

A Town Deal for Birkenhead
Minutes of the Board
Friday 8th January 2021 at 9:00am
Online meeting via Teams

REFERENCE	ITEM	Action
1	<p>Welcome and apologies</p> <p>The Chair (Leigh-Anne Stradeski) welcomed the Board and visitors. Apologies were received from Mike Horner (Muse) and Lucy Gardner (Lead of Health and Wellbeing Task & Finish group)</p> <p>See attached sheet for full list of attendees.</p> <p>Additional attendees announced:</p> <ul style="list-style-type: none"> • Rosie Jenkins from Cities and Local Growth • David Hammond in place of Lucy Gardner <p>A photo (with permission) of the Board was taken for inclusion within the Town Investment Plan (TIP).</p> <p>It was agreed that Frank Rogers would take over as Chair (joining at 9:30am) for the discussion of item 5 – Project Portfolio</p>	
2	<p>Declarations of Interest</p> <p>Declarations were received from:</p> <ul style="list-style-type: none"> • Leigh-Anne Stradeski – Eureka! • Sue Higginson – Wirral Metropolitan College • Mick Whitley MP, Cllr Stuart Whittingham and Mark Hoskisson – Promotor of the Ideas Factory proposal • Paula Basnett –Wirral Chamber and Woodside Area CIC • Liam Kelly – Make CIC • Louise Healey – Jobcentreplus • Richard Mawdsley, Peel • David Hammond – Wirral Community Health & Care NHS Foundation Trust • Cllr Tony Jones – Wirral Council • Cllr Pat Cleary – Wirral Council 	
3	<p>Meeting Minutes</p> <p>The Board approved the previous minutes of 11th December 2020.</p> <p>Kate Pierce (KP) updated the Board with actions from the previous meeting.</p>	
4	<p>Town Investment Plan</p>	

	<p>Darren Wisner (DW) of the Council's appointed consultant Hatch, provided a summary of the emerging Town Investment Plan (part 1) and set out:</p> <ul style="list-style-type: none"> • Vision, evidence of need, evidence of opportunity, and golden thread. • Explicit link between need, vision and projects, and Birkenhead's story of place. <p>DW assured the Board that the results of the stakeholder engagement activity had informed the story of place, and that 700 interactions across the digital platforms would be a key headline of the TIP.</p>	
5	<p>Project portfolio</p> <p>DW provided an overview of the evaluation process and confirmed that:</p> <ul style="list-style-type: none"> • 25 project applications were received with an ask of more than £90m. • Each project was reviewed and scored against its fit with Town Deal objectives, deliverability, additionality, impact and value for money. <p>DW presented the shortlist of 12 projects for the consideration of the Board:</p> <ul style="list-style-type: none"> • Dock Branch Park (formerly Green Corridor) – Wirral Council • Transport Shed Visitor Attraction – NML • Waterfront Public Realm and Animation – Wirral Council/Eureka!/Woodside CIC • Education Engagement Network – Wirral Met College/Wirral Council/Partners • Open Door Charity – Open Door • Egerton Village Cultural/Arts Centre – Peel L&P/Wirral Met/UoL • Egerton House Enterprise Support Expansion – Wirral Chamber • Start Yard Craft-Based Creatives Hub – Microzine Creative Ltd • Future Yard Music Venue/Music Skills Hub – Future Yard CIC • Argyle Street Creative Hub – Make CIC • Expo Village Sustainable Housing Incubator – Peel L&P/Wirral BC • Sustainability Central Hub – Peel L&P <p>With a total ask of circa £46.7m the projects would continue to be reviewed and refined to reduce the ask to £45m.</p> <p>It was agreed that any board members or visitor, with an interest in any of the projects, should leave the call at that point whilst the projects were discussed. The role of chair was passed to Frank Rogers for the remainder of this item.</p>	

	<p>The board members remaining on the call were: Frank Rogers (Combined Authority), Sophie Bevan (Combined Authority), Mark Palios (Tranmere Rovers), Nigel Hughes (YMCA), Dr Eve Collins (University of Chester), Supt Martin Earl (Merseyside Police).</p> <p>Alan Evans (AE) commented on the strengths of the unsuccessful projects and noted that, regrettably, it was not possible to fund them all. Unsuccessful projects would be kept in mind as a fallback position and future funding streams would be utilised where appropriate.</p> <p>The discussion opened up to the Board regarding the shortlisted projects. Board members commented on the merits of both the shortlisted project as well as those that has been unsuccessful. The Board discussed the balance of shortlisted projects and the need for them.</p> <p>The Chair thanked the Board for sharing their views and asked for confirmation that members supported the proposed shortlist of projects.</p> <p>Board members endorsed the shortlist of 12 projects proposed, for inclusion within the Town Investment Plan.</p> <p>All members and visitors of the Board were invited to re-join the meeting. The role of chair reverted to Leigh-Anne Stradeski.</p>	
6	<p>Document design and review</p> <p>Mark Foster (MF) from the consultancy Open, delivered a presentation regarding the visual design of the TIP. MP confirmed that feedback from the subgroup of the Board, who had reviewed the early indicative designs, had been taken into account and the draft design had evolved accordingly.</p> <p>The Board discussed the merits of the design and heard any concerns, agreeing that design was a subjective and would not be appreciated by all. The Board agreed that the colour scheme was strong, refreshing and contemporary, and the design reflected the 'story' of Birkenhead.</p> <p>Sue Higginson and Mark Palios both offered additional images to support the TIP.</p> <p>ACTION: Images for inclusion in the TIP should be sent to MF</p> <p>Board members were invited to review the draft TIP on behalf of the Board, ahead of submission. Liam Kelly, Sue Higginson and Tony Jones volunteered to review final draft.</p> <p>ACTION: Other members wishing to review the TIP prior to submission should email KP.</p>	<p>MP</p> <p>All Board members</p>
7	Next Steps	

	<p>The Board heard that the next steps would be:</p> <ul style="list-style-type: none"> • Submit draft to MHCLC ahead of Check and Challenge session (13th January) • Circulate to Economy, Regeneration and Development committee chair and spokes for review (18th January) • Check and Challenge session (20th January) • Amend draft following feedback (20th January-25th January) • Review of draft by subgroup (25th January) • Meeting of the Economy, Regeneration and Development committee (26th January) • Submit Town Investment Plan (subject to approval by the ERD committee) (29th January) <p>ACTION: Rosie Jenkins to confirm if there is a need to circulate the final draft to the whole board in advance of final submission.</p>	RJ
8	<p>AOB</p> <p>Darren Wisler requested visual records from T&F groups for images for the TIP.</p> <p>Liam Kelly raised a query regarding communications timeline and expressed need for awareness of this in light of confidentiality requirements,</p> <p>ACTION: KP to confirm communications strategy</p>	KP
9	<p>Date of next meetings</p> <p>25th January - Review of Draft TIP</p> <p>A provisional meeting date for the next Board had been diarised for 22nd January. It was noted that this meeting might not be required.</p> <p>ACTION: KP to advise and cancel if necessary.</p>	KP