

Town Deal Agenda

Tuesday, 15 March 2022 at 2.00 pm
Via Microsoft Teams

For further information, please contact Towndeaal@hastings.gov.uk

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1.	Welcome and apologies 2:00	
2.	Declarations of interest 2:05	
3.	Minutes of the last meeting (9th December 2021) and matters arising 2:10	1 - 4
4.	Decisions of the Town Deal Investment Panel 2:20 Key decision for the board: to ratify the decisions of the Investment Panel	5 - 10
5.	Programme progress update 2:35	11 - 16
6.	Any other business 2:55	
7.	Date of next meeting: 11am, Thursday, 30 th June	

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Agenda Item 3 Public Document Pack

TOWN DEAL

9 DECEMBER 2021

Present:

Carole Dixon (Co-chair)	Hastings Community Network
Graham Peters (Co-chair)	Team East Sussex
Cllr Kim Forward	Hastings Borough Council
Dan Shelley	East Sussex College Group
Helen Kay	Hastings Opportunity Area
James Harris	East Sussex County Council
Jane Hartnell	Hastings Borough Council
Jess Steele	Heritage Action Zone
John Bownas	Hastings Business Improvement District
Liz Coleman	Hastings and Rother Interfaith Forum
Lourdes Madigasekera-Elliott	Public Health East Sussex
Richard Moore	The Source Park
Sally-Ann Hart	MP for Hastings and Rye
Sean Dennis	Hastings Area Chamber of Commerce
Sonia Blizzard	Sea Change Sussex

Others in attendance:

Jo Simmons	South East Local Enterprise Partnership
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HBC Programme Team present:

Chantal Lass
Hannah Brookshaw
Ian Sycamore
Ruth Kynoch
Stephen Dodson
Allison San Diego

69. WELCOME AND APOLOGIES

Apologies were received from:

Candice Miller, Clive Galbraith, Darrell Gale, Pranesh Datta, Steve Manwaring, Stuart Mitchell and Victoria Conheady

70. DECLARATIONS OF INTEREST

There were no additional declarations of interest to those already registered.

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71. MINUTES OF THE LAST MEETING (3RD NOVEMBER) AND MATTERS ARISING

Accepted as an accurate record.

Matters arising:

- Item 66a, Community Renewal Fund – a letter to the Secretary of State was drafted, however this was not sent due to the announcement on successful bids being made that same evening
- Item 66b, accessibility issues – it was confirmed that accessibility will be raised with all project leads as they progress their projects. In respect of The Courtyard, a lift always formed part of the development plans and was included in the planning permission. Further funding has been secured via the Town Deal and works to install this will start shortly

72. PROGRAMME PROGRESS UPDATE

In addition to the information provided in the report, Hannah Brookshaw updated:

- The Grant Funding Agreement offer letter has been received. In addition to this, the 5% advance funding for capital spend has been received and a number of projects have requested to use this to support their business case development
- Project kick off meetings have been scheduled with Freedom Works and Churchfields project leads, now that their business cases have been approved
- The first project leads meeting was held on 23rd November and the next meeting will be scheduled to take place towards the end of January

Decisions of the Town Deal Investment Panel – statement to the board

Ian Sycamore explained that the Investment Panel met on 9th November and assessed and approved the business case for Priory Meadow Phase 1a.

The project will transform 20,000 square feet of vacant retail space to an office and commercial leisure facility and will deliver 79 full time equivalent jobs as detailed in the table on page 6 of the agenda pack.

It was clarified that this project is part of the wider vision of Priory Meadow Shopping Centre and there are other town centre core projects which are still in development, including a phase 1b project. Phase 1a is a fast-track project and is part of a strategic approach to the Priory Meadow development and New River REIT (as owners of Priory Meadow) is focusing on encouraging footfall and increasing spend in the town centre as much as possible.

It was further clarified that the project would not be viable without the Town Deal funding as there is no other capital or debt facility available to the project sponsor and

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that the project viability question forms part of the business case assessments which are checked via the independent technical evaluation.

The meeting ratified the decision of the Investment Panel.

- **Communications update**

Hannah updated:

- The communications plan has been drafted for January to April and includes:
 - Updates and news on accelerated projects
 - Updates on business case approved projects (such as how construction is progressing at Churchfields, Freedom Works and others as the business cases are approved)
 - Complementary other initiatives updates and information, such as the Welcome Back Funding
 - Liaison with project leads on upcoming developments, coherence with the Town Investment Plan stakeholder engagement plan, including offline initiatives
- Schools programme – is moving positively but slowly due to pressures schools are currently under due to COVID-19
- Recruitment of Town Deal Communications and Engagement Officer – has been completed via internal recruitment and handover will take place over the next couple of weeks. This role will liaise with project leads to support them carry out the relevant stakeholder engagement appropriate to their project over the lifetime of the programme.

The Hastings Town Deal blog remains the central point of information and can be found: <https://www.hastingstowndeal.co.uk/>

73. **ANY OTHER BUSINESS**

Jane Hartnell thanked colleagues for their contributions as this is their last Town Deal Board meeting: Dan Shelley and Hannah Brookshaw, who are both taking on new roles elsewhere. She personally thanked Hannah for all of the work she has done to date on the Town Deal.

Jess Steele asked whether it would be possible to see the approved business cases. The programme team will consider what is feasible due to the confidentially sensitive information contained in these. However, summaries to support board members to champion projects and the wider programme seemed a sensible approach. **Action: programme team to progress.**

74. **DATE OF NEXT MEETING:**

End of February – to be confirmed

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Agenda Item 4

Report Title: Decisions of the Town Deal Investment Panel

Date: 15th March 2022

Report by: Towns Fund Programme Team



The Town 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 its representative - the section 151 officer.

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

The Town Investment Panel met on 23rd February to consider the business case for **Broadening Futures Together**, a 'fast track' project. Following this meeting and subsequent approval of clarification points, the business case was approved as representing very 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 project and assessment is below.

Project Business case assessment report: February 2022

The Broadening Futures Together business case has been independently assessed by Steer Group* and has 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.

The overall assessment of the economic case is that the scheme will deliver a high benefit cost ratio of 5.2:1 taking account the need for intervention, outputs and outcomes. It presents high value for money. Risks that were identified on the first

review have been discussed in a feedback meeting and resolved. “Therefore, it is our assessment that this project represents **very high** value for money, with a **high** level of certainty around achieving that value for money”.

Project name and sponsor	Description	Assessment comments	Proposed outputs and outcomes	Project cost and Towns Fund offer
<p>Broadening Futures Together</p> <p>Education Futures Trust in partnership with Plumpton College</p>	<p>The Towns Fund project will deliver a teaching facility within a 3 hectare site with additional facilities provided by the other funding.</p> <p>This is to enable the delivery of courses to lower skilled and unemployed local residents with a view to increasing their employability and transferrable skills.</p>	<p>Alignment with national, regional, and local policy has been explained and is compelling. The business case explicitly draws out how the project will address the principles of the Hastings Town Investment Plan, i.e. Inclusive Economic Growth, Clean Growth and Health and Wellbeing. As a ‘shovel-ready’ project, benefits for new learners and local residents would further support local and regional policy.</p> <p>A strong evidence-based case for change has been made regarding the pronounced education inequality in Hastings, with the proportion of unqualified people exceeding South East and national averages. The intervention is needed to stimulate employment, improve social mobility and ultimately contribute to Hastings’ recovery from the pandemic. The scheme targets a number of areas, including conservation (by promoting land based courses to learners), with the main aim being to upskill the most educationally deprived residents.</p>	<ul style="list-style-type: none"> • Broadening Futures Together will develop a 3-hectare site with sustainable development to include 100m² of new community indoor space by the end of 2022 and develop 2.5 hectares of improved sports and recreation facilities over the project lifetime. • Plumpton College will deliver a new educational pathway offering learners in Hastings a range of land-based courses catering to diverse students, resulting in circa 2,220 over seven years either engaged or re-engaging with education and/or skills development via land-course courses at the Firs resulting in a Level 2 or 3 qualification. • Engage annually with 330 beneficiaries through short taster courses and engage over 120 through medium sized short courses • Over the first seven years, Broadening Futures Together will transition at least 102 learners directly into employment and a further 185 through to level 2 and 3 full time courses at Plumpton College 	<p>Project value £621,775</p> <p>Towns Fund grant £352,000</p> <p>EFT charitable match £151,650</p> <p>Connecting Hastings and Rother Together (CHART) public match £118,125</p>

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

The accountable body will supply a summary document containing details of these projects to the Department for Levelling Up, Housing and Communities in due course. The summary document will be signed by the Town Deal Board co-chairs prior to submission.

A project summary is attached for information at Appendix 1.

Towns Fund Programme Team 8th March 2022

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Project Summary: Broadening Futures Together

"Improving Life Chances and Aspirations in Hastings"

The Hastings Town Deal provides an opportunity to address Hastings' challenges caused by high levels of deprivation and health inequality. Broadening Futures Together creates a unique partnership between Education Futures Trust, a local charity experienced in engaging and supporting hard to reach groups, and Plumpton College, one of the UK's leading Further Education Colleges, experienced in developing urban areas into centres of academic excellence.

Broadening Futures Together, with Towns Fund investment of £352,000 will deliver £11.7m (NPV) of economic benefit to the town by implementing a skills escalator that will re-engage learners, currently distant from the education and employment markets, whilst providing support to overcome the complex and deep-rooted socio-economic challenges associated with the high levels of deprivation that many face.

The funding will enable Broadening Futures Together to deliver capital investment in one of the UK's most deprived wards, the Baird (IMD 2019), developing a 3-hectare semi-derelict site; creating opportunities for learning and skills development so individuals can realise their aspirations for educational progression and secure associated life skills and employment chances.

This innovative project will bind together the expertise, knowledge, innovation and resource of Plumpton College and the connections, experience, and relationships built by Education Futures Trust. The partnership will bring a new dynamism to Hastings where statutory and charitable educational establishments work in equal partnership to bring about transformational change, embedding physical connections between the town centre and deprived wards.

Utilising the new education centre Broadening Futures Together will deliver a mixture of training opportunities, led by Plumpton College that will include:

- short engagement courses aimed at preparing 350 participants annually to progress to further study and preparedness for greater independent living;
- part-time education and training courses increasing progress to further studies (skills escalator) and increasing employability opportunities of participants.

The project will deliver a significant rise in training opportunities and outcomes by increasing capacity at the Firs enabling a new Further Education provider to deliver land-based training leading to improved attainment levels, aspirations and earning potential. In addition to the improved economic benefit and productivity of marginalised and disadvantaged sections of the community, the project will also address significant socio-economic challenges leading to improved life chances and healthier lifestyles, resulting in substantial savings for local public agencies.

Broadening Futures Together will commence a 'soft start' to provision, supporting the ramp-up to full delivery. In the first instance, this will include the introduction of the Sector-Based Work Academy Programmes (SWAPS), short courses and taster sessions as a precursor to the full academic provision in September. These programmes are designed to help improve the job prospects of unemployed learners and help employers fill vacancies where there is local demand.

Our children. Our families. Our community.

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Agenda Item 5

Report Title: Programme progress update to Hastings Town Deal Board

Date: 15th March 2022

Report by: Towns Fund Programme Team



1. Project Re-allocation of funds

Development of 1-7 Wellington Place (Sports Direct building) project has officially been withdrawn from the Town Deal programme.

Following discussion with Department of Levelling Up Housing and Communities (DLUHC) and HBC's Section 151 officer, the following has been agreed to reinvest and recycle the funds in Hastings as quickly as possible:

- A minimum of £400,000 of the funds to be used for a call for new capital projects in Hastings Town Centre which are able to be developed and delivered as quickly as possible
- Up to £600,000 of the funds will be retained for existing projects for general uplift considerations once their business cases have been approved. This will be considered further in the summer of 2022.
- The application process for new projects was launched on Wednesday 2 March. This is to enable us to select the project(s) as quickly as possible and still comply with all the criteria and timelines set by the government. We are hopeful the process will provide a list of pipeline projects in Hastings Town centre for future regeneration activities.
- The selection of new projects will be as rigorous as the project prioritisation process carried out previously to identify those for inclusion in the Town Investment Plan. Projects are expected to have match funding, appropriate levels of benefits and outputs and produce a business case following initial approval.
- There is a considerable level of investment interest in the town centre and we hope this relatively small amount of Town Fund monies on offer for new capital projects will maintain that momentum.

2. General project updates

- An extension has been given for submitting summary documents to DLUHC. The original deadline for this was June 2022, but it has now been extended into September 2022.
- Four projects have asked for the 5% drawdown from their funds. They are Priory Street car park/ESK, Hastings Castle, East Sussex College and East Sussex County Council/HBC Public Realm and Green Connections. The offer remains open to other projects.
- On 4th March, DLUHC announced the return of the Towns Fund Delivery Partner to support all 101 Towns Fund places to July 2022. Rebecca Collings will be re-joining as Hastings' Town Coordinator.
- Freedom Works are to sign a lease on the old Debenhams building later this month – taking up to 3 floors of the building.



Image of inside the building pre-work being done.



Outside of Debenhams building.

- Churchfield Business Centre is due to 'top out' in May and construction has commenced.



Churchfield construction site, February 2022

- Three HBC projects have appointed consultants to develop their proposals to RIBA 1 to 2.
- Public Realm Green Connections Project – design consultant has also been appointed. Funding of the Garden Town Team approved by the Programme Team totalling £45k over three years. This will bring significant expertise to the development of the proposals.
- Three project ‘submission’ documents have been approved by DLUHC – funds should start flowing in for the approved projects (Churchfield; Freedom Works and Priory Meadow (Phase 1) + the lift for the Source Park.
- Planning Performance Agreements – a pre planning PPA has been drafted and is being circulated to projects for take up if required. The Programme Team is funding this initial phase to enable the development of robust business cases.
- Stuart Mitchell is leaving so will no longer be a member of the Board. New representation is to be agreed. Justin Thomas and Natasha Hamilton are the new project contacts for the moment. We would like to thank Stuart for his contributions to the Town and the Board.

3. Project progress by theme / project

Project (programme) theme	Project Title	Fast-track	Business case status
Enterprise & Employment infrastructure	Hastings co-working, flexible office, community space	Yes	SUBMITTED: 24/09/2021 APPROVED: 22/11/2021
	Churchfields (fast-track)	Yes	SUBMITTED: 27/09/2021 APPROVED: 22/11/2021
	Enterprise Space, Ponswood	Yes	SUBMITTED 26/11/2021 – project subject to further clarification.
Green Low Carbon Skills and Economy	Green construction, energy, and vehicle training centre	No	Due for submission: TBC
	Broadening Futures Together	Yes	SUBMITTED:17/01/2021 Approval: pending

Hastings Castle World Heritage Destination	Hastings Castle	No	Due for submission: 30/06/2022
Town to Sea Creative Quarter (Hastings Commons)	OB Creative Digital Hub	No	Due for submission: 14/04/2022
	Cambridge Rd (Eagle Hse)	No	Due for submission: 14/04/2022
	12 Claremont	No	Due for submission: 14/04/2022
Town Centre Core	Priory Street/ESK (Town Centre Core Project 2)	No	Due for submission: 14/07/2022
	Repurposing Priory Meadow (Town Centre Core Project 1b)	No	Due for submission: 30/06/2022
	New Look Fast Track (Town Centre Project 1a)	Yes	SUBMITTED: 07/10/2021 APPROVED:14/01/2022
Town Centre Public Realm and Green Connections	Public Realm & Green connections	No	Due for submission: 14/07/2022
Town Living	Town Living	No	Due for submission: 14/07/2022
Accelerator Project extension	The Courtyard (the Source) installation of lift	Yes	N/A

4. Communications and engagement

- A new communications and engagement officer is now in post – Ruby Crowhurst
- Meetings with project leads have been instigated, aiming to build a communications plans for each project. The next general project lead meeting will also focus on communications and engagement.
- A shared Microsoft Teams space for project leads has been created which includes important documents and guidance, including local strategies, branding guidance, and business case support.
- CitizenLab is being developed as an online engagement tool for all Town Deal projects. A usage strategy is being created, and we aim to have an example on the site soon to show how it would work.
- The Source Park was featured in a BBC programme on 23 February including information about young people’s mental health and opportunities in the area.
- The Programme Team, with project leads are planning to host in person showcase events for the programme on w/c 16th May 2022. These are currently being discussed and the team will update when we have more concrete details.