

Report Title: Programme progress update to Hastings Town Deal Board
Date: 3rd 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 25th 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 31st 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 21st 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 (Townddeal@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.