

## **TOWN DEAL**

**14 DECEMBER 2020**

### **Members present:**

Carole Dixon (Co-chair)	Hastings Community Network
Graham Peters (Co-chair)	Team East Sussex/SELEP
Andrew Harvey	New River Reit
Catherine Parr	Hastings Business Improvement District
Clive Galbraith	Hastings Area Chamber of Commerce
Cllr Kim Forward	Hastings Borough Council
Dan Shelley	East Sussex College Group
Dawn Dublin	Unveiled
Francis Lucien Brown	Hastings Youth Council
Helen Kay	Hastings Opportunity Area
James Harris	East Sussex County Council
James Leathers	Heritage Action Zone
Jane Hartnell	Hastings Borough Council
Jess Steele	Heritage Action Zone
John Bownas	Love Hastings Ltd
Kate Adams	Hastings and Rother Cultural Leaders Group
Liz Coleman	Hastings and Rother Interfaith Forum
Sally-Ann Hart	MP for Hastings and Rother
Sean Dennis	Hastings Area Chamber of Commerce
Sonia Blizzard	Seachange Sussex
Steve Manwaring	Hastings Voluntary Action
Terry Hume	Public Health England

### **Others in attendance:**

Jo Simmons	SELEP
Graeme Collinge	Genecon
Iain McNab	Cities and Local Growth Unit
Rebecca Collings	Town's Hub

### **HBC Project team present:**

Hannah Brookshaw  
Pranesh Datta  
Stephen Dodson  
Victoria Conheady

## **32. WELCOME, APOLOGIES AND MINUTES OF THE LAST MEETING**

Apologies were received from: Darrell Gale, Liz Gilmore, Richard Moore and Stuart Mitchell.

The minutes of 26<sup>th</sup> November were accepted as an accurate record.

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### **33. OVERVIEW AND UPDATES**

#### **33a. Towns Hub advice on next steps**

Rebecca Collings (RC), Towns Hub Coordinator provided an update:

- A direction of travel session was held with council officers and co-chairs of Hastings Town Deal to review progress to date on the Town Investment Plan (TIP)
- The key message from the session was that Hastings' submission is in very good shape in relation to the criteria set out by the Ministry of Housing, Communities and Local Government (MHCLG)
- Further work will be done on the TIP ready for submission on 28<sup>th</sup> January
- Rebecca reminded the board that if the value of the TIP is over £25m, this will be subject to extra scrutiny and the regional and national benefit and impact would have to be demonstrated
- The Towns Hub is confident that Hastings has a robust project prioritisation and assessment system, has followed the required steps and has a strong consultative process in place

#### **33b. Activity and engagement since last meeting and timeline update**

Victoria Conheady (VC) provided an update:

- Following the last meeting, further information was circulated as per action of the meeting
- 1-2-1 meetings were held to answer any further queries with board members who attended the last meeting and a series of 'mini' board meetings were held with those who were not able to attend
- Discussions have taken place with funders and co-funders, and leveraged funding options are being explored for some projects
- The regional impact and local ripple impact is being assessed and evidenced
- Development work on design and content is ongoing
- The draft TIP will be submitted to the Towns Hub on 4<sup>th</sup> January 2021 in time for the 'Check and Challenge' session on 8<sup>th</sup> January. Any final amendments will be made prior to circulation to the board for agreement at its meeting on 21<sup>st</sup> January
- The final TIP will be submitted on 28<sup>th</sup> January for assessment by government.
- If approved, the heads of terms outlining the funding allocation, outputs, outcomes and match funding requirements will be released, and will be signed by the council and co-chairs (approximately between March-May 2021)
- A request to provide a plan/phase of project activity will be required
- Shovel ready projects will be identified and brought forward during 2021 and all other projects will commence full business case work up

VC explained that ways to support project leads in taking their projects forward are being looked into as it is recognised that revenue funding may be needed for development of their business cases. RC explained it is expected that these can be

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developed by projects at different phases, although MHCLG may ask for summary business cases for projects which are not shovel ready. MHCLG guidance on this is currently being finalised.

### 34. KEY DECISIONS FOR THE BOARD

#### 34a. Key decision 1: Board approval to progress package of projects to next stage

The board received information prior to the meeting detailing the package of projects to progress to the next stage.

With regards to the projects that were not included in the Town Deal Investment Plan package to progress, it was explained that ways to take these forward and deliver with partners outside of the Town Deal as 'pipeline projects' that contribute the overall vision for the town will be considered, subject to advice being sought and further guidance from MHCLG being received. **Action: Victoria Conheady**

The board agreed to progress the recommended package of projects to the next stage.

#### 34b. Key decision 2: Board to decide value of submission (£25m or above)

It was noted that submissions above £25m will be subject to additional scrutiny, although the level and detail of this scrutiny is not currently clear. Several of the projects have regional impact and officers will ensure that the submission will include strong narrative and evidence to support this.

The board agreed that the value of submission should be £28.5m

### 35. TIP 1 UPDATE

Pranesh Datta provided an update:

Work on the content and design is currently well underway. Feedback that has been received from the Towns Hub on key points, includes:

- The Theory of Change needs to be overarching and written for each project
- The leveraged and complimentary projects, need to be better articulated
- The TIP is restricted to 10,000 words. This is very challenging, and images, graphics and infographics will be used as much as possible to protect the word count.

Hannah Brookshaw shared a sample design style of the TIP and a mock up of the desktop blog. Project leads have been asked for photos for inclusion in the TIP.

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### **36. TIP 2 UPDATE**

Pranesh provided an update:

- The TIP 2 proformas were circulated and have been completed and returned by project leads
- More detailed work is required on the outputs and outcomes, and project leads may be contacted for more information
- Final drafts need to be agreed by 30<sup>th</sup> December and will be submitted to the Towns Hub on 4<sup>th</sup> January in time for the check and challenge session
- Any further changes that may be required will be made and circulated to the board for sign off at its meeting on 21<sup>st</sup> January
- Final changes will be made prior to submission on 28<sup>th</sup> January

A Venn diagram will be created to better demonstrate the links and impact between the key themes and projects. **Action: Pranesh Datta**

### **37. STAKEHOLDER ENGAGEMENT PLAN**

Hannah Brookshaw (HB) gave an update on the Stakeholder Engagement Plan: She explained the work that has been carried out so far, what is currently happening and what will be carried out in the near future (divided into past, present and future), what stakeholders will be engaged (business, community and others) and the methods for this engagement (offline and online). A copy of the presentation will be circulated with the minutes of this meeting.

HB will be approaching board members to be part of a Stakeholder engagement working group to for the next stage of the programme.

### **38. DATE OF NEXT MEETING**

10:00, Thursday, 21st January 2021

## Stakeholder Engagement Plan update



### Engagement Programme - Past

- Historical engagement at all levels:
- Strategic level insight (H&R Taskforce review)
- Small scale (survey of socially isolated adults / school young engineers lesson)
- Previous bids addressing similar objectives (future High streets)



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### Engagement programme: Present

- Town Deal webpage
- Social media posts/press releases
- Board (mix of public, business, community representative organisation)
  - SWOT (informed by past)
  - EDG/PPWG
  - representing views of networks/organisations
- Engagement via existing networks
- Open EOI call for projects and ideas (all able to 'have their say')
- Accelerated fund development and promotion
- Local Plan development

### Engagement programme: Future

- Engagement through webpage blog and social media channels – clear branding and tone of voice for audiences
- Press releases/interviews
- Board & Morphing of PPWG into project development working groups – influencing/shaping
- Tack onto existing projects/networks
- Roadshows/open events (covid permitting)
- Advertising
- Accelerated fund and TIP project in delivery and 'action'
- Local Plan and other statutory (eg planning)

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### Stakeholder Engagement Audiences

- Businesses
- Community
- Stakeholders

### Business

Business improvement district  
Chamber of Commerce  
Federation of Small Businesses  
County-wide inward investment vehicle (LOCATE)  
Other networks (Manufacturing/fishing etc)  
Major businesses with stake in the town  
Individual businesses

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### Community

- Representative community organisations (such as fishing, coastal users, Hastings community network, sustainable transport etc)
- Digitally excluded (identified through board members who work with those groups as well as local knowledge)
- Young people (including through youth council and opportunity area)
- Individual residents targeted through online and offline channels (neighbourhood/town centre events, posters etc, social media.web)
- Councillors

### Stakeholders

- Individual relationships
- Networks
- Targeted online
- Board members
- Funders/sector bodies
- Through statutory consultation (planning permission etc for projects)
- EOI project proposers/submitters



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## Online

- Town Investment Plan publication
- Town deal webpage and blog
- Town Deal social media channels, including targeted posts & messaging according to audience
- HBC Resident newsletter/other organisational newsletters
- Open expression of interest ideas/project phase
- Resource for local board members/delivery partners to ensure coordinated messaging (Tone of voice/logo etc)
- Surveys/opinion polls, where appropriate
- Press releases/board members promotion
- SLIDO – interactive SWOT development

## Offline

- Strategic insights/reports
- Community level data
- Roadshows/open events
- Surveys/opinion polls
- Area walkarounds
- Meetings/networking events (directly town deal or via others)
- TD board meetings and minutes
- Projects in delivery and action

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### Town Deal messaging

- Appointed external support – Beth King/Locate
  - TIP support design and copywriting
  - Social media/blog/tone of voice/logo/brand
- What message/when and how?
  - Need to excite the town/get them behind the projects
  - Recognise very, very start of the process for project development, by no means set in stone – 6 year programme
  - Mindful of commercial sensitivity around some projects

Proposed online approach  
beginning end Jan  
2021

