

Millom Town Fund

Minutes of Board Meeting held on Monday 21 December 2020 at 2pm

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. Board members were also requested to think before committing anything to social media as it was important to ensure that a consistent message was put forward and the advisors were here to help with that.

2. Attendances and Apologies

- Robert Morris-Eyton (Chair) – Beckside Construction Ltd
- Cllr Felicity Wilson (Deputy Chair) – Copeland Borough Council
- Leanne Bolger – Parliamentary Assistant - Deputy for Trudy Harrison MP
- Jo Lappin– Cumbria LEP
- Elsa Brailey – Home Group – Deputy for Brian Patterson
- Jenny Brumby – Around the Coombe
- Marion Giles – Millom Recreation Centre
- Cllr Keith Hitchen– Cumbria County Council
- Cllr Bob Kelly - Millom Town Council
- Pauline Preston – Morecambe Bay Health Trust
- David Savage – South Copeland Partnership
- Gavin Towers – As if by Magic Ltd
- Elliot Burrow - Youth representative

Also Present

- Gillian Elliot – Cumbria County Council
- Alison Hatcher - Cumbria County Council
- Lauren Newby - Hatch Associates
- Mark Foster - Optimised Environments
- Louise Guyon – Hatch Associates
- Naomi Hollows - BEIS
- Lorraine Smythe – ACT
- Mike Starkie – Elected Mayor – Copeland BC
- Pat Graham - Copeland BC
- Sarah Pemberton - Copeland BC
- Sarah Mitchell– Copeland BC
- Diane Ward– Copeland BC
- Clive Willoughby– Copeland BC
- Councillor Doug Wilson

Apologies:

Apologies for Absence were received from Brian Patterson, Keely Woodburn and Joe Martin.

3. Minutes of the Meeting held 30th November 2020

The minutes of the previous meeting held on 30th November 2020 were considered and agreed.

4. Declarations of Interest in Agenda Items

Jenny Brumby declared an interest due to being the Copeland BC Shop Local Co-ordinator and trustee of Around the Combe Health and Wellbeing Alliance.

Marion Giles declared an interest due to being Director, Trustee and Chair of Millom Recreation Centre

Councillor Fee Wilson declared an interest due to being President of the Discovery Centre, member of Hodbarrow Lighthouse Committee and patron of the Nicholson Society.

Gavin Towers declared an interest due to being Director of As if by Magic.

5. Draft Town Investment Plan – Section 2 context and emerging design

An update on progress since the last meeting was provided by Lauren Newby and Mark Foster.

The draft Town Investment Plan had been updated following feedback previously provided from the Board members. The updated version was presented to the Board

The use of photographs and infographics was highlighted.

As further content is received, the draft document will be further updated.

Views of the Board members on the draft Town Investment Plan were then invited.

Gavin Towers enquired if the document would be accessible (both font size and audio options). It was confirmed that the font size would be 12-14 and would meet the Government's requirements.

David Savage expressed a view that the latest draft was a great improvement and asked how advanced the project was. In reply, it was stated that the content was about 50% complete and on target for completion by the deadline date for submission.

Jenny Brumby agreed the document was an improvement, but stated that some of the information was incorrect and these would be fed back outside of this meeting. It was suggested that any feedback be supplied to Diane Ward by 4 January 2021.

Cllr Bob Kelly asked if the Deprivation and Isolation of Millom could be emphasised, also the positive Community spirit.

Pauline Preston agreed that some of the figures were incorrect and also asked if photos and/or details of the schools could be included.

Mark Foster welcomed any further drone footage and photos and asked that it be sent to him.

6. Emerging Logic Model against project themes

The Board was provided with the updated shortlist of projects.

Two projects were identified as Anchor Projects, being 'Reactivating Heritage Buildings' and 'The Iron Line'.

Three Enabling Projects were also identified, being 'Improving Health and Wellbeing', 'Connected Millom and Haverigg' and 'Housing'.

Skills development was cross cutting over both themes.

Since the last meeting a working group was formed around each project, with a project lead and officer support, the working groups meeting weekly. These meetings will continue into 2021 to complete Section 2 of the Town Investment Plan.

Details were then provided of the Iron Line project which would create a major visitor attraction on the stretch of coast between Millom and Haverigg.

A logic model was presented which provided a context of the reasons why the project would be beneficial and the impacts the project would have.

Cllr Bob Kelly asked if car parking should be included, as there was very limited parking in the area at present.

Alison Hatcher commented that the chart shown did not convey this as an Anchor project, and was assured that this will look different in the final strategy.

Cllr Doug Wilson suggested illustrations/artists impressions would help to convey the ideas.

David Savage reminded the Board that this is a SSSI site, so care was needed.

Cllr Bob Kelly commented that the Iron Line should be seen as a link between the past and the future.

Pauline Preston referred to the Strategic alignment to the TIP framework at the bottom of the slide being shown, and suggested that Health and Wellbeing aspect be strengthened.

Details were then provided of the Reactivating Heritage Buildings project which would be a physical regeneration scheme to address the issue of vacant and underutilised heritage buildings in the town centre and poorer quality public realm in Millom Town Square.

A logic model on this project was then presented which provided a context of the reasons why the project would be beneficial and the impacts the project would have.

Cllr Felicity Wilson expressed concern that two of the concept owners on this project had left and requested that replacements be recruited.

David Savage shared a concern that there was a risk of developing a commercial building, that there may not be a demand for.

Cllr Bob Kelly asked if the economic element could be strengthened by including 'Launch Businesses', 'Spend Leisure Time', etc.

Naomi Hollows reminded the Board that where a Capital Grants Programme was involved, it needs to be made very clear in the TIP

Cllr Hitchen suggested that any additional concept owners have a strong link to Millom. Diane Ward and Sarah Mitchell were given an action to progress this.

Details were then provided of the Connected Millom and Haverigg project which aims to improve the transport network in and around Millom, and to support the vision for Millom to be revitalised and better connected, built on sustainable economic growth with a high quality and distinctive visitor offer.

A logic model on this project was then presented which provided a context of the reasons why the project would be beneficial and the impacts the project would have.

Pauline Preston asked if electric charging points and vehicles were included and was assured by David Savage that the working group were discussing this.

Gavin Towers mentioned that accessibility cut across all the working groups.

Details were then provided of the Activating Community Health project which focuses on improving population health and reducing health inequalities in Millom and Haverigg, recognising the barrier that poor health plays in economic prosperity and the need for a holistic approach to deliver the step change required to improve health and wellbeing.

A logic model on this project was then presented which provided a context of the reasons why the project would be beneficial and the impacts the project would have.

David Savage asked how a new multi-use community health and wellbeing centre would map on to existing facilities around the town.

Details were then provided of the Social Homes Demonstrator project which seeks to deliver suitable, sustainable, eco-friendly homes in Millom, demonstrating an innovative approach to retrofitting social housing, recognising the challenge of empty homes.

A logic model on this project was then presented which provided a context of the reasons why the project would be beneficial and the impacts the project would have.

David Savage noted that this was the least developed project and therefore had the greatest risk. It was stated that this is a relatively small scale scheme, but the project team were confident that it would be ready.

The Clean & Green impact and training courses for local people were also raised at this point.

7. Reflecting on the Town Vision

The current vision and an alternative vision were shared with the Board.

The alternative vision read:

Our shared vision for Millom over the next 15 years:

“A revitalised and better connected town with a more diverse economic based capitalising on our fantastic location on the Lake District Coast. We will offer a great lifestyle, providing high quality housing, a wide range of employment opportunities and progressive education pathways, in the cultural, creative and tourism economies.

Prioritising inclusive and sustainable economic growth will ensure that residents enjoy access to an enhanced cultural and leisure offer supporting community health and well-being set within an inspirational environment.”

David Savage stated that he preferred the alternative vision and also suggested it be taken off line.

Feedback from the Board was requested and considered by the Communications Group during the first week of January 2021.

8. Stakeholder programme update

Lauren Newbie (Hatch) advised that the Working Groups had been consulting with a range of organisations.

David Savage was concerned that engagement should include businesses, not just residents.

Jenny Brumby was happy to pick this up as part of her Copeland role.

Cllr Felicity Wilson stated that she had spoken to a number of businesses and will share her findings with the Board members.

9. Any Other Business

Lauren Newbie provided an overview of where each project group was.

During the first week of January 2021 the gaps will be closed, the Strategy will be written, an Excel spreadsheet will be completed and work will be undertaken on finalising the drafts.

These will be shared with a Check and Challenge session on 8th January, and any feedback will be taken into account.

The Board will meet on the 22nd January with the submission being made at the end of January.

Sarah Mitchell reminded Board members that they are asked to review the draft Town Investment Plan and Logic models, then provide any feedback to Diane Ward by 4th January 2021.

David Savage asked if any of the Plan could be signed off during January, rather than all at the end. This would be considered.

Lorraine Smyth stated that consultation commences on 8 January and it was important that the Communications Group have up-to date information for their meeting on 7 January. Lauren Newbie and Lorraine Smyth agreed to discuss further after this meeting.

Cllr Felicity Wilson stated that Board members would benefit from a work programme to ensure each member was aware of what was required of them and by when. The Chair asked Sarah Mitchell, Diane Ward, Lauren Newbie and Lorraine Smyth to pick this up.

10. Date and time of next meeting

The next Board meeting will be held on Friday 22nd January 2021 at 10:00am

Meeting closed at 3:55pm