

# Town Deal Agenda

Tuesday, 24 August 2021 at 11.00 am

Microsoft Teams

For further information, please contact [Towndeaal@hastings.gov.uk](mailto:Towndeaal@hastings.gov.uk)

		Page No.
1.	Welcome and apologies 11:00	
2.	Minutes of the last meeting and matters arising 11:05	1 - 6
3.	Project prioritisation process update 11:10	7 - 14
4.	Proposed use of management allowance 11:25	15 - 18
5.	Communications and engagement update 11:40	19 - 20
6.	Health and wellbeing outcomes and measures - for discussion 11:50	21 - 24
7.	Next steps 12:10	25 - 28
	<ul style="list-style-type: none"><li>• Checklist – tasks for end of August submission</li><li>• Template – Annex A for submission</li><li>• Appointment of Mott MacDonald – verbal update</li></ul>	
8.	Any other business 12:25	
9.	Date of next meeting: Tuesday, 28th September at 10am	

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# Agenda Item 2

## Public Document Pack

### TOWN DEAL

22 JUNE 2021

#### **Present:**

Carole Dixon (Co-chair)	Hastings Community Network
Graham Peters (Co-chair)	Team East Sussex
Alexander Riley	South East Local Enterprise Partnership
Andrew Harvey	New River REIT
Candice Miller	East Sussex CCG
Clive Galbraith	Hastings Area Chamber of Commerce
Cllr Kim Forward	Hastings Borough Council
Dan Shelley	East Sussex College Group
Darrell Gale	Public Health East Sussex
Dawn Dublin	Un-veiled Ltd
Francis Brown	Hastings Youth Council
James Harris	East Sussex County Council
James Leathers	Heritage Action Zone
Jane Hartnell	Hastings Borough Council
Jess Steele	Heritage Action Zone
John Bownas	Hastings Business Improvement District
Kate Adams	Project Art Works
Liz Coleman	Hastings and Rother Interfaith Forum
Lourdes Madigasekera-Elliott	Public Health East Sussex
Sally-Ann Hart	MP for Hastings and Rye
Sean Dennis	Hastings Area Chamber of Commerce
Sonia Blizzard	Sea Change Sussex
Steve Manwaring	Hastings Voluntary Action
Stuart Mitchell	New River REIT

#### **Others in attendance:**

Rebecca Collings	Towns Hub Coordinator
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#### **HBC project team present:**

Hannah Brookshaw  
Stephen Dodson  
Victoria Conheady

## **51. WELCOME AND APOLOGIES**

Apologies were received from Liz Gilmore.

Congratulations were extended to all that have been involved in the process to date, including the board, project leads and particularly to the project team, following the recent announcement of the successful outcome of the Town Investment Plan submission and funding award of £24.3m. This is a very positive step forward for the town.

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Congratulations were also extended to the accelerated funds projects, which are now almost complete.

There were no additional declarations of interest.

### **52. MINUTES OF THE LAST MEETING AND MATTERS ARISING**

Accepted as an accurate record.

There were no matters arising.

### **53. TOWN DEAL HEADS OF TERMS AND NEXT STEPS**

Victoria Conheady updated:

- Hastings Town Investment Plan submission was successful and offered £24.3m
- All projects were included and only two of these had minor conditions attached
- The managing authority (HBC) and Town Deal board need to decide how the funding offer will be profiled and which projects proceed
- Heads of Terms need to be signed and submitted by 29<sup>th</sup> June
- HBC Cabinet is meeting on 25<sup>th</sup> June to approve the heads of terms from an accountable body position, and to approve the progression and delivery of the business case stage and the governance/programme structures
- After submitting the signed heads of terms, further information has to be submitted within 2 months:
  - Overall programme financial profile
  - Details of the projects being taken forward (including the financial profile)
  - Plan for addressing the key conditions

The board agreed to endorse the Heads of Terms for Hastings, including the fund offer ready for submission to government, subject to HBC cabinet approval.

#### **Next steps:**

As there is a £3.9m funding gap to be met, the project re-prioritisation process will begin using the re-prioritisation tool supplied by the Towns Hub. Genecon will be brought in again as the independent assessor, the project prioritisation working group will be re-instated and liaison with project leads will start. This process has to be completed within six weeks and board agreement will be sought, in conjunction with the borough council prior to submission to government, confirming the details at the end of August.

Due diligence/project status checks are being undertaken on all projects, including the shovel ready projects. It may be possible to submit the shovel ready project business cases alongside the summary document in August, however, these can be submitted at a later date if required.

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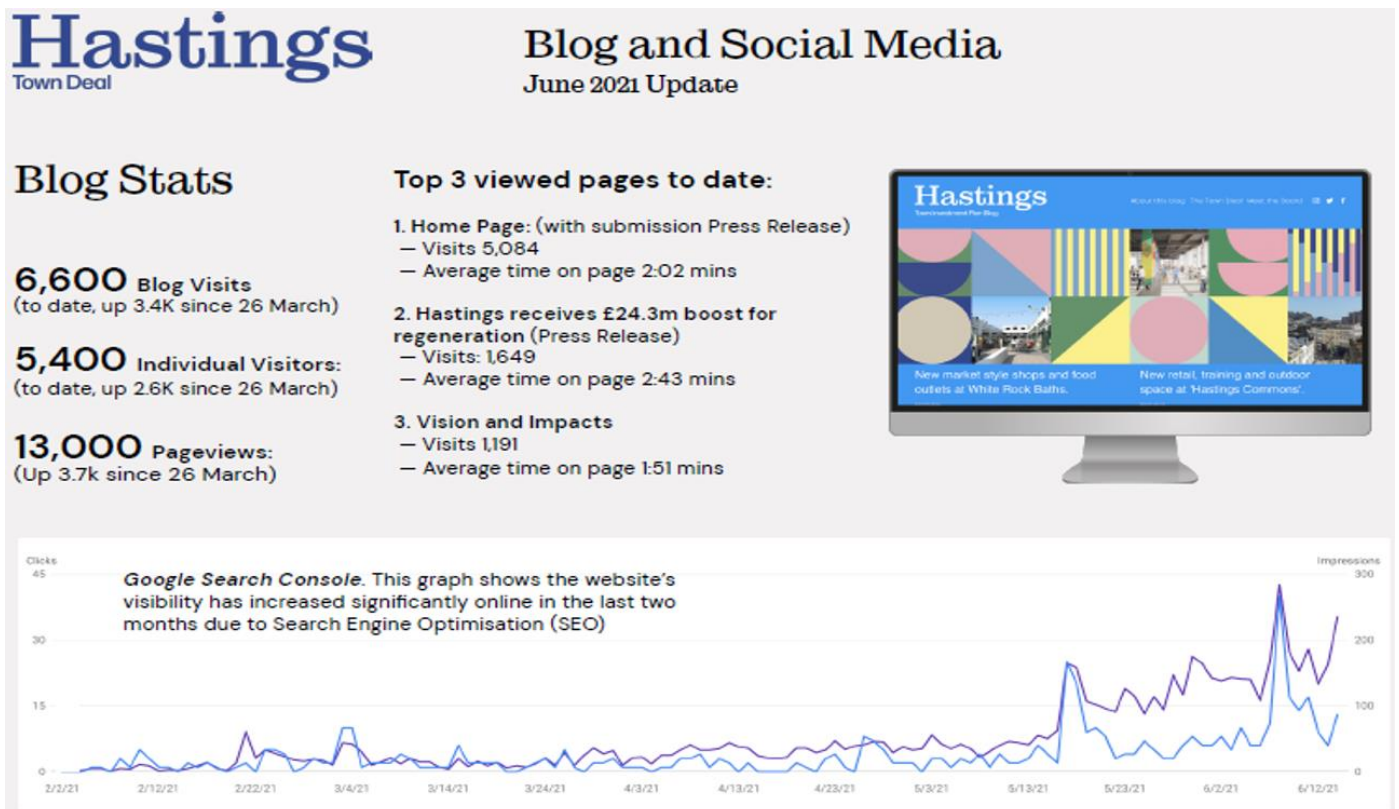
The tender is now live to seek consultant resource for business case development work.

It was confirmed that the Hastings local criteria that was previously used can be built into the re-prioritisation process. The criteria will be circulated to the board and should this change for whatever reason, the board will be advised. **Action: Victoria**

## Engagement and Communications

Hannah updated:

- The funding announcement messaging is continuing throughout June
- Engagement is progressing as per framework set out in the Town Investment Plan
- Details of offline and online content strategy are being developed, including project showcase, curriculum programme and liaison with project leads
- Accelerated projects celebration events are to be planned as they are coming to completion
- Statistics around the blog and social media channels were presented (see below)



## TOWN DEAL

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**Hastings**  
Town Deal

### Social Media



Twitter  
Followers 96 (+24)



LinkedIn  
Followers 72 (+22)



Facebook  
Followers 185 (+145)



Instagram  
Followers 673 (+243)

	Posts	Followers	Following
Hastings	19	673	41
Todmorden	41	331	431
Camborne	108	243	170

### Highlighted as an example of best practice

Hastings blog and online presence is one of 4 examples of good practice for building a strong Town Deal brand in the Towns Hub resources here:

[townsfund.org.uk](https://townsfund.org.uk)

(near to the end of the downloadable document)



**Larking**

## 54. UPDATE ON TOWN DEAL BOARD AND GOVERNANCE STRUCTURES

### The Town Deal Investment Panel

Victoria explained:

- The investment panel will provide independent scrutiny to the assessment of business cases
- Is a development of the Executive Delivery Group (EDG) and will include those with skills/expertise to scrutinise and have oversight of business cases
- Will be chaired by the private sector town deal board co-chair and will meet quarterly or as required
- The EDG will still be available as and when required for other board matters
- The membership is as listed in the report which was circulated prior to the meeting

It was suggested that the panel should consider undertaking health impact assessments to identify the short, medium and long-term health outcomes of the proposals as they are developed and how these may be sustained beyond the term of funding. The EDG will discuss this and a way to include this in the programme will be identified.

MP Sally-Ann Hart advised that Professor Whitty is currently working on his annual report which focuses on health disparities in coastal communities which is due to be published shortly. A discussion will take place outside of this meeting between Public Health, HBC and the MP in her capacity as the new chair of the All Party Parliamentary Group of Coastal Communities, once the report is published.

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### Town Deal Project Leads and Engagement Working Group

Hannah explained:

- It is proposed that a Town Deal Project Leads and Engagement Working Group is set up
- These will be informal meetings and the terms of reference are to be agreed
- Membership will include all project leads, plus those wishing to support delivery of the engagement/communications programme

### HBC Internal Programme Board

Victoria explained:

- HBC as the accountable body, and the Managing Director with the Section 151 Officer (Chief Finance Officer) have the final decision on the programme and investments
- The programme board is being established as per HBC's project management processes and will have strategic oversight, management and approval of the stages in the Town Deal programme
- The membership is as described in the report
- The programme board will meet every two months and as required to fit in with HBC cabinet and council and town deal board meetings

### HBC Programme Management Team

- A dedicated team is being established to deliver the programme and includes existing resources and additional support and external expertise as required
- A new project officer will be recruited once this is agreed by HBC cabinet on Friday

A question has been raised about HBC capacity to manage this process and other funding streams. The ambition is to look at the other funding streams coming forward, including the Levelling Up Fund (LUF) as a future round may be announced in the Autumn, the Future High Streets Fund, as another round may be announced in January and the UK Shared Prosperity Fund, which is the successor to the Community Renewal Fund and is due to be announced next year. LUF is only open to local authorities, so HBC would coordinate and support other projects coming forward and capacity funding attached to this will be utilised to build capacity to undertake the required work. It is understood that government is looking to align the monitoring and reporting of these funds to make it easier for organisations and accountable bodies to manage. Discussions about capacity for delivery at a local level continue. It is important that this board keeps an overview of all funding initiatives. A list of the successful Community Renewal Fund projects was requested and MHCLG will be contacted to check if this can be circulated. **Action: James Harris**

The timescale and process for taking the identified projects forward was clarified. Business cases for all projects would have to be developed and go through the internal assurance processes at HBC, followed by the Town Deal Investment Panel. For HBC projects, cabinet approval would be required, if not, delegated authority (assuming this is agreed by HBC cabinet this coming Friday) will be used to proceed. Sign off will be required from the HBC Section 151 Officer. Once the investment panel has agreed, a summary document will be written and presented to the town deal

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board for agreement, and will then be submitted to government with an accompanying letter of support from the board. It is not known how quickly the funding agreement will be received from government and clarification is being sought. The process document will be re-circulated. **Action: Victoria**

It was clarified that Hannah and Victoria are leading on curriculum. A pilot project with A-Level students at Ark Alexandra has been carried out and this includes visits to some of the board member's places of work. Hannah will be attending the local Heads Forum meeting to gauge interest from the other schools to have this embedded into the GCSE and A-Level curriculums and have students involved in at different stages of the programme and with different projects. Work is also ongoing with the Hastings Opportunity Area to see how to aide schools to engage in the process. Discussions will be held with the Youth Council to see how they can be involved.

### **55. DATE OF NEXT MEETING:**

August date to be arranged.



# Agenda Item 3

## Recommendations of the Project Prioritisation Working Group August 2021

### Introduction

Our original Town Investment Plan submission to Government in January 2021 was £28,216,500. However, the eventual offer from the government in June 2021 totalled £24,300,000. This is less than asked for but a considerable success for the town. This reduction is common to all Town Deals and our Heads of Terms didn't specify how this reduction was to be applied across the programme, other than stipulating that all projects should be delivered within the financial envelope available, within the document.

MHCLG subsequently offered to all town deal area accountable bodies a 5% allowance for Management, administration and Monitoring (M&A) of the programme. This allowance needs to be included in our submission in August.

As you will remember the management of the programme has been a significant concern to the Board, Executive Delivery Group (EDG) and accountable body and this request for M&A was lobbied for by HBC officers, councillors, and via other local authorities and strategic bodies. We know that other towns, given the scale of the work to deliver the programme, had also asked for the same. This M&A now needs to be netted off our heads of terms offer. This equates to a further £1,215,000 from the overall programme for projects, leaving £23,085,000 which will be available for capital expenditure (project implementation, delivery and completion) which equates to a difference of approximately £5m from our original submission in terms of capital expenditure.

### Independent re-assessment of all projects to fit the financial envelope

As agreed at June's Town Deal Board meeting, Genecon was commissioned to independently re-assess all the projects and recommend how the funds should be re-allocated. This was a contract extension to their original work in the initial project selection process. This process was conducted via full discussions with all project promoters included in the original application. All project leads are aware of their proposed allocation, to enable full detailed submission of information required by MHCLG by the 31<sup>st</sup> August 2021.

As agreed, this reprioritisation fell to the oversight of the Project Prioritisation Working Group (PPWG). Members of the PPWG attending the meeting included: Philip Johnson (ex-Locate East Sussex Director), Graham Marley (Let's Do Business Group), Steve Manwaring (Hastings Voluntary Action) (replacing Rich Moore due to conflict of interest) and Graham Peters (Co-Chair of the Town Deal Board). Genecon presented the recommendations included in this report to the PPWG for approval and this now comes to the Town Deal Board for endorsement. The EDG have also endorsed the recommendations.

MHCLG expect our project confirmation list within the agreed funding offer envelope by the 31<sup>st</sup> August 2021, approved by the S151 officer and chairs of the Town Deal Board. The S151 officer is due to sign off the submission post this meeting, assuming both chairs are happy with the recommendations.

## Re-prioritisation key objectives

1. To reduce the TIP ask by @£5m without reducing its transformational potential.
2. To ensure the original TIP vision and balance of projects and themes are retained in the revised ask.
3. In order to maintain the TIP vision and achieve necessary reductions Genecon recommended:
  - a. Maintain Fast-Track projects at original level: shovel ready, immediate outcomes, grant levels of £750,000 or less.
  - b. Minimise reductions for the 'Flagship Projects':
    - i. Hastings Castle, World Heritage Destination
    - ii. Town Centre Public Realm, Green Connections, Garden Town
    - iii. Town to Sea Creative Quarter
  - c. Focus principal reductions on projects that are likely to have access to alternative funds, or/and viability is at risk with reduced financial envelope available.
  - d. To take into account the need for 5% Management Allowance by the accountable body to assist project delivery over the lifetime of the programme (see additional paper).
  - e. Take into account £65,000 additional costs associated with the approved accelerator courtyard project (Town Fund accelerated project) for the installation of a lift to the courtyard (MHCLG recommended this route for this element of the project).

Please note the following tables which summarise the recommended changes:

**Table 1: The original Town Investment Plan Ask**

**Table 2: Recommended reductions by the Project Priority Working Group**

**Table 3: Summary rational for the proposed reductions by programme theme**

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**Table 1: The original Town Investment Plan Ask**

TIP funding table, including match and total project value:

Programme Theme	Project	Town Fund request	Co-funding - Public	Co-funding - Private	Project Value
Enterprise & employment infrastructure	Churchfield industrial estate	£2,750,000	£9,450,000	£0	£12,200,000
	Enterprise Space, Ponswood	£220,000	£75,000	£0	£295,000
	Hastings co-working, flexible office and community space	£112,500	£0	£161,000	£273,500
Green low carbon skills & economy	Green construction, energy and vehicle training centre	£2,677,000	£360,000	£70,000	£3,107,000
	Broadening Futures Together	£402,000	£499,775	£10,000	£911,775

Hastings Castle world heritage destination	Hastings Castle	£3,500,000	£2,150,000	£0	£5,650,000
Town to Sea creative quarter	12 Claremont	£1,800,000	£300,000	£0	£2,100,000
	Cambridge road development	£1,500,000	£100,000	£840,000	£2,440,000
	OB Creative Digital Hub	£755,000	£3,524,000	£1,200,000	£5,479,000
Town centre core	Town centre core (phase 1 projects)	£10,000,000	£52,845,835	£10,000,000	£72,845,835
Town centre public realm & green connections	Town centre public realm & green connections	£3,000,000	£1,498,000	£0	£4,498,000
Town living	Town living	£1,500,000	£2,500,000	£0	£4,000,000
	<b>TOTAL</b>	<b>£28,216,500</b>	<b>£73,302,610</b>	<b>£12,281,000</b>	<b>£113,800,110</b>

**Table 2: Recommended reductions by the Project Priority Working Group**

Proposed reduction (taking into account the re-prioritisation objectives as set out above):

Programme Theme	Project	Town Fund request	Proposed reduction	Revised TF ask	Summary % reduction
Enterprise & employment infrastructure	Churchfield industrial estate	£2,750,000	£2,000,000	£750,000	73%
	Enterprise Space, Ponswood	£220,000	Nil	£220,000	Nil
	Hastings co-working, flexible office and community space	£112,500	Nil	£112,500	Nil
Green low carbon skills & economy	Green construction, energy and vehicle training centre	£2,677,000	£133,850	£2,543,150	5%
	Broadening Futures Together	£402,000	Nil	£402,000	Nil
Hastings Castle world heritage destination	Hastings Castle	£3,500,000	£175,000	£3,325,000	5%
	12 Claremont	£1,800,000	£90,000	£1,710,000	5%

Town to Sea creative quarter	Cambridge road development	£1,500,000	£75,000	£1,425,000	5%
	OB Creative Digital Hub	£755,000	£37,750	£717,250	5%
Town centre core	Town centre core (phase 1 projects)	£10,000,000	£2,000,000	£8,000,000	20%
Town centre public realm & green connections	Town centre public realm & green connections	£3,000,000	£184,900	£2,815,100	6%
Town living	Town living	£1,500,000	£500,000	£1,000,000	33%
	<b>SUB-TOTAL</b>	<b>£28,216,500</b>	<b>£5,196,500</b>	<b>£23,020,000</b>	
	Accelerator Project addition (Source Courtyard lift)		(£65,000)	£65,000	
	<b>TOTAL</b>	<b>£28,216,500</b>	<b>£5,131,500</b>	<b>£23,085,000</b>	

**Including the programme 5% M&A allowance of £1,215,000 the revised TF programme totals £24,300,000**

**Table 3: Summary rational for the proposed reduction by programme theme:**

<b>ENTERPRISE AND EMPLOYMENT</b>	
Project Title	GENECON Recommendation
Churchfields (fast-track) <i>Original TF: £750k</i>	Fast track project, Original TF ask to be maintained
Churchfields (phase 2) <i>Original TF: £1m</i>	Removed from TIP due to possible availability of alternative funding sources. (Any reduction in project grant would mean project unviable due to increased costs) Fast track component retained to deliver thematic impact
Churchfields (phase 3) <i>Original TF: £1m</i>	Removed from TIP due to possible availability of alternative funding sources ((Any reduction in project grant would mean project unviable due to increased costs) Fast track component retained to deliver thematic impact
Enterprise Space, Ponswood <i>Original TF: £220k</i>	Original TF ask maintained because it's a modest ask for significant impact for targeted deprived communities.
Hastings co-working, flexible office, community space <i>Original TF: £112.5k</i>	Fast track project, Original TF ask to be maintained. Very modest ask for important town centre workspace project.
<b>GREEN, LOW-CARBON SKILLS AND ECONOMY</b>	
Project Title	GENECON Recommendation
Green construction, energy and vehicle training centre  <i>Original TF: £2.677m</i>	This project is important for the green growth of Hastings. The project is already phased, and the current TF ask is for phase 1. A reduced scope will impact outcomes/ outputs.  A minimal 5% reduction based on potential to leverage additional public and private sector funding which still enables project to go ahead and create significant impact.  A more significant reduction would threaten the delivery of recent £4m Salix grant for wider green technology investment.
Broadening Futures Together  <i>Original TF: £402k</i>	Fast track project, Original TF ask maintained.  The opportunity presented by securing a location for Plumpton College within the town-centre has significant potential for job creation and realising the green town vision within Hastings.

**HASTINGS CASTLE, WORLD HERITAGE DESTINATION**

Project Title	GENECON Recommendation
Hastings Castle <i>Original TF: £3.5m</i>	Hastings Castle has the potential to be a transformational culture and tourism project for Hastings. Considered to be a once in a life-time opportunity. A minimal 5% reduction in original TF ask is identified based on a phased approach with phases 1-3 focussed on essential access infrastructure and services. The reduction stems from phase 4, the proposed digital tech VR centre based on the rationale that a later phasing will enable using of the latest technology trends and potential partnerships.

**TOWN TO SEA CREATIVE QUARTER**

Project Title	GENECON Recommendation
OB Creative Digital Hub <i>Original TF: £755k</i>	This set of creative and inclusive projects are expected to form a strong USP for Hastings, and an important set of town centre projects, complementing the Town Centre Core, Town Living and Green Connections projects. Given the nature of the community organisations leading on these projects, any significant reduction would most likely to have a very significant impact on ability to deliver the projects.  However, it is located in the HAZ area and after discussions with project leads, it is considered that the project promoters are very experienced at seeking funding from a variety of sources, and should be capable of managing a minimal reduction of around 5%, replacing the lost Towns Fund from other sources.
Cambridge Rd (Eagle House) <i>Original TF: £1.5m</i>	
12 Claremont <i>Original TF: £1.8m</i>	

**TOWN CENTRE CORE**

Project Title	GENECON Recommendation
Wellington Place Development <i>Original TF: £1m</i>	This is a key project for the TF bid that could become the heart of the "20-min town". A reduced TF grant allocation is identified for Priory Street Car Park and Priory Meadow shopping centre given that it is considered that this project offers potential to flex phasing and scope and the potential to alternative funding through Sports England, Homes England and others.  Town Deal Board is encouraged to keep the strategic potential of TC core project open to developing other empty buildings, given the significant interest generated by the Town Investment Plan.
Priory Street Car Park <i>Original TF: £6.5m</i>	
Priory Meadow shopping centre: West Wing <i>Original TF: £1.25m</i>	
Priory Meadow shopping centre: refurbishment of New Look Building (Fast Track element) <i>Original TF: £1.25m</i>	

**TOWN CENTRE PUBLIC REALM AND GREEN CONNECTIONS**

Project Title	GENECON Recommendation
Public Realm & Green connections <i>Original TF: £3m</i>	This is a key project for the TF bid that is likely attract further inward investment and give Hastings another powerful USP. A Minimal 5% reduction is identified based on potential alternative financing (public and private) as well as a phased approach which maintains the ambition of the project. Some chance of s106 funding suggested

**TOWN LIVING**

Project Title	GENECON Recommendation
Town Living <i>Original TF: £1.5m</i>	A reduced ask of £500k is identified based on new partnership arrangement agreed with Homes England since the submission of the TIP that will focus on housing.

**ACCELERATOR PROJECT EXTENSION**

Project Title	GENECON Recommendation
The Courtyard (the Source) installation of lift <i>Addition of £65k</i>	Increased construction costs meant it wasn't possible to include within the original accelerated fund request. However, installing the lift is seen as essential to ensuring the courtyard is accessible for all members of the community.

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# Agenda Item 4

## Hastings Town Investment Plan Briefing – August 2021

### Use of Management Allowance for Accountable Body (HBC)

Following approval of the Heads of Terms at the Town Deal Board meeting and HBC Cabinet meeting in June, the programme team are moving forward with the project reassessment process in order to meet our funding allocation of £24.3m.

We have completed our work with Genecon (independent assessors) to reprofile the funding allocation, with support from the Project Prioritisation Working Group. All project leads have engaged in the process and held a meeting with Genecon to develop a reprofiled budgetary programme. Final recommendations will be discussed and agreed with the Town Deal Board and the HBC Programme Board prior to submission to government by end of August 2021.

### Guidance on use of Management Allowance

The government has recently confirmed to towns an allowance to cover management and administration costs (referred to as Programme Management Resource Departmental Expenditure Limit - RDEL) to deliver the Town Deal programme. The allowance is included within the Town Fund offer and equates to 5% of the total grant or for Hastings a maximum sum of £1,215,000. Request to government for programme management costs have been made by many local authorities and HBC officers only became aware of this approval in early July 2021 (when the Annex A-1 document was published by the government).

HBC as accountable body envisages this funding will be utilised to manage the delivery of this £100m+ programme over the next five years.

The impact of the M&A cost on individual projects has been taken into account by Genecon during the project prioritisation process and will be part of reprofiling of the fund allocation. Hastings Borough Council is obliged to return to MHCLG an indicative financial profile of the projects and the M&A costs by end of August 2021 (submission of the Annex A-1 document).

The full allowance will be identified across the five years remaining of the programme and will be utilised to support the programme delivery from a management perspective. However, some of this allowance will also be utilised to mitigate key pinch points of the programme process with regards to capital programme delivery.

### Proposed use of the Programme Management Allowance

The M&A budget will be utilised across the following budget areas (see also Table 1 below):

#### 1. Programme team – HBC (jointly funded by the M&A and HBC core budgets)

- Regeneration capital programme manager (specialising in capital project management and likely to be joint funded by the TF programme, HBC core budgets and any levelling up project). This individual will provide guidance, advice and support to both the programme team and to project leads on capital programme delivery. They will be key liaison point for project leads on any matters to do with procurement, tender specification and build issues. This role will also act as a trouble shooter/ animator to enable joint initiative/cross over between projects and funding streams. They will advise project leads with their capital delivery rather than manage them on their behalf. Likely recruitment Q4 2021/22

- Project and finance officer – (HBC funded year 1, Town deal funded year 2 onwards). This role will have oversight of the project management, systems, supporting internal programme board and external investment panel board, management of business case consultant; maintenance & development of programme and project management tools; programme financial management; legal contracts (liaison with Legal dept). Currently out to recruitment
- Project compliance officer (HBC funded year 1, Towns fund funded year 2 onwards). This individual will manage all administrative duties and the claims processes.
- Towns Fund Engagement and Communication Officer – support and coordination of engagement activities; generating and managing content for social media; assisting with and organising and promoting lead partner projects. Likely recruitment Q4 2021/22

The programme will still draw on existing resources for oversight and management, however current core HBC officers will also work on other cross cutting programmes such as levelling up funding bids and any future rounds of the future high street fund, once towns fund programme team are in place.

## **2. External consultancy and project lead support/ ad-hoc contingency**

- The cost of the business case consultants, external communications support and project prioritisation support is being funded via existing capacity funding which remains from our allocations to date.
- However, the new M&A budget will now set aside funds for the following:
  - Independent assessor for business cases
  - External communications support (social media etc) from March 2022 onwards
  - Any other external consultants needed for management on the programme (e.g. external evaluation etc)
  - Contingency to support non-funded project leads (unpaid staff) and other ad hoc support which may be needed to support project leads to develop their proposals. Use of the funds will be constrained and limited (guidelines to be published) and to mitigate risks to business cases and in delivery of the capital programme overall. It is expected that project leads will build into their budget legitimate development costs once funding flows.

## **3. Planning Service Support**

The Executive Delivery Group and board have identified delays within the planning system as being a major risk for delivery of this programme, on time and on budget. As such we have built in an indicative budget for all projects for the following elements:

- Pre-App planning advice (proportionally funded dependent on TF proportion of scheme – i.e. if TF investment is 50% of total budget 50% of pre app fees paid)
- Planning performance agreement for all projects needing full planning approval - if justified due to size of scheme – and associated costs in setting one up. <https://www.gov.uk/guidance/before-submitting-an-application#planning-performance-agreements>

- Proportion of costs associated with conservation advice for each relevant application

#### 4. HBC staff/resources contingency

- There is a small budget included for any other staff related contingency which will include overheads, recharges, equipment, travel, venue hire, training etc.
- This also includes any Legal and finance support costs in bringing in additional staff
- Includes budget for communications and marketing team

<b>Hastings Town Fund Programme Management Cost</b>						
<b>Budget heading</b>	<b>21/22</b>	<b>22/23</b>	<b>23/24</b>	<b>24/25</b>	<b>25/26</b>	<b>Total</b>
Programme staffing	£37,000	£170,000	£170,000	£144,000	£109,000	£630,000
External Consultants & External project lead support/contingency	£60,000	£60,000	£50,000	£20,000	£10,000	£200,000
Planning support	£40,000	£70,000	£70,000	£70,000	£0	£250,000
HBC overheads/equipment/contingency etc	£10,000	£50,000	£30,000	£25,000	£20,000	£135,000
<b>Total</b>	<b>£147,000</b>	<b>£350,000</b>	<b>£320,000</b>	<b>£259,000</b>	<b>£139,000</b>	<b>£1,215,000</b>

Table 1

***This indicative M&A budget has been produced to include all these elements across the programme timeline. However, this detail is subject to change as and when we get into the detail of each project. Indicatively the spread across the years is as follows (please note this does NOT include the core costs covered by HBC on staffing this financial year nor the communications/external consultancy costs which have already been commissioned this FY – totalling approx. £300k).***

August 21

HBC Programme Management Team

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### Blog Stats

**8,900** Blog Visits (to date, up 2.2K since 16 June)

**7,000** Individual Visitors:(to date, up 1.6K since 16 June)

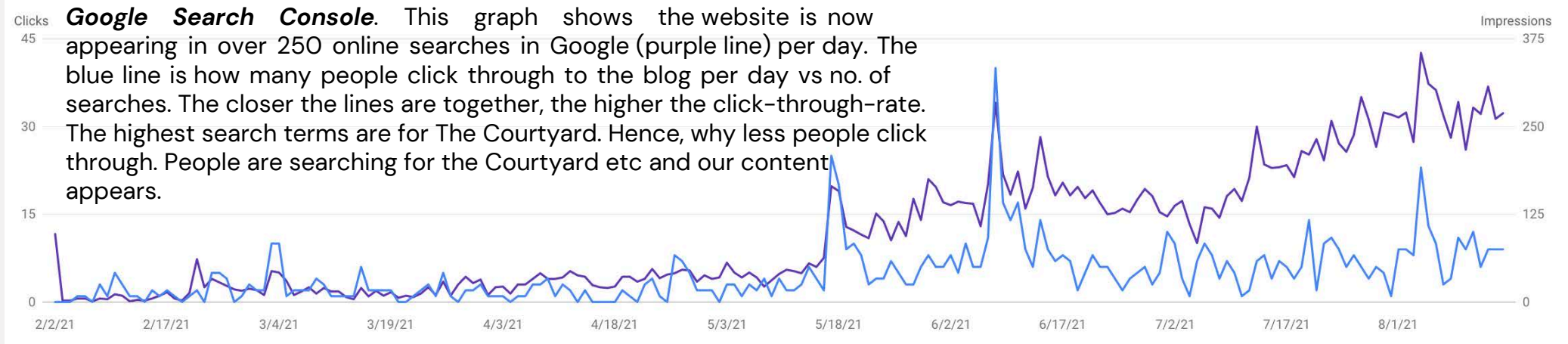
**17,000** Pageviews:  
(up 3k since 16 June)

### Top 3 viewed pages since June:

- Next Steps for Hastings Town Deal**
  - Visitors 1,294,
  - Average time on page 2:20 mins.
  - Posted 1 July.
- Home Page**
  - Visits 836
  - Average time on page 1:46 mins
- The Courtyard: from Derelict to Desirable**
  - Visits 284
  - Average time on page 2:57 mins

### Top Sources of traffic (no of website visits):

Direct 2,500    HBC website 1,200    Social media 4,200



## Social Media



Twitter – Followers 104 (+8)



LinkedIn Followers  
96 (+24)

Page 20



Facebook Followers  
222 (+37)



Instagram Followers  
730 (+57)

Town Deal Instagram Comparison Table			
	Posts	Followers	Following
Hastings	22	730	54
Todmorden	49	379	492
Camborne	108	261	170

### Top Content:

Hastings Being Featured in the Chief Medical Officer's Annual Report

25,350 People Reached

Shared 47 times. 34% weren't following Hastings Town Deal Channels.  
Organic content. Original design  
Did well on Facebook & Instagram.



Larking

# Agenda Item 6

## **Briefing note – Health and Well Being and draft health outcomes and indicators**

### **1. Introduction**

In developing a robust Town Investment Plan (TIP) it is important to consider how any intervention will impact and improve the health and wellbeing of communities/the population to help address health inequalities and create opportunities for health equity.

### **2. Health and well Being and the Built Environment**

The built environment has a strong influence on the quality and type of lives we lead. It is a key determinant of health and wellbeing. The built environment influences many factors and has an impact on the way we travel, where we live, work and play as well as how we interact and connect with each other, as well as the socio-economic and natural world. How we plan, design, build and live in our towns/buildings has important implications for how healthy and sustainable we and future generations can be.

The impacts of health inequalities in Hastings are well documented and understood.

Many project proposals within the TIP will produce positive outcomes for people and place. These positive impacts will help to address the wider determinants of health as well as help to address health inequalities and deliver health improvement. For example, in regard to the wider determinants of health, the project proposals with the TIP will help to increase access to quality, affordable housing and local jobs, designing spaces for healthy streets and active travel and increasing the connectivity of the town as well as opportunities for education/re-skilling for example. It is important we can capture and measure these impacts so that we can understand the positive difference we are making for our people and place.

### **3. What has been developed so far**

A review has been undertaken to integrate the TIP programme themes, the associated project and the potential health and wellbeing outcomes and suggested measures to enable the Board to understand the impact the TIP intervention is delivering for the health and wellbeing of people living and working in Hastings.

The attached table (table 1 below) outlines the possible health and wellbeing baselines, outcomes and measures against each of the Town Investment Projects from a public health perspective. The outcomes have been aligned against the [Public Health Outcomes Framework - at a glance summary \(phe.org.uk\)](https://www.phe.org.uk/public-health-outcomes-framework) where possible and more specifically in relation to:

- Wider determinants of health and
- Health Improvement

This is a draft document and will need further development as the details and objectives of the projects evolve as do the people they look to serve but it is a good start!

For further information contact:

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Tackling Climate Change Programme Manager  
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Table 1 Draft Health and Well Being outcomes and measures

Challenge Theme	7 Programme Themes	12 Projects	Baseline/if we do Nothing	Public Health Domains and Objectives: Public Health Outcomes Framework (PHOF)	Health and Wellbeing Outcomes	Measures
Jobs and Enterprise Growth	1. Enterprise & Employment Infrastructure	Churchfield Industrial Estate	Empty units - no benefits	Improving the Wider Determinants of Health' (improvements against wider factors which affect health and wellbeing and health inequalities) and delivering Health Improvement' whereby people are helped to live healthy lifestyles, make healthy choices and reduce health inequalities • Children in low income families • 16-18 year olds not in education, employment or training • Percentage of people aged 16-64 in employment • Employment for those with a long-term health condition including those with a learning difficulty / disability or mental illness • Self-reported well-being	<ul style="list-style-type: none"> <li>Increased employment of those with a limiting long term health condition, mental illness or learning disability</li> <li>Increased Employment of people with mental illness</li> <li>Increased number of green low carbon skills and business start up/development opportunities</li> <li>Improved open plan employment spaces that are multifunctional</li> <li>New education and skills offer linked to land based occupations and business opportunities</li> <li>Improved future employment opportunities and skills</li> </ul>	<ul style="list-style-type: none"> <li>x number of small units made available and occupied, x number of medium units made available and occupied</li> <li>x number of repurposed open plan office spaces made available and occupied</li> <li>x number of repurposed open plan employment spaces made available and occupied in the town centre</li> </ul>
		Enterprise Space, Ponswood	Empty office space - no benefits			
		Hastings co-working, flexible office and community space	Empty employment spaces - no benefits			
	2. Green Low Carbon Skills & Economy	Green Construction, energy and vehicle training centre	<ul style="list-style-type: none"> <li>x/current number of Green Low carbon skills &amp; business start up-development opportunities being offered in Hastings</li> <li>x number of Green Low carbon skills &amp; business start up-development opportunities being offered in East Sussex</li> </ul>			<ul style="list-style-type: none"> <li>x number of people engaged in Low Carbon Skills &amp; business start up/development opportunities</li> </ul>
		Broadening Futures Together	<ul style="list-style-type: none"> <li>x/current number of students currently receiving education and skills linked to land-based occupations and business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>x number of students gaining new education and skills linked to land-based occupations and business opportunities</li> </ul>		
Forgotten History & Assets	3. Hastings Castle World Heritage	Hastings Castle	<ul style="list-style-type: none"> <li>x/current number of visitors to Hastings castle</li> </ul>	Improving the Wider Determinants of Health' (improvements against wider factors which affect health and wellbeing and health inequalities) and delivering Health Improvement' whereby people are helped to live healthy lifestyles, make healthy choices and reduce health inequalities	<ul style="list-style-type: none"> <li>Increased economic benefit for local residents (overspill)</li> <li>Pride in place and cultural heritage</li> <li>Increased participation in local history, culture, assets and heritage</li> <li>Increased employment and skills opportunities</li> <li>Increased social wellbeing and connectivity</li> <li>Increased number of community spaces</li> </ul>	<ul style="list-style-type: none"> <li>x number of visitors to Hastings Castle</li> <li>x amount of revenue increase</li> </ul>
	4. Town to Sea Creative Quarter	12 Claremont Cambridge Road Development OB Creative Digital Hub	<ul style="list-style-type: none"> <li>x/current amount of community led initiatives operating in this space</li> <li>x amount of leisure opportunities happening</li> </ul>			<ul style="list-style-type: none"> <li>x amount of increased community led initiatives operating in this space</li> <li>x amount of leisure opportunities happening</li> </ul>
Reconnect unloved Town Centre	5. Town Centre Core	Town Centre Core (Phase 1 Projects)	<ul style="list-style-type: none"> <li>x/current number of key sites to be regenerated in the town centre and proximity to the most deprived areas</li> </ul>	Health Improvement Objective: People are helped to live healthy lifestyles, make healthy choices and reduce health inequalities • Percentage of physically active children and young people	<ul style="list-style-type: none"> <li>Increased green connections in town centre</li> <li>Improved active travel connectivity</li> <li>Increased participation in active travel and more physically active people</li> </ul>	<ul style="list-style-type: none"> <li>x number of key sites generated in the town centre</li> </ul>
	6. Town Centre Public Realm & Green Connection	Town Centre Public Realm & Green Connection	<ul style="list-style-type: none"> <li>Current barriers to active travel connectivity and public realm in Hastings town centre</li> </ul>			<ul style="list-style-type: none"> <li>Improved active travel connectivity</li> </ul>
Lack of Quality Housing	7. Town Living	Town Living	Amount of HBC town centre housing	Improving the Wider Determinants of Health' (improvements against wider factors which affect health and wellbeing and health inequalities) and delivering Health Improvement' whereby people are helped to live healthy lifestyles, make healthy choices and reduce health inequalities • Fuel Poverty • Social Connectedness (Placeholder)	<ul style="list-style-type: none"> <li>Healthy housing that promotes wellbeing (accessible, lifelong, energy and water efficient, affordable, adaptable – Climate Change/lifestages, connectivity – wifi, cycle storage, noise, light, comfort, storage and security)</li> </ul>	<ul style="list-style-type: none"> <li>x number of new homes</li> <li>x number of renovated homes</li> <li>x number of accessible homes</li> <li>x number of lifelong homes</li> <li>x number of energy efficient homes/retrofitted housing,</li> </ul>

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**Checklist of items for submission to MHCLG for stage 2 by 31<sup>st</sup> Aug 21 (2 months after HoT signature)**

<b>Item</b>	<b>Info</b>
Annex A – project confirmation forms	To be done at programme theme level (7 Annex A documents), to include details of sub-projects within theme. Use new form supplied 17/8/21
Annex A-1	Yearly financial profile (up to FY 25/26) for programme, split out per programme theme (Cap/Rev) and including M&A revenue budget.
Draft Monitoring and Evaluation Plan	Complete spreadsheet which has a tab per programme theme of outputs and outcomes and tabs for the accelerator projects <ul style="list-style-type: none"> <li>- Generated from the sub-project level Annex A returns</li> <li>- Possible to review in September 2021</li> </ul>
Plan for addressing TIP conditions, including outline delivery plan	A plan for addressing general conditions relating to the overall Town Investment Plan: <ul style="list-style-type: none"> <li>- TIP Improvements: details of planned private sector stakeholder engagement. Providing update on engagement plan and private sector interest in the town.</li> <li>- Assurance: local assurance processes to be taken by Hastings Borough Council in assessing business cases – agreed by board in June 21</li> <li>- Public Sector Equalities Duty: Hastings Borough Council will undertake programme-wide level impact assessment and relevant project-level impact assessment to meet its Public Sector Equalities Duty: as well as carry out relevant Environmental Impact Assessments at project level.</li> <li>- Delivery Plan (including details of the team, working arrangements and agreements with stakeholders)</li> </ul>
Covering submission email	Summary of items submitted including any supporting docs/links as well as narrative on the accelerator project extension and any appropriate narrative regarding additional health indicators.

17<sup>th</sup> Aug 21

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## **Submission checklist**

<b>No.</b>	<b>Document</b>	<b>Checked</b>	<b>Qty</b>
1	Business Case guidance Annex A: projection confirmation	<input type="checkbox"/>	
2	Business Case guidance Annex A-1: financial profile	<input type="checkbox"/>	
3	Draft M&E plan	<input type="checkbox"/>	

## **Annex A: project confirmation table [Town name]**

Please complete the table below for **each project** and send to the Towns Fund inbox, [towns.fund@communities.gov.uk](mailto:towns.fund@communities.gov.uk), within two months of agreeing Heads of Terms.

<b>Project confirmation table</b>	
<b>1. Project name:</b>	
<b>2. Total project value (£)</b> This must equal sum of Towns Fund budget (no.3) and Match-funding total (no.4) below.	
<b>Financial profile attached</b> <input type="checkbox"/> (please tick the box) Provide financial profiles for Towns Fund budget in Annex A-1: financial profile.	
<b>3. Towns Fund budget (£)</b> This must be identical to the TF budget in the Annex A-1: financial profile.	
<b>4. Match-funding (£)</b> Provide match-funding total, breakdown, and source(s)	
<b>5. Plan for addressing key project conditions</b> Provide plans to address any project conditions that were attached to the project in the Heads of Terms (if applicable).	
<b>6. Summary Document/ Business Case timing (month/year)</b> Please outline when you will submit the Summary Document for this project or the Full Business Case where Heads of Terms indicate it is to be called in.	

Where towns need to draw down funding within FY 2021/22, Summary Documents must be submitted by 28 January 2022 the latest.

**Name of the Town Deal Board and name & signature of Chair**

Name of the Town Deal Board:

Chair's name and signature:

Date:

**Name of the lead Local Authority and name & signature of the Chief Executive Officer or S151 Officer**

Name of the lead Local Authority:

Job title:

Name and signature:

Date: