

# Town Deal Agenda

Wednesday, 3 November 2021 at 10.00 am

Microsoft Teams

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

		Page No.
1.	Welcome and apologies 10:00	
2.	Minutes of the last meeting (24th August) and matters arising 10:05	1 - 4
3.	Programme progress update 10:15 <ul style="list-style-type: none"><li>• Town Deal Grant Funding Agreement</li><li>• Decisions of the Town Deal Investment Panel</li><li>• Project progress report</li><li>• Communications update</li></ul>	5 - 12
4.	Next steps 10:35 <ul style="list-style-type: none"><li>• Offer of 5% upfront payment to project sponsors for project development if required (conditions and arrangements to be confirmed)</li><li>• Continuing with business cases for all projects</li><li>• Joint project sponsors meeting – 11am, 23<sup>rd</sup> Nov 21</li><li>• Establishing Town Deal Programme Team – <a href="#">Cabinet report 1<sup>st</sup> Nov 21</a></li><li>• Drafting each project’s Grant Funding Agreement, including detail of claims process</li><li>• Programme level Equalities Impact Assessment and project level, where required</li><li>• Base line for Monitoring and Evaluation</li><li>• Planning Performance Agreements with project sponsors</li></ul>	

5. Any other business

10:55

6. Date of next meeting:

10:00, Thursday, 9<sup>th</sup> December 2021 (TBC)

# Agenda Item 2

## Public Document Pack

### TOWN DEAL

24 AUGUST 2021

#### Present:

Carole Dixon (Co-chair)	Hastings Community Network
Graham Peters (Co-chair)	Team East Sussex
Candice Miller	East Sussex CCG
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
Darrell Gale	Public Health East Sussex
James Harris	East Sussex County Council
Jane Hartnell	Hastings Borough Council
John Bownas	Hastings Business Improvement District
Liz Coleman	Hastings and Rother Interfaith Forum
Lourdes Madigasekera-Elliott	Public Health East Sussex
Sally-Ann Hart	MP for Hastings and Rye
Sonia Blizzard	Sea Change Sussex
Steve Manwaring	Hastings Voluntary Action

#### Others in attendance:

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

Chantal Lass  
Hannah Brookshaw  
Pranesh Datta  
Stephen Dodson  
Allison San Diego

#### 56. WELCOME AND APOLOGIES

Apologies were received from Andrew Harvey, Iain McNab, Kate Adams, Liz Gilmore, Mathew Chetwynd, Sean Dennis, Stuart Mitchell and Victoria Conheady

The meeting sent their best wishes to Sean.

No additional declarations of interest were made.

#### 57. MINUTES OF THE LAST MEETING AND MATTERS ARISING

Accepted as an accurate record.

Matters arising:

Heads of Terms – was signed and sent to MHCLG on 28<sup>th</sup> June. The countersigned HoT was returned to the council on 30<sup>th</sup> July

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### 58. PROJECT PRIORITISATION PROCESS UPDATE

Pranesh Datta updated:

- Hastings' Town Investment Plan submission was for £28,216,500, however the offer received was for £24,300,000, this reduced offer is in line with funding offers other towns received. Government hadn't specified how the reductions should be made across the programme, so a project re-prioritisation process took place over the last couple of months, which was led by Genecon as independent assessors
- The report contains the recommendations from Genecon, which have been agreed by the Project Prioritisation Working group (PPWG), which is a sub-group of this board, following this process
- These recommendations were subsequently approved by the Town Deal Executive Delivery Group and HBC Programme Board as strategic oversight
- The project leads were fully engaged in this process and have been notified of the proposed reductions
- In addition, government offered all accountable bodies a 5% management allowance for management and administration of the programme, which is included within the funding offer
- Pranesh thanked Genecon and everyone involved in during this process

Dan Shelley commented from a project sponsor perspective that although the prioritisation process was difficult, a firm but fair approach was used and also thanked colleagues who were involved in the process.

The board endorsed the recommendations as outlined in the report.

### 59. PROPOSED USE OF MANAGEMENT ALLOWANCE

Pranesh presented the report:

- As board members will recall, the board previously discussed concerns about HBC's capacity to manage this process and other priorities
- Government last month confirmed that a 5% allowance to cover management and administration (M&A) costs is included within the funding offer, this is in line with, and is the norm for external funding schemes
- The indicative budget will be used to support the programme and projects into the next phases of delivery and will be used across the following areas: 1) HBC programme team (jointly funded by the M&A and HBC core budgets); 2) External consultancy and project lead support/ad-hoc contingency; 3) Planning Service support; 4) HBC staff/resources contingency

MP Sally-Ann Hart queried how the proposed budget for the 5% allowance had been calculated by the programme team. Pranesh confirmed that the original calculations exceeded this allowance. Existing officers within the team have been working on the programme and will continue to do so, although their time is not included in any of the calculations. In addition, the new posts being created which will be dedicated to the programme will bring expertise which does not currently exist within the team.

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Bringing in new team members will allow existing team members to move onto and seek other opportunities and funding streams as they arise.

Pranesh further confirmed that opportunities for cross-commissioning of consultants with other towns, i.e. Newhaven, had been discussed. However, unfortunately, due to having different timelines with the Newhaven announcement having just been made, it is not possible at this stage. Discussions are ongoing with other towns to consider other opportunities.

### 60. **COMMUNICATIONS AND ENGAGEMENT UPDATE**

Hannah Brookshaw updated:

- Hannah ran through the summary about the blog and social media statistics which were previously circulated
- In terms of the overall Town Deal branding, blog posts are being prepared following on from the pilot schools programme article a few months ago, where a presentation was given to A Level students, followed by visits to board members' businesses and places of work and a tour as part of their curriculum work. A presentation was given to a recent Headteachers' Forum and a pathway programme is now under development with secondary schools across the town
- Following the project confirmation submission to government at the end of August and once confirmation has been received, individual project showcases will be carried out, initially with the fast track projects then followed by the other projects, including a celebration of the Accelerated Fund projects, which have been completed and now in delivery
- Work continues with project leads on their engagement plans and consultation will be carried out as part of their business case development over the next few months to ensure a coordinated approach in the short timescale that is available
- As part of the heads of terms agreement, the engagement plan in the Town Investment Plan has been updated, focusing on the private investor engagement as this needed strengthening as per the heads of terms conditions. This has been drafted ready for submission

### 61. **HEALTH AND WELLBEING OUTCOMES AND MEASURES - FOR DISCUSSION**

Lourdes Madigasekera-Elliott presented the report:

- Board members will recall that at the last meeting, the importance of considering how any intervention can impact and improve the health and wellbeing of the community, and how these can address health inequalities and create opportunities for health equity was discussed
- In examining how we may wish to measure and deliver health outcomes, the areas that can be used from the public health outcomes framework have been reviewed and draft health and wellbeing outcomes and measures have been drawn up against each of the challenge and programme themes
- Baseline data has been considered, along with the opportunities and health outcomes that may be achieved against each of the projects, and with the

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projects being in place, what can be used as measures in which to understand the impacts as outlined in the briefing paper

Professor Whitty's annual report identified many of the coastal areas experiencing significant health inequalities but also areas that have challenges in recruiting and retaining a skilled workforce. This is one area where health and regeneration could collaborate, given that the health and care sector is such a significant area of local employment. There was general agreement that skills is also an important area to maintain focus on.

The importance of the public realm and use of public spaces and town centres was discussed. There is an opportunity to visit these issues and through an engagement process for developing the public realm and garden town proposal and it is hoped that the issues, such as health and wellbeing, climate change, community safety, can be discussed and lead to possible solutions. All project leads will have to create business cases that include equalities impact assessments which can be further developed as part of the process over time. There may be additional activities or outputs and outcomes that can be added.

### 62. NEXT STEPS

Pranesh explained the next steps:

The checklist shows what documents will be submitted as part of the project confirmation submission at the end of the month:

- Annex A – project confirmation sheets for each programme theme
- Annex A1 – includes the financial profile spend over five years
- Monitoring and evaluation plan – includes the outputs which have been identified by working with the project leads
- Responses to the conditions as listed in the heads of terms are being collated
- The covering email which will also articulate the narrative on the accelerated fund project

Mott MacDonald has been appointed to support and help write the business cases with project leads. Meetings have been held with project leads and Motts has indicated that business cases will be completed by December, however, this is subject to further discussion. Funding will not be released until business cases are approved and summary documents submitted to government. With regards to the proportionality of business cases, the template issued by the Towns Hub is being used, however, the depth of detail needed for each one is where proportionality comes in and some projects will need to articulate more details than others, depending on the issued guidance.

### 63. DATE OF NEXT MEETING:

Tuesday, 28th September at 10am

# Agenda Item 3

**Report Title:** Programme progress update to Hastings Town Deal Board

**Date:** 3<sup>rd</sup> November 2021

**Report by:** Town Deal Programme Team

## 1. Town Deal Grant Funding Agreement

Hastings Borough Council was expecting to be issued with a Town Fund Grant Funding Agreement by the government week beginning 25<sup>th</sup> October 21. As yet, this has not occurred, but we have been informed that it is expected to be in line with our revised project profile submitted to the government on 31<sup>st</sup> August 21. On this basis, the Board is requested to approve the funding agreement for signature by the co-chairs if it is issued as indicated above. The final agreement will be circulated to the Board as soon as it is presented by the government.

Expected key highlights are as follows:

- Approval of all projects submitted – with a grant value total of £23.01m
- Approval of Management Allowance totalling £1.215m over 5 years
- Offer of use of 5% of the grant value to support early stages of project development
- Programme completion by March 2026

Additional update / consideration:

- Submission of summary documents: following discussions with the Department for Levelling Up, Housing and Communities (DLUHC) it is proposed 'summary documents' now be submitted on a programme-by-programme basis rather than a project-by-project basis. Hastings TIP identifies seven programme themes with 14 sub projects, which are at various stages of development. This proposal enables flexibility for implementation of sub projects and access to funds. However this proposal is subject to final approval by DLUHC.

## 2. Decisions of the Town Investment Panel

The Town Deal Investment Panel is a subgroup of the Town Deal Board. It has been given delegated responsibility to assess business cases and make final recommendations on projects together with the accountable body (HBC) and it's representative - the section 151 officer.

This note is to confirm the decision of the Town Deal Investment Panel and the Section 151 officer.

The Town Deal Investment Panel met on 21<sup>st</sup> October 21 to consider the business cases for two 'fast track' projects. Both business cases were approved as representing high value for money, with a high level of certainty around achieving that value for money. There is also alignment with the strategic objectives of the

Town Investment Plan as well as national, regional, and other local policy. Summary details of the two projects and assessment is included in Appendix 1.

The Town Deal Board is requested to note the decisions of the Town Deal Investment Panel as the projects will now proceed to implementation as soon as possible.

The accountable body will supply a summary document containing details of these projects to DLUHC in due course. The summary document is to be signed by the Town Deal Board co-chairs prior to submission when all the sub projects in the programme theme have had their business cases approved.

All approvals remain subject to the final Grant Funding Agreement to be issued by the government.

### 3. Project Progress Report by theme / project

Project (programme) theme	Project Title	Fast-track	Business case indicative submission date
Enterprise & Employment infrastructure	Hastings co-working, flexible office, community space	Yes	24/09/2021
	Churchfields (fast-track)	Yes	27/09/2021
	Enterprise Space, Ponswood	Yes	October 21
Green Low Carbon Skills and Economy	Green construction, energy and vehicle training centre	No	December 21
	Broadening Futures Together	Yes	November 21
Hastings Castle World Heritage Destination	Hastings Castle	No	Feb 22
Town to Sea Creative Quarter	OB Creative Digital Hub	No	Feb 22
	Cambridge Rd (Eagle Hse)	No	Feb 22
	12 Claremont	No	Feb 22
Town Centre Core	Wellington Place/Sports Direct	No	Feb 22
	Priory Street/ESK	No	Feb 22
	Priory Meadow shopping centre	No	Feb 22
	Priory Meadow shopping centre (Fast Track element)	Yes	October 21
Town Centre Public Realm and Green Connections	Public Realm & Green connections	No	Feb 22
Town Living	Town Living	No	Feb 22
Accelerator Project extension	The Courtyard (the Source) installation of lift	Yes	N/A



## 4. Communications update

### Stakeholder engagement

All projects have now moved into the business case phase of the programme and therefore should now be thinking about what story they want to tell about their project, as well as any stakeholder engagement they might want to undertake during the development and delivery process of their project. The Programme Team and Mott MacDonald are working with project leads to scope this out per project.

The programme team have recently presented at the Hastings Chamber of Commerce and Team East Sussex, sharing the latest update on the next phase of the programme and taking questions and answers. Board members should email the town deal inbox ([Towndeal@hastings.gov.uk](mailto:Towndeal@hastings.gov.uk)) if your organisation or any others you work with wish to hear more about the programme at an upcoming meeting or workshop.

### Schools Programme

Following the successful pilot with Ark Alexandra during the last academic year, the programme team are talking to St Leonards and Hastings Academies to introduce the Town Deal programme into their GCSE geography curricular.

### Private Investors

A condition of our Heads of Terms was to set out how we will be engaging with and attracting private investment. The programme team are liaising with the towns hub and learning from best practice as to the most appropriate approach for Hastings.

The Town Investment Plan and its strong brand, imagery and language has already begun to attract positive attention from investors, big and small with a number of approaches having been made from interested parties to invest or move into the town.

### Communications and marketing

The *blog and social media channels* (Appendix 2) are continuing to get good engagement and reach on their posts. As we move into the next phase and business cases are approved, we will be focussing on project showcases for each project and telling their stories in more detail, as well as celebrating the success of the accelerated projects. Alongside this we will continue with general programme information, FAQs, sharing and celebrating things happening in the town that contribute to the vision and ambitions of the programme.

The *Tone of Voice* guide for board members and project leads has recently been updated to provide the latest information on how to describe the town deal programme as well as marketing guidelines published by the government. This will be shared shortly.

On the 12 October, the programme team were invited by the [Towns Hub](#) (government support mechanism for the Town Deal towns) to present at a *Town Deal training session*. We were asked to speak as Hastings Town Deal programme is seen as an example of best practice in branding amongst the town deal programme and they felt other towns could learn from us.

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Appendix 1 – Hastings Town Investment Plan Business Case approvals  
October 2021

**Project Business case assessment report: October 2021**

The following business cases have been independently assessed by Steer Group\* and have been recommended for approval by the Town Deal Investment Panel and confirmed by HBC’s S151 Officer as able to proceed to delivery and implementation. **These are subject to final organisational Due Diligence check by the S151 officer.**

\*Steer Group noted that; “The following project’s business cases have been independently assessed as part of the Towns Fund assurance process and represent high value for money, with a high level of certainty around achieving that value for money. They align with the strategic objectives of the Town Investment Plan as well as national, regional, and other local policy.”

Project name and sponsor	Description	Assessment comments	Proposed outputs and outcomes	Project cost and Towns Fund offer
Hastings Coworking and Innovation Space  Freedom Works	The project involves the delivery of 10,000 square feet of coworking and flexible office space in Hastings Town Centre, in underutilised existing space.	The project will provide affordable and flexible space and support services for business to grow which is directly aligned with the government’s “Levelling Up” and “Build Back Better” aspirations. The project will also deliver a contribution to net zero carbon emissions, by providing employment space in a 30-minute walkable or bike ride radius of up to 92,000 residents. Moreover, the project will repurpose a building that remains dormant / non occupied in the town centre.  A robust and proportionate evidence base has been developed which draws upon business start-ups and closures data as well as drawing	<ul style="list-style-type: none"> <li>• 170 additional enterprises with broadband access of at least 30 megabits per second</li> <li>• 841 square metres of new office space; and</li> <li>• Up to four new jobs created and potential to stimulate</li> </ul>	Project value £273,000  Towns Fund grant £112,500  Freedom Works private match £160,500

Appendix 1 – Hastings Town Investment Plan Business Case approvals  
October 2021

		attention to the substantial numbers of self-employed people who are resident in Hastings. This presents a clear opportunity for a project providing new, flexible office space.	creation of a further 90 jobs	
Churchfield Business Centre Incubation Units  Hastings Borough Council	The project involves the development of 29 new incubator units (total 9,558 square foot) on a currently redundant site allocated for industrial development in the local plan. The grant funding will be used towards the development of building costs and incubator units.	<p>As a shovel ready project, the scheme will provide an immediate fiscal boost to the local economy supporting government's "Build Back Better" agenda. Additionally, construction will be on a redundant site ensuring that best use is being made of available land. This shows alignment with net zero carbon goals around reducing the carbon impact of new development.</p> <p>A clear case for change has been made with reference to an existing market failure which limits the amount of land that is allocated to employment, in the absence of intervention. Public funding is needed due to the low rental/land values which persist in Hastings. Build costs are high, in line with the rest of South East and Covid-19 and the current economic outlook have exacerbated the situation.</p>	<ul style="list-style-type: none"> <li>• 887 square metres of new office space</li> <li>• 14 design and construction jobs in the delivery and implementation phase</li> <li>• 52 jobs safeguarded with the potential to stimulate a further 27 jobs</li> </ul>	<p>Project value £4,503,000</p> <p>Towns Fund grant £750,000</p> <p>CHART (Connecting Hastings and Rother Together) public match £303,000 (capital)</p> <p>LGF (Local Growth Fund) public match £500,000</p> <p>PWLB (Public Works Loan Board) public match £2,950,000</p>

# Appendix 2



## Blog and Social Media - Oct 2021

### Blog Stats

**9,900** Blog Visits  
(up 1,000 since August)

**7,800** Individual Visitors:  
(up 800 since August)

**19,000** Pageviews:  
(up 2,000 since August)

### Top viewed pages

All Pages with Views  
Jan 1–Oct 15, 2021 • 18,631 Total +0% yr/yr

Page	Views	Time on Page
Home <a href="#">↗</a>	7,179	00:01:59
Hastings receives £24.3m boost for regeneration <a href="#">↗</a> /latest/hastings-receives-243m-boost-for-regeneration	1,859	00:02:56
Vision and Impacts <a href="#">↗</a> /our-vision-and-impacts	1,467	00:01:24
Next steps for Hastings Town Deal <a href="#">↗</a> /latest/what-happens-next	1,344	00:02:21
The Courtyard: from derelict to desirable <a href="#">↗</a> /latest/the-courtyard-accelerator-project	797	00:02:17
Town to Sea Creative Quarter <a href="#">↗</a> /town-to-sea-creative-quarter	696	00:01:36
Town Centre Public Realm & Green Connections <a href="#">↗</a> /town-centre-public-realm-green-connections	653	00:01:54
Town Centre Core <a href="#">↗</a> /town-centre-core	653	00:01:54
About The Town Deal <a href="#">↗</a> /about	601	00:03:15



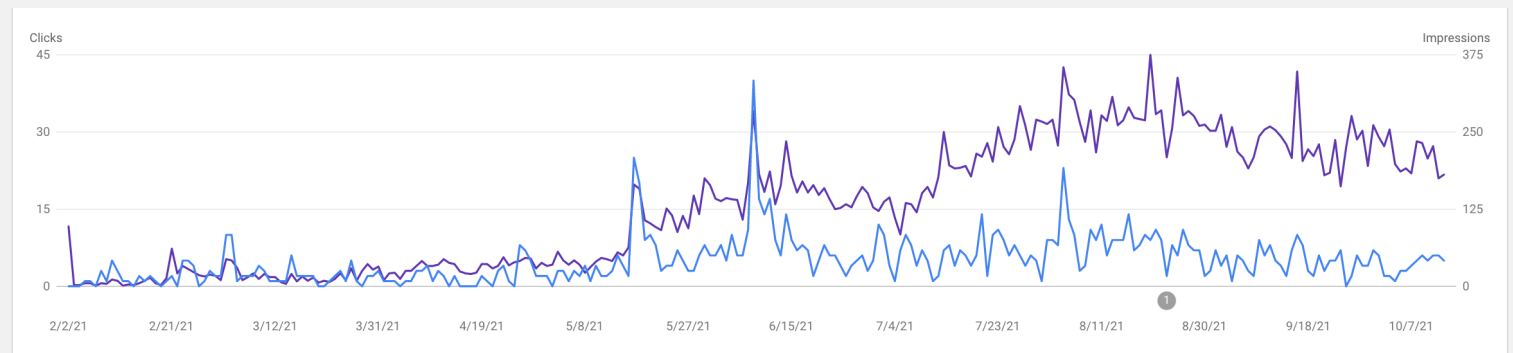
**Next steps agreed on how to match government funding**

The Town Deal board and Council agree how the funding gap from government will be met. "Overall it's a fair assessment and reduction and better than just a blanket reduction for everyone..."

Aug 24, 2021

### Google Search Console.

This graph shows the website's visibility online (SEO). The closer the lines are together, the higher the click through rate (CTR). This tends to happen when a big announcement is made, when the Town Deal is featured in the media or becomes a hot topic on social media. People search for the blog or Google Hastings Town Deal and click through to the website.



## Social Media



Twitter  
Followers 109 (+5)



LinkedIn  
Followers 97 (+1)

Page 12



Facebook  
Followers 259 (+37)



Instagram  
Followers 761 (+31)

### Top Content:

1. Churchfields Construction to begin

**17,350** People in total  
Reached across all social media  
platforms



Construction to start on new sustainable business units — Hastings Town Deal

[hastingstowndeal.co.uk](http://hastingstowndeal.co.uk) • 2 min read

	Posts	Followers	Following
Hastings	26	765	58
Todmorden	51	440	540
Camborne	108	268	170

Our Hastings  
Town Deal Brand  
has been named  
one of the  
strongest in the  
programme!

The Town Deal Project Team was invited to present at a Town Deal showcase training session on 12 Oct.

Larking