

**A Town Deal for Birkenhead**  
**Minutes of the Board**  
**Tuesday 23<sup>rd</sup> October 2020 at 10am**  
**Online meeting via Teams**

REFERENCE	ITEM	Action
1	<p><b>Welcome and Apologies</b>  The Chair welcomed the Board and visitors.</p> <p>Apologies were received from Angela Eagle MP, Angela Simpson, Nikki Jones, Juliet Blackburn, Julie Webster and Nigel Hughes.</p> <p>Attendance sheet attached.</p>	
2	<p><b>Declarations of Interest</b>  Declarations of interest will be made at the start of each meeting on an ongoing basis.</p> <p>Declarations were received from:  Leigh Anne Stradeski – Eureka  Paula Basnett – Egerton House, Woodside  Sue Higginson – Wirral Metropolitan College  Mick Whitley – Ideas Factory  Richard Mawdsley – Wirral Waters: Egerton Village, Housing Expo &amp; Streetcar.  Eve Collins – Health and Wellbeing Hub  Louise Healey – DWP, Jobcentre+  Lucy Gardner – Warrington and Runcorn Town Deal Boards.  Sophie Bevan – 3 LCR Town Deal Boards.</p>	
3	<p><b>Meeting Minutes</b>  The Board approved the previous minutes of 15<sup>th</sup> September 2020</p>	
4	<p><b>Board membership</b>  It was reported that:</p> <ul style="list-style-type: none"> <li>• Gary Evans (Merseytravel) stepped down from the Board and Sophie Bevan (LCR) joined the Board.</li> <li>• Cllr Pat Hackett stepped down from the Board and Cllr Jannette Williamson joined the Board.</li> <li>• Superintendent Gary O’Rourke (Merseyside Police) stepped down from the Board and Superintendent Martin Earle (Merseyside Police) has joined the Board.</li> <li>• Tony Graham (Cammell Laird) stepped down from the Board.</li> </ul> <p>The Chair thanked the departing Board members for their time and commitment to the Board and welcomed new members.</p> <p>It was also noted that:</p>	

	<p>Angelina Cliff (Place and Investment Team Graduate) will be leaving the Place and Investment Team as her placement comes to an end in November. The Chair thanks Angelina for her hard work and assistance in supporting the activities of the Board.</p> <p>Cathy Wignall (Place and Investment Team) was welcomed to the meeting. Cathy will be helping to develop the Town Investment Plan.</p>	
5	<p><b>Project Long List</b></p> <p>The Board received 3-minute presentations from project proposers. These presentations were:</p> <ul style="list-style-type: none"> <li>• <b>Care Leavers Hub</b> The Callister Building, Argyle Street, Birkenhead. <i>Proposed by Wirral Council and presented by Paul Smith</i></li> <li>• <b>Multi Agency Model</b> Hub - Wirral Met College, Treasury Building Annex. Spokes - Various locations <i>Proposed by Paul Smith, Louise Healey and Sue Higginson and presented by Sue Higginson.</i></li> <li>• <b>The Ideas Factory</b> Exmouth Street <i>Proposed by Mick Whitley MP and presented by Mick Whitley MP</i></li> </ul> <p>SH offered support from Wirral Met College and the provision of joint services for education and training for young people.</p> <p>AE confirmed the land was council owned.</p> <ul style="list-style-type: none"> <li>• <b>The Forum Creative Space and The Artisan Bakery</b> The Station Hotel Building Hamilton Street <i>Proposed by Forum Housing Association and presented by Lisa Leece.</i></li> <li>• <b>Argyle Street Creative Hub</b> Argyle Street area <i>Proposed by MAKE CIC and presented by Liam Kelly</i></li> <li>• <b>Future Yard Second Phase Development</b> Argyle Street <i>Proposed by Future Yard CIC and presented by Craig Pennington</i></li> <li>• <b>Convenience Gallery CIC</b> <i>Proposed by Convenience CIC and presented by Andrew Shaw/ Ryan Gauge</i></li> </ul> <p>SH welcomed the opportunity to provide culture and creativity, and offered that Wirral Met College could be a strategic partner for these projects to support skills development within the creative industries.</p>	

Craig Pennington confirmed that the funding would enable phase two renovations at Future Yard in order to increase their capacity. The funding would also leverage additional funding.

Andrew Shaw confirmed that the funding would be used to acquire a centrally located premises which would be a permanent home for the Convenience Gallery.

- **StartYard**  
108 Church Street Birkenhead  
*Proposed by Chris Lee and presented by Chris Lee*
- **Egerton House**  
*Proposed by Wirral Chamber and presented by Paula Basnett*
- **Wirral Ice Cream Factory**  
*Proposed by The Doo Group and presented by Justin Dooley*

Mr Dooley confirmed that the forecasted visitor numbers were approximately 250,000 p.a. to the Ice Cream Factory proposal. He noted that the preferred location is the vacant House of Fraser premises.

- **The Transport Shed**  
*Proposed by National Museums Liverpool and presented by Sandra Penketh*
- **Health and Wellbeing Hub**  
Birkenhead town centre  
*Proposed by Health, Wellbeing and Community Task and Finish Group and presented by Lucy Gardner*
- **Open Door Charity/Bloom Building**  
*Proposed by Open Door Charity and presented by Lee Pennington*
- **Woodside and Waterfront**  
*Proposed by Woodside CIC and presented by Sharon Stanton*
- **Eco-Hub (Future Expo)**  
*Proposed by Digital and Clean Energy T&F Group and presented by Bryan Lipscombe*
- **Egerton Village**  
Tower Road, Wirral Waters  
*Proposed by Peel Land and Property and presented by Richard Mawdsley*
- **Eureka! Mersey**  
Seacombe  
*Proposed by Eureka! and presented by Leigh-Anne Stradeski*
- **BRF - project summary**  
*Proposed by Wirral Council and presented by Bev Staniford*

	<p>KP confirmed that following the meeting, the presentations would be shared with project proposers and the Board.</p> <p><i>ACTION: Project proposers to send presentations to KP if they are happy to share.</i></p> <p><i>ACTION: KP to share presentations with attendees.</i></p>	<p>Proposers</p> <p>KP</p>
<p>6</p>	<p><b>Project Evaluation</b></p> <p>CW set out how the need for projects would be determined.</p> <p>In line with government guidance the Town Investment Plan must contain a small number of large projects rather than a large number of smaller projects. As such, the long list must be reduced in size. This will be achieved through the evaluation process and the grouping of projects by theme and outcome.</p> <p>Because of the complex nature of this exercise, and the wide variety of projects, CW set out the Council's intention to appoint a consultant to support this and undertake independent evaluation of the projects. Once this is completed feedback will be received at the next meeting, alongside the short list of projects.</p> <p>KP summarised the process and next steps:</p> <ul style="list-style-type: none"> <li>• Having heard all of the presentations, project proposers were invited to collaborate outside of any arranged meeting and contact other project proposers where there is synergy, in order to move projects forward.</li> <li>• The evaluation exercise will take place over the next month. The Board administration team will be working with project proposers to help them develop their projects to the required depth, ready for prioritisation. A project proforma will be required to be completed by all project proposers.</li> </ul> <p><i>ACTION: KP to circulate the proforma for completion by project proposers</i></p> <p><i>ACTION: Project Proposers to complete the proforma ready for evaluation</i></p> <p>Proposals will be evaluated against criteria and critical success factors. Slides setting out criteria and critical success factors were shared at the September meeting of the Town Deal Board.</p>	<p>KP</p> <p>Project Proposers</p>
<p>7</p>	<p><b>AOB</b></p> <p>CW confirmed that the next steps will be communicated by the team along with the project proforma.</p>	<p>KP</p>

8	<b>Date of next meeting</b> <ul style="list-style-type: none"><li>• Board 11<sup>th</sup> December</li></ul>	