

A Town Deal for Birkenhead

Minutes

Thursday 12th March 2020 at 5pm

Birkenhead Town Hall

	ITEM	ACTION
1	<p>Welcome and Apologies</p> <p>The interim chair welcomed the Town Deal Board members to the inaugural meeting of the Town Deal Board.</p> <p>Apologies were received from Angela Eagle MP, Angela Simpson (University of Chester), Asif Hamid (LEP), Sue Higginson (Wirral MET), Catherine Holmes (Homes England)</p>	
2	<p>Introductions</p> <p>Introductions for the Board Members and guests were heard (see attached attendance sheet).</p>	
3	<p>Declarations of Interest</p> <p>Members of the Board were asked to complete and return the form if they had not yet done so. Declarations of interest will be made at the start of each meeting on an ongoing basis.</p> <p><i>ACTION: Board Members to forward outstanding Declarations of Interest to KP.</i></p>	All
4	<p>Terms of Reference</p> <p>The Board considered the draft Terms of Reference and a suggested amendment was agreed regarding the substitution of members. Should a Board Member not be able to attend the meeting then a deputy, with authority to vote, can attend as a substitution.</p> <p>The Terms of reference were agreed subject to this amendment.</p> <p><i>ACTION: KP to amend the draft Terms of Reference.</i></p>	KP
5	<p>Appointment of Chair update</p> <p>The Board heard that a number of expressions of interest had been received for the role of Chair.</p> <p>It was agreed that a sub-group would be convened to review the applications and make a recommendation to the Board. The Board agreed that Cllr Tony Jones, Cllr Stuart Whittingham, Michael Norton and Nigel Hughes will sit on the sub-group.</p> <p><i>ACTION: AE to circulate applications to the sub-group</i></p>	KP/AE

<p>6</p>	<p>Introduction to Towns Fund</p> <p>The Interim Chair delivered an oral report regarding the Town Deal offer, the opportunity for Birkenhead and the role and responsibilities of the Board.</p> <p>The Board noted that:</p> <p>The bid submission is due Summer 2020. The Council will make the submission on behalf of the board. The Board will advise the Council.</p> <p>MA confirmed that:</p> <ul style="list-style-type: none"> • Further guidance would be released from MHCLG after the elections • The split between capital and revenue funding had still not been confirmed but that it was likely to favour capital • Consultancy support would be available to support development of the Town Investment Plan. It is unclear what the support would comprise of, but more information was expected at the end of April. <p>The Board asked for clarity regarding themes. AE urged members to be innovative and noted that the fund could be used to deliver projects that there had not been an opportunity to deliver on in the past.</p> <p>The Board considered that data gathering and benchmarking against would be helpful in developing projects. SB suggested that other towns in the LCR region could share advice and best practice.</p> <p><i>ACTION: SB to look at how this could be achieved to help the Board.</i></p> <p>The Board discussed the need for the engagement of students and young people, and the inclusion of their views in project development.</p> <p><i>ACTION: The Board to give further consideration to how this could be achieved and report back to the next meeting.</i></p>	<p>SB</p> <p>All</p>
<p>7</p>	<p>Current regeneration programmes in Birkenhead</p> <p>The Board receive a presentation from AE (Director of Regeneration & Place)</p> <p>The Board considered:</p> <ul style="list-style-type: none"> • The need to attract students to the area and the businesses needed to support them. The importance of connectivity to Liverpool for students and that trains would need to run later into the evening than they currently do. • That some interventions eg, improved lighting and wayfinding, might not necessarily be expensive. • Past investment campaigns for Wirral and their limited success. The Board discussed inviting creative businesses to develop campaign proposals and the use of VR to visualise the vision. • The need to provide desirable places for older people to live. AE noted that the Local Plan was trying to respond to this. • That businesses located on the Wirral were keen to grow their business and stay located on the Wirral and that there is a need to provide business 	

	<p>accommodation over and above what is already provided. AE noted that the growth plans provide for this and that skills, business and the local offer are all interlinked.</p> <ul style="list-style-type: none"> • How proposals could work in the context of the existing Left Bank proposals <p>The Board asked for clarity about what £25m could deliver. AE confirmed that public money was already going into a number of projects to leverage private investment.</p> <p><i>ACTION: KP to provide the estimated costs of the proposal and plans already in place.</i></p> <p>The Board noted that Town Investment Plan should be aligned with the Local Industrial Strategy.</p> <p><i>ACTION: SB offered to provide a summary of the Local Industrial Strategy so that the Board could understand how its proposals would fit with this.</i></p> <p><i>ACTION: KP to circulate slides and policy documents.</i></p> <p><i>ACTION: Peel and Muse to be invited to present to Board.</i></p>	<p>KP</p> <p>SB</p> <p>KP</p> <p>KP</p>
8	<p>Work plan proposals</p> <p>The Board considered an area plan setting out the proposed Town Deal spatial area. AE agreed to consider an extension to the plan to cover Hoylake Road, Birkenhead. The Board agreed the proposed plan subject to consideration of the extension.</p> <p><i>ACTION: AE to consider the extension and amend as appropriate.</i></p> <p>The Board discussed a potential vision statement and agree this should be short and resonate with people. AE asked for visions from private sector partners.</p> <p><i>ACTION: KP to collate existing vision statements. The Board were asked to send ideas for the vision to KP.</i></p> <p><i>ACTION: TG and MP agreed to consider options for a vision statement on behalf of the Board.</i></p> <p>The Board discussed how they could bring innovative thinking to proposals. The board identified the need to have young people represented on the Board.</p> <p>The Board discussed an emerging Town Investment Plan. It was agreed that:</p> <ul style="list-style-type: none"> • Interventions do not need to be big, but they do need to be impactful. • Interventions might also be statement pieces eg, Angel of the North. • There is an opportunity and a need for the waterfront to be attractive and visible from the Liverpool side. Examples of successful waterfront regeneration schemes in other towns and cities were discussed. • Baltic Triangle was an example of innovation. It was noted that capital spend did not need to be big and success can be achieved through revenue projects. • Decisions should be made using data as evidence as this can challenge our perceptions. 	<p>AE</p> <p>KP</p> <p>TG/MP</p>

	<p>The Board agreed that a broad investment framework was required to assist members in deciding which themes to focus on.</p> <p><i>ACTION: KP to provide examples of waterfronts that have been regenerated. Eg, Brooklyn, Left Bank in Paris. Porto.</i></p> <p><i>ACTION: KP to consolidate ideas and projects already in pipeline, under the broad themes set out in Town Deal.</i></p> <p><i>ACTION: PB to circulate examples of what the BID had achieved where there had been a positive impact. Eg operation sparkle.</i></p> <p>The Board agreed that Communications would be discussed at a later meeting.</p> <p><i>ACTION: KP to develop draft communications strategy for consideration. Board members to suggest preferred communication methods that had been successful in their own companies.</i></p> <p>The Board discussed task and finish groups and agreed that they would be set up at a later meeting.</p> <p><i>ACTION: KP to provide key themes for potential groups.</i></p>	<p>KP</p> <p>KP</p> <p>PB</p> <p>KP</p> <p>KP</p>
9	<p>Town Deal administration</p> <p>The Board received an oral report setting out the support the Council could offer the Board in developing its proposals.</p> <p>The Board welcomed and accepted an offer from TG to test the bid.</p>	
10	<p>AOB</p> <p>None received</p>	
11	<p>Date of next meetings</p> <p>The Board agreed for meetings to be held monthly and, where possible, on a Thursday.</p> <p><i>ACTION: KP to set schedule of meetings one the role of chair had been agreed.</i></p>	<p>KP</p>