom Town Fund Board
Millom Hub
Monday 24th February @ 2pm-4pm

In Attendance:
Chair: Jakki Moore (JM) - The Beggar's Theatre
Vice Chair: Cllr Felicity Wilson (FW) - Copeland BC
Leanne Bolger (LB) – Parliamentary Assistant (representing Trudy Harrison)
David Savage (DS) - South Copeland Partnership (standing in for David Savage)
Jenny Brumby (JBr) - Around the Combe
Marion Giles (MG) - Millom Recreation Centre
Gavin Towers (GT) - As If By Magic Ltd
Brian Patterson (BP) - Home Group
Elsa Brailey (EB) – Home Group
Cllr Angela Dixon (AD) - Millom Town Council
Cllr Keith Hitchen (KH) - Cumbria County Council
Gillian Elliott (GE) - Copeland Area Manager, Cumbria County Council
Joined by Telecon
Julie Betteridge (JB) - Director of Growth & Inclusive Communities, Copeland BC

1. Welcome/Introductions/Apologies
<p>Apologies: Jo Lappin (JL) - Cumbria Local Enterprise Partnership Pauline Preston (PP) - Morecambe Bay Hospital Trust, ICC Matt Savidge (MS) - Head Teacher Millom School Catherine Little (CL) - Support Officer, Copeland BC</p>
2. Notes of last meeting
Notes from the 27 th January 2020 meeting were agreed
3. Actions from last meeting
<p>a) The Chair reminded all members Declarations of Interest must be submitted to the Board Secretary as a matter of urgency. The requirement of nominated deputies to complete declarations Cath can you clarify</p> <p>a) Final Draft Terms of Reference were agreed, and Board Members reminded to read all documents related to the Governance of the Board</p> <p>b) Nomination of Vice Chair One nomination Cllr Felicity Wilson proposed by Mrs. Jakki Moore and seconded by Cllr K Hitchen agreed by a majority of those present.</p>

4. Resources update

The Chair informed the Board that a Millom Town Regeneration Officer vacancy notice would go out after the Board meeting.

DS requested that the Board have access to copies of the job description.

It was proposed by AD and seconded by GT that the interview selection panel should include JM (Board chair) and AD (Millom Town Council chair)
Copeland BC will also be part of the panel.

5. Stakeholder Review

Board Members showed a great depth of understanding of the task ahead and an enthusiasm to achieve the best outcome for the Community of Millom and Haverigg.

A number of very positive ideas were discussed around how the Board can work together to develop the priorities and ensure we have a feasible framework and the ability to use the talent and expertise the Board can garner.

It was agreed that there are many assets in the area that the Board can build on. The Place and the People being the key. It was agreed the following areas need to address include regeneration /planning/land use. Skills and Enterprise - we have a skills shortage, is there a way we can partner with FE colleges for skills and create a niche here in Millom for young people to train

Connectivity

The Board discussed the need for Millom and Haverigg to become a destination venue and that this should be the pathway for the Millom Town Deal bid.

Marketing – we need to market our area and what we have on offer further afield, become the Western Lakes

- Signage
- Beach
- Rail
- Beauty
- National Park - tap into and consider partnerships
- Travel - consider partnerships with Mountain Goat to bring people out of the central lakes.

Young people need to be involved – further discussion around this needs to happen with MS and Town Council Youth Councillor.

It was agreed that a letter of invitation to become a Member of the Board be sent to local business, Copeland Tourism and Community groups in order to fill the vacancies on the Board.

The Board discussed various possible businesses that could bring experience and expertise to the board: Global Travel; Brockwood Hall; Wyldcrest; Butterflowers; Harbour Lights; who would all bring tourism experience to the Board.

<p>The Discovery Centre might be willing to be co-opted on for their experience.</p> <p>The Board agreed that a workshop on ideas moving forward will take place on Monday 16th March.</p> <p>It was agreed to continue looking at these issues within a structured review, along with Item 6 Investment Planning and Item 7 Engagement Planning until a meeting of the Board on 9th March.</p>
<p>6. Investment Planning – data & evidence gathering</p>
<p>7. Engagement planning</p> <p>Marion Giles gave a verbal update on the extensive work she has undertaken to engage with Sports, Leisure and Fitness organisations in the area.</p> <p>Marion has embarked on a thorough review of existing provision and the aspirations of organisations going forward. The information will form an invaluable asset to the Boards work when complete.</p>
<p>8. Communications actions</p> <p>The Chair updated the Board in respect of the press release which has been issued informing of her appointment as Chair and outlining the establishment of the Millom Town Fund Board.</p> <p>The Chair informed the Board that a Communication Process has been established with the support of Copeland Borough Council Communications Department.</p> <p>ALL communications relating to Millom Town Fund, the Board and the Boards activities are to go through the Chair or in the Chairs absence through the Vice Chair for approval and onward submission to the Head of Copeland Communications Department or his appointed deputy.</p> <p>A Facebook page dedicated to the bid will be established so that all information is correct and we can guide the community there to keep posted.</p> <p>A Press Release following meetings will be put out via Comms.</p>
<p>9. AOB</p> <p>None</p>
<p>10. Future Meeting Dates</p> <p>Next Board meetings: Monday 9th March 2020, 2pm at Millom Hub Monday 23rd March, 2pm at Millom Hub (Board)</p> <p>Strategy meeting: Monday 16th March 2pm at Millom Hub</p>

ITEM 3c

Millom Town Fund Board
Millom Hub
Monday 29th June @ 2pm

Present:
Chair: Robert Morris – Eyton (RME)
Vice Chair: Cllr Felicity Wilson (FW) - Copeland BC
Leanne Bolger (LB) – Parliamentary Assistant (representing Trudy Harrison)
Craig Ivison (CI) – Cumbria LEP (Deputising for Jo Lappin)
Jakki Moore (JM) - The Beggar’s Theatre
David Savage (DS) - South Copeland Partnership
Jenny Brumby (JBr) - Around the Combe
Marion Giles (MG) - Millom Recreation Centre
Tony Corcoran (TC) – Governor, HMP Haverigg
Pauline Preston (PP) - Morecambe Bay Hospital Trust, ICC
Jenny Riley (JR) – Millom Area Lead, ICC
Brian Patterson (BP) - Home Group
Cllr Angela Dixon (AD) - Millom Town Council & Mayor of Millom
Mike Starkie (MS) – Mayor of Copeland
Mike Graham (MG) – Advisor to the Mayor
Sami Falou (SF) – CLGU Cumbria Lead
Naomi Hollows (NH) – CLGU Deputy Cumbria Lead
Gillian Elliott (GE) - Copeland Area Manager, Cumbria County Council
Sarah Mitchell (SM) – Economic Development Manager, Copeland BC
Catherine Little (CL) – Support Officer, Copeland BC
Elaine Herbert (EH) – DWP
Esme Holliday (EsH) – Young person

1. Welcome/Introductions/Apologies

All Members of the Board were welcomed by the Chair Robert Morris - Eyton. Introductions were made and apologies noted.

Apologies:

Gavin Towers (GT) - As If By Magic Ltd

Jo Lappin (JL) - Cumbria Local Enterprise Partnership (Craig Ivison deputising)

Matt Savidge (MS) - Head Teacher Millom School

Cllr Keith Hitchen (KH) - Cumbria County Council

2. Governance

a) Ratification of new Chair

RME introduced himself and background as Chair to the Board.

RME asked if there were any objections to his appointment as Chair

Decision: No objections and RME was confirmed as Chair of the Millom Town Fund Board

The Board thanked Jakki Moore for her contribution towards helping set up the Millom Town Deal Board as Interim Chair.

JM informed the Board that although her business and work commitments dictate that she is no longer able to continue as Chair, she wishes to remain a Private Sector representative on the Board involved in all aspects of the Arts & Culture and Young People intervention themes.

RME advised the Board that Declaration of Interest forms would be sent out again for all those who still need to complete and return a form. All new Board Members will also receive the Code of Conduct and DoI to read and complete.

Action: CL to email forms

b) Vacancies

The Chair welcomed Esme Holliday (EsH) and Elliot Burrows (EB) joint Youth representatives and Tony Corcoran (TC) HMP Haverigg as newly appointed Board Members.

There still remains 2 vacancies for Community and Private Sector representatives.

The Chair asked for approval from the Board to allow EH and EB to carry out a joint Youth representative role on the Board.

Decision: TC, EsH and EB were confirmed as Board members.

3. Guidance

RME highlighted key points from the recently published Towns Fund Guidance.

Towns need to confirm, within four weeks of the publication of the guidance, which cohort they wish to submit their TIP

- 31st July 2020 for cohort 1
- end of October 2020 for cohort 2
- end of January 2021 for cohort 3

To submit the best possible TIP for Millom the Chair advocated a submission date of end of January 2021, with a target of the end of December will be set for initial completion of the TIP for critical review.

Decision: the Board agreed that Millom should be in cohort 3 and submit in January 2021.

a) Key themes

RME highlighted and discussed with the Board some of the emerging key issues that have already been identified by the community in Millom and some of the type of initiatives that could align with the intervention themes, outputs and target outcomes detailed in the newly published further guidance from Government.

All projects we consider for inclusion within the TIP need to be viable and sustainable in the long term and building on Millom's assets and strengths such as

- Industry - world leading - Tornado, CGP, Slacks and support businesses. We do not need a big car plant but we need to attract small entrepreneur type businesses - individual small businesses.

- Connectivity – 5G investment, connectivity key issue to enable firms to locate here and be able to manage their business.
- Retail - good mix of private business. Limited scope for additional and we may need to take out of play unwanted capacity
- Lake District - 18m visitors – We need to let people know what we have to offer- marketing piece of work tied into tourism.
- Tourism - views , activities which would particularly suit visitors looking for walking or cycling on the level perhaps with push chairs or not so fit members of the family – water sports & wakeboard park, heritage, RSPB reserve, rock park - seek to up the offer and market
- Public realm – Millom Park good but we need more greenspace and more trees – making the town more attractive for visitors. Sort out redundant buildings - repurpose or remove. We need more community space.
- Private property - improve and upgrade. Pride in the town.
- Zero carbon
- Help to improve the energy source in Millom
- Training - Unit 3 - seek to provide as much training as possible in Millom.
- Health & wellbeing including mental health - opportunity to invest in facilities to assist.
- Swimming pool – strong views in Millom. Combined investment with health & wellbeing. Facility for both locals and visitors.
- Disabled access round town isn't great. Need for inclusivity of disabled access.
- Community - We need to consult with the community at all levels and take the whole community on the journey, ensure complete involvement in the development of the TIP. Strong Youth involvement.

All Board members were asked to identify which of the key intervention themes, from the guidance, they wish to get involved in.

Action: CL to send out a template detailing the key intervention themes, outputs and target outcomes from the guidance.

Action: All Board Members to let CL or SM now which theme/themes they feel best skilled to support.

b) Early projects on long-list

SM informed the Board that a long list of potential projects for Millom is being collated from the original Millom Town Deal Checklist and residents ideas put forward on the 'My Town' website. Once the list has been aligned with the key themes, outputs and target outcomes in the guidance it will be brought for consideration and shortlisting by the Board.

Action: CL to issue first draft of project long list to next Board meeting.

c) Town Deal Hub

As part of the commitment to support the Towns shortlisted for Towns Fund Deal, Government have been appointed a Towns Fund Delivery Partner, a multi-disciplinary team of experts drawn from six companies: Arup, Nichols, FutureGov, Copper, Grant Thornton and Savills. They will provide technical support, working in partnership with MHCLG officials and representatives of the Town Deal Board. The Board will be able to access a wide range of services from the Towns Fund Delivery Partner, facilitated by our designated 'Town Coordinator' Marc Watterson from Arup. The service has been designed to help develop a robust, evidence-based Town Investment Plan and strong business cases. The first initial

meeting between the Chair and the Town Coordinator is scheduled to take place on Thursday 2nd July.

Action: RME/SM to feedback to the next Board meeting

d) Programme schedule

SM advised the Board that an overall Programme Schedule and Town Investment Plan schedule are in the process of being completed and will be presented to the Board at the next meeting for discussion and sign off.

Action: SM to issue programme to next Board meeting

4. Resources

The Chair updated the Board on the current position in respect of the recruitment of the Millom Regeneration Officer. Due to only having a 6 month timescale left in which to produce the Town Investment Plan the Chair asked approval of the Board to put the recruitment on hold as it would take this time for someone to get up to speed with all aspects of the Town Deal initiative.

The strategy moving forward with Stage 1 is that the CBC Regeneration Team, led by Sarah Mitchell, will take on the day to day co-ordination of Stage 1 along with the guidance and assistance from the Town Deal Hub team from Arup led by Marc Watterson. CBC as accountable body will use part of the initial grant funding received from Government to procure where necessary any specialist commissions needed to progress.

Decision: the Board agreed that recruitment for a Millom officer to be put on hold.

5. Communication plan & engagement

RME informed the Board that he was to meet with Andrew Clarke Copeland BC Communications Manager later in the week to discuss the way forward in respect of a communications plan.

Action: CL to invite Andrew Clarke to all future Millom Town Board meetings

6. AOB

Mayor Mike Starkie informed the Board he would be in Millom next week and he would be in touch with details if anyone needed to discuss any specific issues.

7. Future Meeting Date

Next Board meeting: Monday 13th July @ 2pm (MS Teams)

Millom Town Fund Board
Meeting Notes - Monday 13th July @ 2pm

Attendance:

Private Sector Chair: Robert Morris – Eyton (RME)

MP: Leanne Bolger (LB) – Parliamentary Assistant (representing Trudy Harrison)

Cumbria LEP: Craig Ivison (CI)

Community

David Savage (DS) - South Copeland Partnership

Jenny Brumby (JBr) - Around the Combe

Marion Giles (MG) - Millom Recreation Centre

Elliot Burrows (EB) – Young person

Private Sector

Jakki Moore (JM) - The Beggar's Theatre

Gavin Towers (GT) - As If By Magic Ltd

Brian Patterson (BP) - Home Group

Keely Woodburn (KW) - HMP Haverigg

Public Sector

Cllr Felicity Wilson (FW) - Copeland BC (Vice Chair)

Cllr Angela Dixon (AD) - Millom Town Council & Mayor of Millom

Cllr Keith Hitchen (KH) - Cumbria County Council

Pauline Preston (PP) - Morecambe Bay Hospital Trust, ICC

Jenny Riley (JR) – Millom Area Lead, ICC

Advisers & Co-optees

Sami Falou (SF) – CLGU Cumbria Lead

Naomi Hollows (NH) – CLGU Deputy Cumbria Lead

Mike Starkie (MS) – Mayor of Copeland

Gillian Elliott (GE) - Copeland Area Manager, Cumbria County Council

Sarah Mitchell (SM) – Economic Development Manager, Copeland BC

Catherine Little (CL) – Support Officer, Copeland BC

Andrew Clarke (AC) - Communications & Engagement Manager, Copeland BC

Julie Routledge (JuR) – DWP

1. Welcome & Apologies

All Members of the Board were welcomed by the Chair, Robert Morris - Eyton.
 Apologies were noted.

Apologies:

Jo Lappin (JL) - Cumbria Local Enterprise Partnership (Craig Ivison deputising)

Tony Corcoran (TC) – Governor, HMP Haverigg (Keely Woodburn deputising)

Matt Savidge (MS) - Head Teacher Millom School

Mike Graham (MG) – Advisor to the Mayor

2. Notes & Actions from last meeting (Monday 29th June 2020)

The notes from the meeting on Monday 29th June were agreed.

The Chair gave a brief overview around activities that have been happening since the last Board meeting.

A meeting has taken place with Marc Waterson from Arup, the Millom Towns Fund Delivery Partner coordinator who has a large team of people behind him in place to help everyone involved in respect of Millom to access the support needed on the Towns Fund.

Other activities highlighted including the 'Towns Fund Accelerator' are pick up in the agenda item notes below.

3. Governance

Updated Terms of Reference

Naomi Hollows (NH) – CLGU, raised as a matter of housekeeping in that the Board needs to bear in mind with its Terms of Reference and other Governance arrangements the importance of looking at appendix D of the guidance to make sure everything is in place.

SM advised that internal advised from within Copeland BC will be sought in order to ensure compliance with the requirements in the guidance around Governance and that the formal meetings are well structured and properly set up.

4. Our Vision for Millom

RM-E highlighted the need for the Board to have a Millom Town Investment Plan (TIP) Vision Statement.

As a starting point to assist with the development of the Millom TIP Vision the 12 'emerging vision objectives' from the Millom Spatial Framework have been extracted and will be sent for to all Board members for review and comment.

Action: Circulate 'Emerging Vision Objectives' document (CL)

SM emphasised the importance of the Board moving towards the point of signing off a Vision which would ultimately be used throughout the community engagement process. We need to look at the key themes and work with Partners and the CBC & LEP Comms Teams to sharpen up a Vision that the Board feels it owns and can take out to the Community and get feedback on and understand that it is the Vision going forward.

Action: Feedback if the Key Themes are covered in the Emerging Vision Objectives (ALL)

Action: Draft Vision to be worked up and circulated in advance of the next Board meeting for comment. (SM)

5. Guidance

a) Ratification of Board Members Support to Key Themes

Following a request at the last meeting, all Board Members have now identified which key themes they feel they would be best placed to support. The imbalances will require addressing.

Action: (CBC team, RME and FW)

b) Early projects long-list

The Millom Long List v2 was circulated to the Board in advance of the meeting. This sets out what people have logged on the My Towns website as possible key areas and projects they wish to see addressed and the key themes the Board has touched on.

RM-E asked all to look at the Project Long List and flag up anything missed.

SM asked also that if contacts details could be supplied for any of the 'in train' projects on the list, if any match funding has been applied for and as much information around the projects would be appreciated. The completed list will then be analysed so the more information we have the better.

Action: Review and feedback on the Project Long List.

(ALL)

c) Shovel Ready Projects

RM-E and SM updated the Board on the newly announced Towns Deal funding being brought forward to be used this financial year 2020/2021 to help support capital investment projects, support jobs and recover the economy. Potential £0.5m

Submission will be through Pat Graham Copeland BC Chief Executive and the Section 151 Officer before the 14th August. Information will be high level and indicative at this point but the more certain we can be the project can be delivered this year the better.

Discussion took place around various possible options that could fall into the categories of projects highlighted by Government including repurposing empty properties and site remediation.

AD highlighted the Millom Town Council & ACT Community Led Housing Scheme which SM confirmed is already on the Fast Track list for readiness investigation.

PP highlighted the application for the running track and the benefits associated with it. Every indication is that this project could be well advanced to enable a spring start.

Action: PP to provide contact details and project information to RM-E & SM

AD highlighted the Unit 3 Project around solar panels. DS highlighted that this is part of a wider project with Electricity North West which also include support which would possibly allow the community to get some EV chargers installed in the local area. There is a broader project but Covid has stalled this.

Action: AD & DS to take up again with ENW with a view to possibly moving forward.

Action: RME and CBC team to work up projects for timely submission.

d) Programme schedule

SM talked through the Programme Schedule issued to the Board in advance of the meeting. Following the Town Deals Guidance the programme schedule highlights what needs to be done by when and by whom in order for us to meet the project milestones, key decision points and the final aim to submit a robust TIP by the end of Jan 2012 for Millom.

e) Town Deals Hub – Frequently asked questions

The most up to date version of the Town Deals Hub – frequently asked questions were circulated to the Board in advance of the meeting. Updated issues of the document will be made available to the Board on a regular basis.

6. Resources

a) Procurement

Tender on the Chest for specialist support to write the plan. Tenders due by noon on 3rd August 2020. Start date 13th August.

Support will include:

- Analysis of economic impact
- Writing of project business cases
- Graphic design

The quality of the final report in all respects is paramount to the success of the Millom bid.

7. Communication Plan & Engagement

Facebook Page - RM-E and Andrew Clark (CBC comms) administrators.
The page will be used to post information and answer any questions

As Lead Council, Copeland BC will publish on its website documents that clearly set out the roles and responsibilities and the governance and decision making processes for the Town Deal Board. These should include:

- List of Board members and a short profile for each
- The terms of reference, Code of Conduct and Declarations of Interest
- Key documents such as Board Papers and Meeting Minutes
- Update on the key activities and decisions of the Board

Community Engagement – The guidance clearly states the requirement.

CBC and ACT have worked on past projects. ACT will be engaged to formulate, manage and help support the delivery of the community engagement plan.

JB informed the Board about the creation of an Around the Combe Enterprise Partnership in order to allow local businesses in the Millom area to have a strong voice. This Group will be able to feed into the Board any ideas relating to projects and the impacts on business in the town.

FW asked if the Towns Deal Board could have a regular space in the Around the Combe newsletter so we can reach as many of the community as possible.

8. AOB

AD informed that Board that the Millom Town Plan has now been updated and it is in line with the Towns Board so if things change on the Towns Board it will be reflected in the Town Plan so they both align.

KH pointed out that the Board Members deputies are not recorded on the Membership list which was agreed at the first Board meeting.

Action: All deputy Board Members to be identified and asked to complete a Declaration of Interest. (CL)

Action: CL to check with CBC IT if it is possible to share documents on screen with outside audiences.

9. Date of next meeting – to be confirmed once Governance piece of work is complete.

1. Draft Strategic Framework

- 1.1 The Town Deal Board meeting on the 19th of August included a facilitated discussion on the draft strategic framework for the Millom Town Deal. This feedback has informed the development of a draft Strategic Framework for the Board's consideration.

Vision

Millom:

"A revitalised and attractive town celebrating its rich industrial heritage, cultural identity, and natural assets to forge a future with inclusive and sustainable clean growth at its heart; Millom will be a well-connected town endowed with a strong sense of community spirit and quality housing offer, welcoming residents and visitors to participate in the wide range of employment opportunities, culture and leisure activities and progressive education pathways, set within an inspirational environment".

Strategic Framework

- 1) To protect and enhance natural assets and capitalise on the town's proximity to the Lake District National Park and the coast, to facilitate health and well-being and growth in the visitor economy.
- 2) To embrace the opportunities presented by clean energy to drive sustainable economic growth.
- 3) To improve residents' access to employment, training and career opportunities, to raise aspirations and maximise life chances.
- 4) To provide a range of high-quality and sustainable housing through new build and renewal, to retain and attract residents of all ages to the town.
- 5) To invest in community health and well-being through recreational and health facilities, open space and active travel networks.
- 6) To stimulate a diverse range of employment within the town and ensure businesses have the space and support infrastructure to start up, thrive and grow.
- 7) To encourage an attractive and vibrant town centre with a range of uses set within a high-quality environment which reinforces the town's role as a key service centre.
- 8) To build on industrial heritage and literary links to underpin an enhanced culture and leisure offer, to attract residents and visitors to participate.
- 9) To secure high quality digital and transport connections, to enhance competitiveness and inclusion.

ITEM 7

HATCH

Project Prioritisation Report - Sift 1 - Millom

A Draft Report by Hatch
14 September 2020

Millom Town Board

Project Prioritisation Report - Sift 1 - Millom

14 September 2020

www.hatch.co.uk

Contents Page

1.	Introduction	4
2.	Long List Summary	6
3.	Recommended Next Steps	10

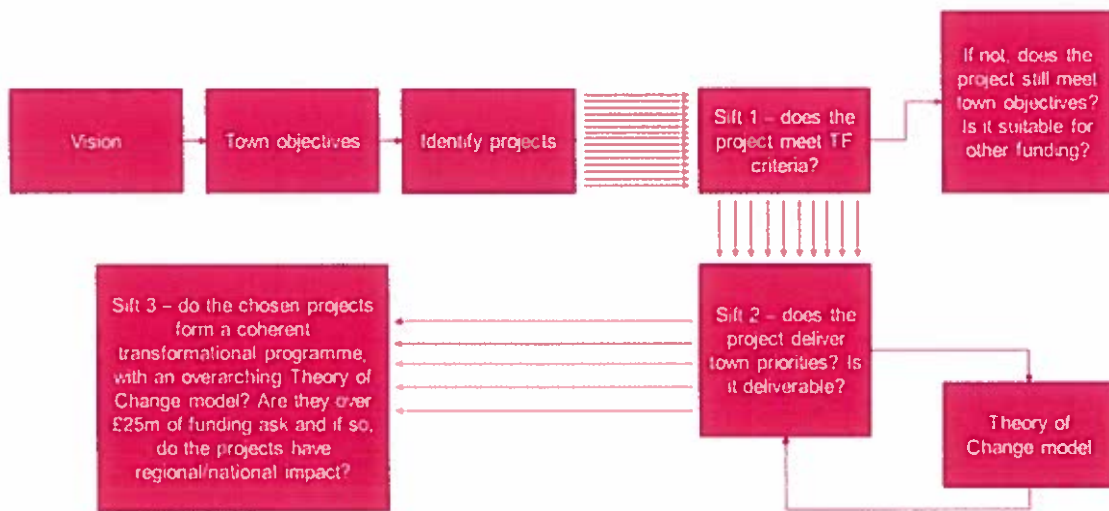
1. Introduction

1.1 The Millom Town Deal Board has been developing an initial long list of potential projects which could be put forward for Town Deal Funding as part of the Town Investment Plan. The long list has been established through:

- Stakeholder engagement and suggestions
- Consideration of the relevance of historic pipeline schemes
- Assessment of potential projects against eligibility criteria

1.2 The project prioritisation process is following that established by the Towns Fund.

Figure 1.1 Project Prioritisation Process



Source: www.townsfund.org.uk

1.3 This report considers whether each long list project meets Town Fund criteria through 'Sift 1'.

Sift 1 – does the project meet Town Fund Criteria?

1.4 This initial sift considers the long-listed projects against an initial pass or fail test which considers the extent to which the project fulfils all the Towns Fund key requirements. The prioritisation tool requires each project to provide a description and total cost which can enable it to be assessed against each of the key requirements on a 'Yes' or 'No' basis:

- 1) **Capital:** is the project capital? If the project is revenue, could it form 10% or less of the overall revenue ask in your Towns Fund ask?
- 2) **Geography:** does the project fit within the Towns Fund town boundary?
- 3) **Ask:** is the project ask within the Towns Fund financial limit (cost of all projects proposed within £25m or £50m through MHCLG route)
- 4) **Vision & Strategy:** does the project broadly fit with the town's vision and strategy?

- 5) **Project Status:** is the project sufficiently developed and capable of developing project detail within 2-12 months and deliverable within 5 years?

1.5 Each project should also consider:

- 6) **Funding:** does the project present opportunities for co-funding or match funding?

- 7) **Town Fund Intervention Theme:** Does the project meet at least one of the Towns Fund Intervention Themes?

- Local Transport
- Digital Connectivity
- Regeneration, Planning & Land Use
- Arts, Culture & Heritage
- Skills Infrastructure
- Enterprise Infrastructure

1.6 This process will identify whether the project can advance to the next stage of the assessment process. Where a project has not made it through but does meet the Towns Fund objectives, consideration should be given to whether the project is suitable for other sources of funding.

2. Long List Summary

Alignment with Towns Fund Intervention Themes

- 2.1 A total of 43 projects were considered in the Sift 1 assessment stage. These fit with the following broad Town Deal themes as follows:
- Connectivity - 7 projects
 - Urban regeneration, land use and planning - 30 projects
 - Skills and enterprise – 8 projects
- 2.2 Each project was allocated a primary Town Fund Intervention Theme, although it is noted that projects can align with multiple intervention themes.

Table 2.1.1 Number of projects by primary Town Fund Intervention Theme

Theme	Local transport	Digital connectivity	Urban regeneration, planning and land use	Arts, culture and heritage	Skills infrastructure	Enterprise infrastructure
Projects	<ul style="list-style-type: none"> -Improvements to road infrastructure -Public transport -RSPB Iron Line -Cycleways improvement proposals – CCC -Improved road infrastructure -Car park 	<ul style="list-style-type: none"> - Digital connectivity 	<ul style="list-style-type: none"> -Town centre planning -Sellafield offices -Town centre housing -Empty shops and homes initiative -Heritage buildings project -Eden project 2 -Wellbeing homes development -Hydrogen Energy -Environmental Schemes -Industrial and commercial site and space initiative 	<ul style="list-style-type: none"> -3/4 G pitch with lights and fencing -Swimming pool -Indoor skate park - Integrated sports and leisure facility -Climbing centre -Community running/walking/cycling track -Bike Park Black Combe -Arts Centre -Norman Nicholson -Arts and Crafts Cooperative -Town park project -Beach hut project -Improvements to existing assets -Community hub -Youth club -Alternative health and wellbeing -SplashPad -Coastal Challenge Event -Environmental schemes -Tourism and marketing initiative -Coastal Challenge Event 	<ul style="list-style-type: none"> -Copeland Community Skills Centre -Skills and work initiative to underpin growth and tourism sectors -Digital media training centre -Community hub at school -Mental health facilities 	<ul style="list-style-type: none"> -Centre for Alternative Technology -Develop Enterprise Hub
Count	6	1	10	21	5	2

- 2.3 Most of the projects fit well with the Town Deal Themes of connectivity, urban regeneration and skills and enterprise. The majority of projects are aligned with the urban regeneration theme. These non-theme specific projects include tourism development and marketing, an alternative health and wellbeing hub, mental health facilities and a Coastal Challenge event.
- 2.4 In terms of fit with the intervention themes, the long list includes a high proportion of arts, heritage and culture projects, however some of these projects may also support transport, regeneration or enterprise goals.
- 2.5 The Sift 1 exercise suggested that all projects pass the initial test, although insufficient information is available to the consultant team to assess whether the project is 'shovel ready' and can be delivered within the 5-year spending window.

Considering the Long List against Evidence of Need

- 2.6 The Evidence of Need report is still under development; however, some thematic observations can be made which reinforce the case for Town Deal investment to tackle socio-economic challenges which exist in the town which contribute to deprivation, health inequalities and reduced life chances.

Table 2.2 Evidence of Need

Thematic Area	Evidence of Need
Urban Regeneration, Planning & Land Use	<ul style="list-style-type: none"> • Gaps in housing choice, with 50% terrace and only 7.4% detached. The HNA indicates a strong demand for detached if available and affordable • Increasing trend of homeworking with above average incidence in Millom indicating the ability of the town to attract workers for lifestyle reasons • Workplace earnings significantly outpace resident earnings in Copeland, indicating scope to attract more workers to work and live in the borough if the place proposition met their requirements • Growth in tourism activity and scope for Millom to capitalise on key natural assets
Skills & Enterprise	<ul style="list-style-type: none"> • Rate of population decline (-6.7% since 2011) and ageing population highlighting imperative to ensure economic infrastructure can attract and retain working age residents • Low jobs density at 0.45 of a job per resident (0.74 in England) reinforcing a lack of jobs within the town • Micro sized firms (less than 10 employees) account for 94% • Copeland has lower levels of productivity (GVA per FTE) to Cumbria and England • Importance of manufacturing to the borough's economy (36% of GVA) and the role of Millom as a key service centre facilitating investment and growth • Areas of deprivation within the town feature in the top 20% of England. Health issues such as childhood obesity are a concern. • Low income households feature, with 59% of Millom residents 'financially stretched' • Distance to Post 16 education a barrier to participation contributing to young people leaving the town

Thematic Area	Evidence of Need
Connectivity	<ul style="list-style-type: none"> • Good availability of superfast but average speed is significant lower. There is a lack of ultrafast and full fibre and some gaps in 4g mobile connectivity • No bus routes serving the town • Connections by train as an asset • Peripherality to strategic road network (1 hour to M6) and adequacy of A595 providing connections to major towns and employers • Movement and parking issues within Millom

2.7 This analysis suggests there is scope for long listed projects to explicitly target areas of need in the town to support a robust case for intervention.

3. Recommended Next Steps

- 3.1 The Board should consider reducing the long list to a more manageable size through consolidation and amalgamation to facilitate project development and ensure the resultant shortlist aligns strongly with Town Fund funding objectives, including:
- An integrated and coherent set of projects
 - Responsiveness to economic recovery through adaptations which increase resilience and prosperity
 - Ability to drive sustainable economic regeneration to support long-term economic and productivity growth
 - Clear project ownership and delivery structures
- 3.2 To develop a compelling funding submission the project needs to be more than an idea, it needs to be capable of being developed into a robust and compelling project between October-December 2020 and, if funding is secured, for the funding to be spent by March 2026 which underlines the importance of deliverability.

Strengthening the Long List Pipeline

- 3.3 Hatch suggest the following project groupings are considered. Suggestions on the project concept aligned to the evidence of need are also proposed.

Table 3.1 Long List Project Concepts

Intervention Theme	Project Concept	Potential Project Proposals	Potential Project Sponsor
Local transport	To improve road connections and movement through road upgrades, cycling, walking, pedestrianisation, parking, and improved public transport connections. This project would include investment in a series of cycleways to support health and well-being and attract visitors.	<ul style="list-style-type: none"> 'Improvements to road infrastructure' 'Improved road infrastructure' 'Car Park' 'Public Transport' 'Cycleways Improvement Proposals' 'RSPB - Iron Line' 'Bike Park' 'Aggies Lonning, Haverigg Sea Wall. Duddon Crossing' 	Cumbria County Council / Local Operators / RSPB / Eden North
Digital connectivity	Investing in enhanced connectivity to increase broadband speed and access to ultra fast and full fibre, as well as tackling 4g 'not spots'. To consider role of Digital Borderlands in addressing these issues.	<ul style="list-style-type: none"> 'Digital Connectivity' 	Connecting Cumbria
Urban regeneration, planning and land use	Improve recreation offer to support health and well being, environmental and historic education through walking and cycling provision, awareness raising and events. Enhance open spaces and parks through play equipment and public realm improvements	<ul style="list-style-type: none"> 'Eden Project 2' 'Bike Park' 'Coastal Challenge Event' 'Environmental Schemes' 'Town Park Project' 'Beach Hut Project'. Ironline. Parl Improvements 	Cumbria County Council / RSPB / Eden North / Millom Town Council
Urban regeneration, planning and land use	Improved public realm, commercial frontages and heritage building enhancement, greener streets, signage, to bring redundant buildings back into use including the development of office accommodation to meet major employer demand, drive footfall and improve visitor experience.	<ul style="list-style-type: none"> 'Town centre planning' 'Improvements to existing assets' 'Heritage buildings project' 'Former Co-op' 'Sellafield offices' 	Copeland Borough Council / Cumbria County Council / Sellafield

Intervention Theme	Project Concept	Potential Project Proposals	Potential Project Sponsor
Urban regeneration, planning and land use	<p>Unlock new housing development through site preparation to meet identified need and aspirations and attract people to live in Millom Housing renewal of empty and poor-quality terraced housing and commercial properties to improve energy efficiency, health, and uptake</p> <p>Investment in sport infrastructure in response to identified need to drive health and well-being benefits and enable Millom to serve a wider catchment. To provide recreational activities for young people, residents and visitors e.g. climbing, skate park, bike park, splash pad.</p>	<ul style="list-style-type: none"> 'Town Centre housing' 'Empty Shops and Homes Initiative' Well-Being Homes initiative 	Copeland Borough Council / Home Group / Private Sector
Urban regeneration, planning and land use	<p>Investment in sport infrastructure in response to identified need to drive health and well-being benefits and enable Millom to serve a wider catchment. To provide recreational activities for young people, residents and visitors e.g. climbing, skate park, bike park, splash pad.</p> <p>Hydrogen energy feasibility study to understand clean growth potential</p>	<ul style="list-style-type: none"> '3/4 g pitch with lighting and fencing' 'swimming pool' and 'integrated leisure and sports facility' 'Community running track'. 'Climbing Centre', 'Bike Park Black Combe' 'Indoor Skate Park' 'Splash Pad' 'Hydrogen Energy' 	Copeland Borough Council / Private Sector / Community Led
Urban regeneration, planning and land use	<p>Community hub/skill centres supporting youth provision, adult education, digital skills and inclusion, advice and guidance, health and well-being</p>	<ul style="list-style-type: none"> 'Community Hub' 'Youth Club' 'Alternative Health & Well-being' 'Copeland Community Skills Centre' Unit 3 'Community Hub at School' 'Skill and work initiatives' 'Digital Media Training Centre' 'Mental Health facilities' 	Copeland Borough Council / Cumbria County Council / UHMBT
Enterprise Infrastructure	<p>Business start up advice, access to innovation support, and workspace provision. Industrial estate improvements to support capacity to grow and secure inward investment</p>	<ul style="list-style-type: none"> 'Develop Enterprise Hub' 'Centre for Alternative Technology' Industrial and Commercial Site and Space Initiative' 	Copeland Borough Council / CLEP / Private Sector
Arts, culture and heritage	<p>Develop a local arts/literary centre to celebrate local artists/poets attract locals</p>	<ul style="list-style-type: none"> 'Arts Centre' 'Arts & Craft Co-operative' 'Norman Nicholson' 	Community Led / Private

Intervention Theme	Project Concept	Potential Project Proposals	Potential Project Sponsor
Arts, culture and heritage	<p>and visitors to the town to visit and participate in a schedule of events</p> <p>Address gaps in the visitor economy offer to facilitate investment in accommodation, services and attraction; upgrade/invest in existing assets; place promotion activity</p>	<ul style="list-style-type: none"> • 'Tourism Development & Marketing', 'Improvements to Existing Assets' 'Norman Nicholson' Open air theatre 	Community Led / Private

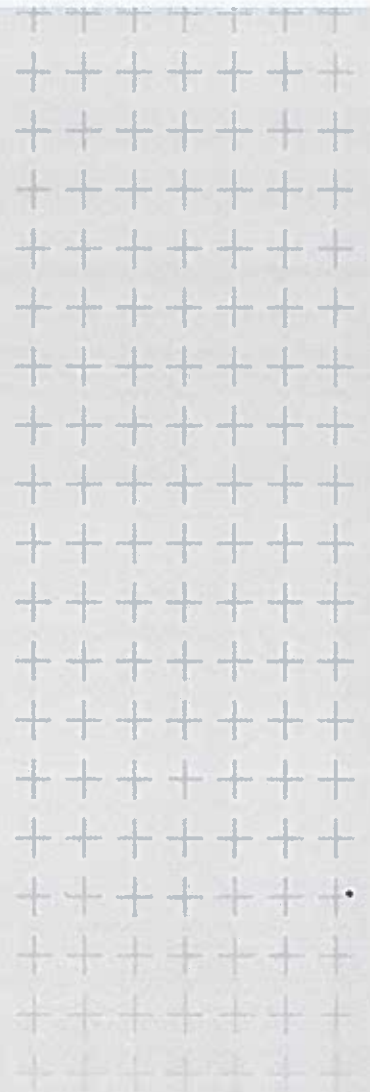
3.1 This approach will result in a long list of 11 concepts for development, with thematic coverage:

- Local transport – 1 project
- Digital connectivity – 1 project
- Urban regeneration, planning and land use – 5 projects
- Arts, culture and heritage – 2 projects
- Skills infrastructure – 1 project
- Enterprise infrastructure – 1 project

3.2 Notable gaps in the long list considering the evidence include:

- Pathways to higher education provision

HATCH



www.hatch.co.uk

London: 0207 336 6188 Manchester: 0161 234 9910

ITEM 8

HATCH

Project Prioritisation Framework - Draft

A Draft Report by Hatch
16 September 2020

Millom Town Deal Board

Project Prioritisation Framework - Draft

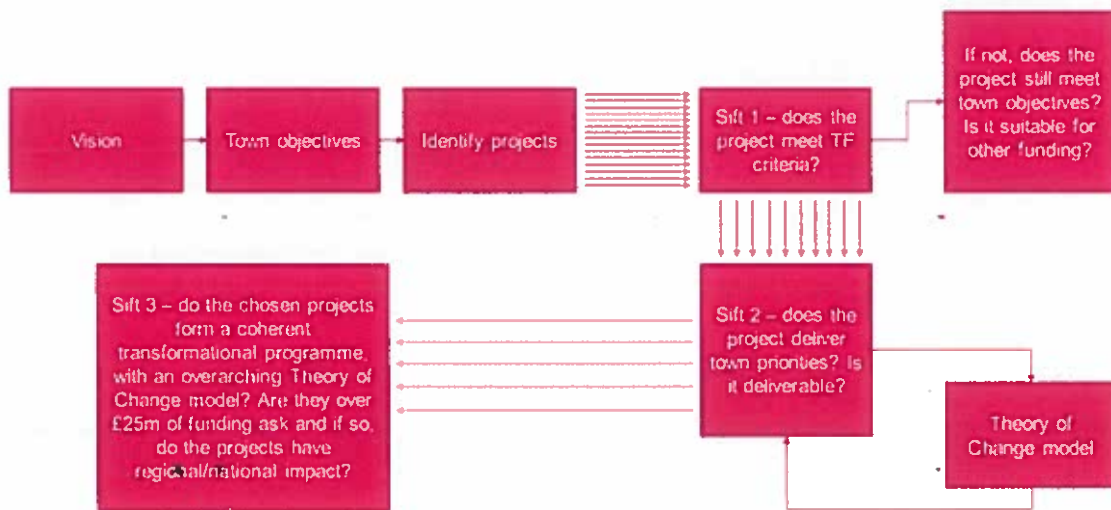
16 September 2020

www.hatch.co.uk

1. Prioritisation Assessment

- 1.1 The Board will consider the findings from Sift 1 and agree a final long list of projects to be taken through to the assessment stage. This paper provides a draft Prioritisation Framework against which projects will be assessed.

Figure 1.1 Project Prioritisation Process



Source: www.townsfund.org.uk

Prioritisation Criteria

- 1.2 The prioritisation process will consider whether the project will deliver the town priorities and if it is deliverable.
- 1.3 Each project needs to use the criteria established by MHCLG which is based on HMT Green Book guidance to assess:
- Value for Money (likeliness to deliver social value in terms of costs, benefits and risks)
 - Affordability (financing and affordability given existing budgets)
 - Achievability (deliverability given organisational capability and skills)
 - Commercial viability and feasibility of procurement
 - Stakeholder support
- 1.4 A set of town specific criteria can also be applied which are specific to Millom's strategic objectives. Using the draft Strategic Framework as a guide for discussion with the board, this town specific criteria could include:
- Extent to which it will strengthen Millom's role as a key service centre
 - Extent to which it will attract and retain residents and visitors
 - Extent to which it delivers inclusive and clean growth
 - Extent to which it supports productivity gains

- Clear evidence of market need
- Financial sustainability beyond Town Deal funding

Concept Development

- 1.5 Each project on the final long list will be required to complete a concept form (see Appendix A) providing a consistent level of detail which will enable the consultant team to score the project using this assessment criteria on a scale of 1-5. This process will provide each project with an overall score for consideration by the Board during the shortlisting stage.

Deriving a Short List

- 1.6 Once concept forms have been completed and submitted to the consultant team there will be an independent review and any clarification questions will be posed. The consultant team will then score the projects against the agreed prioritisation framework which sets out the technical assessment and findings from Sift 2. The Board will consider the findings and will agree a shortlist of projects to be taken forward for project development. The key questions for the board to consider in doing so are:
- Do the chosen projects form a coherent transformational programme?
 - Are they over £25m of funding ask, and if so, do the projects have regional/national impact?

Project Development

- 1.7 Once the shortlisted projects have been identified a project sponsor/owner for each project will be formed and a working group established which the consultant team will work with to develop the detail of the project to meet the submission requirements. At all stages of the process the wider community will be kept informed and can share their perspectives to shape the development of the project.

Appendix A - Concept Form

Town Investment Plan – Long List Project Concept Form (maximum of 5 pages at 11-point font)

Project Name	
Project Location	
Insert address including postcode Primary Intervention Theme	
Insert Local transport; Digital Connectivity; Urban Regeneration, Planning & Land Use; Arts, Culture & Heritage; Skills Infrastructure; Enterprise Infrastructure	
Project Lead	
Insert lead organisation, contact name, address, postcode, email/telephone	
Other Partners	
Insert partner organisations and any project interdependencies	
Project Status	
What is the current status of the project and what are the key activities/timescales required to develop the project within Town Deal timescales?	

<p>Project Description</p> <p><i>Please provide a summary description and key aims of the project</i></p>							
<p>Key Issues & Opportunities</p> <p><i>What are the key issues or opportunities that the project seeks to address?</i></p>							
<p>Covid19 influence</p> <p><i>How has the pandemic influenced your project? What Covid19 challenges/impacts, if any, will the project respond to?</i></p>							
<p>Clean Growth influence</p> <p><i>How will this project respond to clean growth ambitions?</i></p>							
<p>Potential Impact</p> <p><i>What outcomes and impacts does the project hope to achieve including the scale at which these will be secured...</i></p>							
<p>Proposed Funding Mix</p>	<table border="1"> <tr> <td data-bbox="231 1435 1023 1489">Total Project Cost</td> <td data-bbox="1023 1435 1463 1489">£</td> </tr> <tr> <td data-bbox="231 1489 1023 1543">Town Deal Request</td> <td data-bbox="1023 1489 1463 1543">£</td> </tr> <tr> <td data-bbox="231 1543 1023 2054">Match Funding by source <i>Insert all sources and the status (i.e. confirmed)</i></td> <td data-bbox="1023 1543 1463 2054">£</td> </tr> </table>	Total Project Cost	£	Town Deal Request	£	Match Funding by source <i>Insert all sources and the status (i.e. confirmed)</i>	£
Total Project Cost	£						
Town Deal Request	£						
Match Funding by source <i>Insert all sources and the status (i.e. confirmed)</i>	£						

Funding Type	Capital	Revenue
<i>Is this a capital or revenue project (or both?)</i>	£	£
Proposed Start Date		
Proposed Completion Date		
Delivery Plan		
<i>Briefly outline the management approach for the delivery of the project</i>		
Procurement Strategy		
<i>What is the proposed procurement strategy and are there any identified issues?</i>		
Risk and mitigation		
<i>What are the risks to delivering this project? How can these be mitigated against?</i>		
Sustainability		
<i>Briefly describe how the project will be sustained after the Towns Deal funding has ended</i>		
Supporting Information		
<i>List any supporting studies i.e. feasibility/viability assessments/demand or supply studies which support the case for intervention and deliverability of the project or identify where development/feasibility work will be required.</i>		

HATCH



www.hatch.co.uk

London: 0207 336 6188 Manchester: 0161 234 9910

Town Investment Plan Programme

The Board are asked to note progress in the development of the Town Investment Plan and key activities over the coming six weeks.

Since January 2020 work has been ongoing to progress the development of the Town Investment Plan. This has seen the development of the governance arrangements and the Town Deal boundary agreed. The last few months has seen work progress on the key areas identified within the document for the preparation of a Town Investment Plan including running a Town Deal Board, communications and developing the content of a TIP.

Government guidance was also published on the 15th June 2020 to enable towns to finalise their Town Investment Plans (TIP) and work with MHCLG to agree their Town Deals. The work undertaken to date, and the future activity identified is consistent with the guidance.

On the following page is the latest interim programme supporting the development of the Town Investment Plan. Mindful of the need to maintain momentum, over the next six weeks the following priority actions have been identified:

- Refining and finalising the strategic framework
- Draft Prioritisation Framework
- Draft Project Long List – Sift 1
- Receipt and due diligence of Project Concepts
- Stakeholder and Social Media Engagement
- Feedback and Due Diligence of Project Concepts
- Appraisal of Concept Forms – Sift 2

Programme Key:

Key	
Work in progress	
Town Deal Board	
CBC Executive	
Output	
Plan Development	
Scheme Development	
Communications and Engagement	

