



Minutes

Meeting Title: Penzance Town Deal Board

Date: 6th July 2020

Time: 0815 to 1030

Location: Microsoft Teams

Chaired by: Martin Tucker

Attendees: Mike King (MK) (V), Nicole Boardhurst (NB) (V), CC Tim Dwelly (TD) (V), James Hardy (JH) (V), CC Jim McKenna (JMCK) (V), Tim Wotton (TW) (V), Martin Tucker (MT) (V), Rachel Yates (RY) (V), Nick Hood (NH) (V), Susan Stuart (SS) (V), Hester Hunt (HH) (V), Henry Garfit (HG) (V), David Krohn (DK) (V), CC Roger Harding (RH) (V), Rob Parsons (RP) (V), James Hardy (JH) (V), Emmie Kell (EKell) (V), Claire Hurley (CH) (O), Phill Woods (PW) (O), Jess Morris (JM) (O), Emily Kent (EK) (O),

Apologies: CC Cornelius Olivier (V), Derek Thomas (DT) (V), Sarah Shaw (SS) (V)

(V) – Voting Member (O) Non-Voting / Officer

Minutes

Action

1 Welcome and Apologies

- Noted above

2 Declaration of Interests

- No declarations noted.

3 Cornwall Trade & Investment – Mike King

- Mike King, Managing Director of Cornwall Development company presented Cornwall Trade & Investment to the Board.
- MK noted that in current Covid circumstances investment can be a difficult subject to approach but also noted the potential opportunities that Penzance & Newlyn have.
- Inward investment is largely sector based and inward investing companies are often interested in the lifestyle Cornwall can offer.
- Cornwall Trade and Investment is mainly ERDF funded and CTI supports attracting business outside England into Cornwall.
- Cornwall Trade and Investment also supports export activities and businesses exporting outside Cornwall and the UK.
- It was noted that Penzance has some strong sectors such as Creative Industries along with successful technology (tech) based businesses.
- Export was highlighted to the Board as an area to consider alongside inward investment and this should be picked up by the enterprise working group when established. Action: put on agenda for Enterprise group.
- Freeport status was mentioned as there is a current Government consultation on this. RP is aware and explained that it is early stage consultation and Newlyn Harbour Commissioners are participating in the consultation.
- MK / CTI has been invited to the next Place Shaping Meeting to share the presentation with that wider group.

CH

4 Penzance Town Deal Communications Plan – Mark Roberts (Conscious Creatives)

- Mark was introduced to the Board and presented the communication and engagement plan to the Board.
- The objectives have been shown which include engaging with people who live in Penzance, engaging with those who have businesses in Penzance and collating data and evidence to support shaping the Town Investment Plan. A particular focus on ensuring young people and families are engaged with has been highlighted.
- A 4-stage strategy of engagement has been outlined and a key initial action is compiling information for the Love Penzance website which will be used as a key point of information for the communication work including telling people how to get in touch. This will be built using social media and other means to achieve the greatest reach.

- TW highlighted that Live West have around 2,000 homes in Penzance and opportunities to engage here should be included.
- TD observed that we must be mindful when asking for views that community expectations are clearly and properly managed to avoid raising expectations that cannot be delivered on.
- EKell noted that communication should focus on the 'why' of projects including the impacts and outcomes projects are aiming to achieve and not just the activities. The example of workspace was provided to illustrate the point eg rather than focusing on the design of the building, communication should highlight what the building is doing – the businesses it supports and the beneficial impact for the community this will have.
- DC noted that in the full guidance projects focused only on social challenges have been ruled out and the focus is on the economic growth and levelling up of the town and supported TD's point that expectations should not be raised unnecessarily.
- TW noted that we must understand the needs and desires of the local community and EKell agreed that the communications working group has been very careful to avoid just falling into 'broadcast mode' and ensure that we're listening and able to respond.

5 Minutes of the Last Meeting

- These have been discussed with the board.
- Ekell requested that minutes clearly show voting Board members and non-voting officers.
- The minutes were agreed.

CH

6 Matters arising not covered on the agenda

- EKells work with the LEP and the submission has gone.
- TD has completed his action from the last meeting which will be a standing item.
- James has completed his action and is making good progress.
- CH hasn't received any other comments.
- MT has completed his action.
- CH has completed her action for Creative Conscious.
- Note on comms section has been completed but the board has been requesting that comments go through to CH.
- Budget- detail report is on the agenda.
- Decision making has been signed off and actioned completed.

7 Update on the Towns Fund Guidance

- The full guidance has now been issued by Government and is available online and CH was asked to upload this to the Teams files for all members to access. **CH**
- PW gave an overview and has provided summary notes to members.
- There is a note around the cohort of which members would like to be a part of and it was agreed that we would submit the Town Investment Plan at the end of October 2020.
- The guidance comprehensively sets out the kinds of interventions that the funding should support and CH noted that this has provided the confidence to clearly set out the 'themes' of the Penzance Town Investment Plan and will be asking for Board volunteers to support a working group on each theme. **ALL / CH**
- The guidance also sets out the process of business case development following submission of the TIP in October.
- Government is also providing support to Town Deal areas via The Towns Hub – a commissioned consultancy to support in various areas and a meeting with the consultants / MHCLG and Cornwall Council officers is taking place the following day.
- Summary of the guidance is more of a reference point of the full guidance.
- RP made the observation that to submit in October would take significant resourcing and support, a view supported by JMcken
- CH will place the documents in the folder structure for those who would like to access it as no issues from the board have been received so it is assumed all have access.

8 Project Decision Making Process

- CH presented a proposed structure for the Town Investment Plan, highlighting three key themes; Urban Land use & Regeneration; Skills & Enterprise; Transport. These are noted to interconnect and also cover sub-themes such as digital or heritage and culture but will be treated as separate initially in order to set a structure. Projects under each theme will then form the main TIP and the projects taken forward in the TIP will have full HM Treasury Green Book business cases developed following submission of the TIP to Government.
- CH will be asking for volunteers for Subgroups for the list of projects and doodlepolls for suitable meeting dates will be circulated **KW/CH/AL**
- 4 or 5 members per subgroup and board will be asked who would like to volunteer for those working groups. **L**

- CH will be outlining in MS Teams once the board has agreed that they are happy with the working group heading.
- Outline costing will be looked in to at these working groups too and CH reminded that all projects must align with Town Deal objectives, nationally & locally as well as be able to show Value For Money as according to Gov guidance.
- Continual feedback from the working groups will be passed on to the Board.
- TD noted that in referring to SME's we should be mindful that in Penzance and Newlyn many businesses are 'micro'.
- The board has been asked who would like to volunteer for the working groups.
- **Transport**- Rob Parsons, CC Jim McKenna, Jess Morris, Rachel Yates
- **Enterprise/Skills** – Jess Morris, Henry Garfit, CC Dick Cliffe,
- **Regeneration/Land** – Rachel Yates, Tim Wotton, Emmie, Jess Morris, CC Dick Cliffe
- Doodlepolls will be circulated to all members to ensure those who sent apologies are still able to participate in the working group activities.
- CH noted that the establishment of clear themes and the local objectives of these will form the basis for detailed project decision making and this will be covered in more detail at the following Board

9 Project Expression of Interest

- CH briefly introduced already received EOIs for information purposes only in order for the Board to understand what types of projects may be submitted as applications for inclusion. These have come from organisations within the local Network that were aware of Town Deal coming. These included;
 - Penlee House
 - Newlyn Fish Trust
 - Sea Food Cornwall Training
 - The Ritz Penzance
- Decisions about inclusion are not asked for at this time and sharing of information was for knowledge purposes only.
- Conversations have also been had with the Environment Agency and it is likely a project, with match funding will be forthcoming. CH also noted that the EA would like to build on their strategic relationship with local governance in the area and will be attending the next Place Shaping meeting.

- RP noted that very early conversations about road infrastructure in Newlyn have been presented to the Harbour Commissioners from their Advisory Board. This is very early stage but could be considered for Town Deal.

10 Additional Agenda Item

- On the Friday before the Board a letter to Kate Kennally, from central Government offering an additional £500K of Towns Fund investment for Penzance & Newlyn had been received.
- The Town Deal must put together a proposal, that has to go through CC internal approval, to be submitted to Central Government by the 14th of August.
- The £500,000 must align with Town Deal objectives (both those set by Gov and locally) be Value for Money and be spend by March 2021.
- CH noted that timescales were extremely challenging both in terms of submitting a proposal and also the need for projects to be deliverable by March 2021 and advised the group that a robust approach must be taken including realism about what is achievable by March 2021.
- CH noted that as the Town Deal area has previously had much thought applied, various potential projects ideas were known or already identified in local strategies and policies. CH presented these projects and provided comments as to the likely suitability for the additional 'accelerated funding'. This included several projects that were shown to not be suitable at this time and should be dismissed (but still be considered for main Town Deal investment) in favour of more achievable activities. Following this process of elimination Sustainable Transport activities was agreed as the key theme to pursue. This was based on the logic that it is well supported locally, has existing policies, strategies and other projects such as Bay to Bay helping to guide and can cover a broad spectrum of activities. Including; bike storage, electric bikes, charging points, improvements to public realm & green spaces.
- TD raised bike storage as a key activity to include due to it supporting sustainable transport, strong strategic fit and ability to deliver by using CC land and permitted development rights. TD highlighted that whilst it would fit well with aspects such as the Interreg funding 'Experiential Tourism' project this was more about

residents being able to access bike infrastructure, especially on streets where gardens / shed space is not available to secure bikes.

- RY highlighted that sustainable transport and supporting this type of infrastructure is important to post-Covid recovery too.
- RP is fully supportive of linking up Newlyn with Penzance with the cycle route.
- JM is also supportive of the bike huts, but we need to also consider Shop-Mobility around Penzance, particularly as traffic management measures could impact less-able shoppers who would usually use cars to access the high-street.
- EKell supports the sustainable transport such as electric bikes
- Very outline costs of potential bike storage solutions had been sought and it appears that this could be achieved for circa £200k leaving scope to consider additional sustainable transport interventions.
- TD asked the Board if they were in agreement with bike storage and the Board unanimously agreed this should be included.
- MT has requested a small group volunteer together to be a delivery group overseeing compiling of an outline proposal as to how the money will be spent and bring this back to the Board at the next meeting.
- CH noted that costs would be a key element of compiling the proposal and rapid work would need to be done to start compiling a robust proposal.
- EKell asked if the funding was additional or on top of the up to £25m Penzance has been invited to bid for.
- The delivery group has been put to the board and has requested volunteers for this group Jim, Nicole, Rob, Jess Rachel have volunteered for this group and are happy for it to be done outside of working hours. A date for initial meeting would rapidly follow.

11 Budget

- Nothing to add at this point as no further spend but CH highlighted that once central support from Towns Hub was understood and the working groups had met to discuss 'gaps in knowledge (to arrive at robust business cases) budget would need to be allocated.

12 A.O.B

- EKell has mentioned the £1.2million which has been released today for Arts and Culture support.
- It was also noted that full guidance had more detail on how Town Deal Board should manage conflicts of interest and CH was asked to revisit the CH Terms of Reference to ensure that it was fit for purpose.

13 Date of Next Meeting

- 3rd of August 8.15 -10 .15