

## A Town Deal for Birkenhead

### Minutes of the Board

Friday 11<sup>th</sup> December 2020 at 9:30am

Online meeting via Teams

| REFERENCE | ITEM  | Action |
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| 1         | <p><b>Welcome and Apologies</b></p> <p>The Chair welcomed the Board and visitors.</p> <p>Apologies were received from Angela Eagle MP, Mick Whitley MP, Asif Hamid, Frank Rogers, Catherine Holmes, Supt Martin Earl, Julie Webster</p> <p>Apologies were received from Richard Mawdsley and Sally Shah who were not able to be at the meeting from the start.</p> <p>Attendance sheet attached.</p> <p>A minor agenda change was announced with Item 8: Stakeholder Engagement, being taken as item 6.</p> |        |
| 2         | <p><b>Declarations of Interest</b></p> <p>Declarations of interest will be made at the start of each meeting on an ongoing basis.</p> <p>Declarations were received from:</p> <p>Sue Higginson – Wirral Metropolitan College<br/>Cllr Tony Jones – Wirral Growth Company<br/>Cllr Stuart Whittingham and Mick Hoskisson – Promotor of the Ideas Factory Proposal<br/>Paula Basnett and Warren Ward – promotors of Egerton House, Woodside Area CIC and the Ideas Factory proposals.</p>                     |        |
| 3         | <p><b>Meeting Minutes</b></p> <p>The Board approved the previous minutes of 23<sup>rd</sup> October 2020<br/>Kate Pierce (KP) updated the Board with actions from the previous meeting</p>  |        |
| 4         | <p><b>Introduction from Hatch</b></p> <p>Darren Wisher (DW) and Tiffany Hepher (TH) were introduced from Hatch, a multi- disciplinary consultancy appointed to independently evaluate project submissions and help prepare the Town Investment Plan.</p> <p>DW highlighted lessons from cohort 1 &amp; 2 submissions made early in the year, introduced a proposed Town Investment Plan structure for</p>   |        |

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|   | <p>the Birkenhead submission, and set out details of the project shortlisting framework and timescales.</p> <p>The significance of a strong ‘golden thread’ within the Town Investment Plan was highlighted. The evidence of need and opportunities that a project presents must align with the golden thread and vision.</p>   |  |
| 5 | <p><b>Town Investment Plan</b></p> <p>DW and TF outlined the proposed Town Investment Plan structure which centred around seven key criteria identified in government guidance:</p> <ul style="list-style-type: none"> <li>• Level of need</li> <li>• Scale of opportunities</li> <li>• Strength of vision, strategy, and economic narrative</li> <li>• Coherence of Town Investment Plan</li> <li>• Capacity and alignment of proposals with ongoing initiatives</li> <li>• Strength of collaboration with communities and civil society</li> <li>• Strength of collaboration with the private sector and local businesses</li> </ul> <p>Structure will be sectioned within the following format:</p> <ol style="list-style-type: none"> <li>1. Context / Story of place</li> <li>2. Our strategy &amp; Towns Deal projects</li> <li>3. How we have engaged</li> <li>4. How we will deliver</li> </ol> <p>DW outlined timescales with first draft expected in early January.</p> |  |
| 6 | <p><b>Stakeholder Engagement</b></p> <p>Hannah Nixon (HN) led a presentation updating the Board on stakeholder and community engagement to date. Updates were given on the recent public consultation; result were found to aligned with the emerging Town Deal proposals and vision.</p> <p>HN confirmed that there had been over 700 interactions regarding Birkenhead Town Deal across the Council’s digital platforms.</p> <p>TH provided an update following a stakeholder engagement session with Government Town Deal support partners. Feedback from this meeting was that the stakeholder engagement had been innovative and thorough. The setting up of Task &amp; Finish groups was highlighted as good practice.</p>  |  |
| 7 | <p><b>A Vision for Birkenhead</b></p> <p>Juliet Blackburn (JB) made a presentation on the proposed vision for Birkenhead, centred around reconnecting, reimaging, rediscovering and repopulating the town.</p>  |  |

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|   | <p>JB outlined that to achieve the vision and ambition held for Birkenhead nine objectives must be embraced and delivered.</p> <ul style="list-style-type: none"> <li>• An Industrious Birkenhead</li> <li>• Birkenhead – Urban garden city</li> <li>• Birkenhead Heritage</li> <li>• Waterfront Birkenhead</li> <li>• Connected Birkenhead</li> <li>• Sustainable Birkenhead</li> <li>• Healthy Birkenhead</li> <li>• Inclusive Birkenhead</li> <li>• Resilient Birkenhead</li> </ul> <p>Board Members suggested Waterfront Garden City as a replacement to Urban Garden City.</p> <p>Board members indicated that they were supportive of the Vision.</p> <p><b>ACTION:</b> Board members were invited to submit further comments to KP following the meeting.</p>  | Board |
| 8 | <p><b>Project Prioritisation</b></p> <p>DW updated the Board with the proposed process for project prioritisation and short-listing. It is intended that the shortlist of projects to be include in the Town Investment Plan be presented to the Board at its next meeting.</p> <p>KP updated the Board with new project proposals received since the last meeting of the Board on 23<sup>rd</sup> October. These included:</p> <ul style="list-style-type: none"> <li>• A visitor centre at Birkenhead Priority</li> <li>• Project Burgundy (Argyle Street)</li> <li>• Birkenhead House (Price Street)</li> <li>• Energy dock</li> <li>• Supersite leisure centre</li> <li>• Birkenhead Market</li> </ul> <p>KP updated the Board with the themes that were emerging strongly. These included:</p> <ul style="list-style-type: none"> <li>• Waterfront and animation</li> <li>• Argyle Street creative quarter</li> <li>• Enhanced workspace and accommodation</li> <li>• Skills and Inclusivity infrastructure</li> <li>• Sustainability</li> </ul> <p>An update was given by Cathy Wignall (CW) on plans for Dock Branch Park (previously The Green Corridor). The project has developed immensely over the last 12-18 months particularly because of community engagement feedback which triggered the name change.</p> |       |

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|    | <p>A concern was raised over perceived need for substantial national significance of the Town Investment Plan projects. DW advised not to restrain ambition and that the Plans are assessed on their own merits.</p> <p>The presentation was met with support across the Board, who agreed to include Dock Branch Park as a project within the Town Investment Plan.</p> <p>The board also agreed to the increased funding ask in the Town Investment Plans of circa £45m.</p>  |                                 |
| 9  | <p><b>Accelerated Grant</b></p> <p>KP updated the Board on the accelerated grant programme. The council has indicatively allocated the funds to projects which align with the originally funding bid. These include:</p> <ul style="list-style-type: none"> <li>• Digital connectivity and technology corridor project</li> <li>• Public Realm/Birkenhead market relocation</li> <li>• Left Bank Geocache - a digital audio sound walk in Argyle Street/ Waterfront area</li> <li>• Grant programme to support creative industries sector in the Argyle Street area.</li> </ul> <p>The grant scheme was launched on 10<sup>th</sup> December to enable cluster development of the creative sector within the Argyle Street area. The council is inviting applicants to use these accelerated funds by putting forward proposals for capital schemes, that can meet the objectives of the fund and be delivered this financial year, by 31 March 2021.</p> <p>The process will be competitive, and applications will be evaluation against a number of criteria.</p> <p>The Council will review all applications, as well as schemes already identified, before allocating the accelerator fund in line with the objectives.</p> |                                 |
| 10 | <p><b>Next Steps</b></p> <p>The need for a small number of Board members to form a sub-group to review the town Investment Plan prior to submission, was identified.</p> <p><b>ACTION:</b> Board members were asked to contact KP with an expression of interest. A final decision would be taken by the Chair.</p> <p><b>ACTION:</b> A short list of projects would be presented to the Board at its next meeting.</p>   | <p>Board</p> <p>DW/TH/CW/KP</p> |
| 11 | <p><b>AOB</b></p> <p>The chair wished the Board a Merry Christmas and a Happy New Year.</p>   |                                 |

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| 12 | <b>Date of next meetings</b> <ul style="list-style-type: none"><li>• Board 8<sup>th</sup> January 2021</li><li>• Board 22<sup>nd</sup> January 2021</li></ul> |  |
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