

13.01.2023
Your reference:
Our reference: LAS/ZB
Ask for: Zuber Bapu

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**To: Members and Officers of
The City of Preston Town Fund Board**

Dear Sir/Madam

City of Preston Town Fund Board - 18 January 2023

You are requested to attend a meeting of the City of Preston Town Fund Board to be held on Wednesday, 18th January, 2023 at 10.30 am on MS Teams. The calendar appointment for the meeting was circulated separately.

Members are reminded of their responsibility to declare any personal interest or disclosable pecuniary interest in respect of matters contained in this agenda.

The Agenda for the meeting is set out overleaf.

Yours faithfully

Jackie Wilding

Director of Resources

City of Preston Town Fund Board
Wednesday, 18 January 2023

AGENDA

1. **Declaration of Interests**

2. **Minutes** (Pages 1 - 2)

To confirm the Minutes of the last Board meeting held on 15 November 2022.

3. **Implementation Report** (Pages 3 - 10)

Report enclosed.

4. **Towns Fund Assurance update**

Report to follow.

5. **Presentation of the comms plan for year 1** (Pages 11 - 34)

A verbal presentation will be given at the meeting.

City of Preston Town Fund Board

City of Preston Town Fund Board 15 November 2022

Present: Mr J Chesworth in the Chair; Mr R Binns, Councillor D Borrow, Ms A-M Parkinson, Mr A Phillips, Ms K Illingworth - Turner and Ms M Close

Also in attendance:

Ms J Wilding	– Director of Resources & S151 Officer
Mr C Hayward	– Director of Development and Housing
Mr P Evans	– BEIS
Mr M Flemming	– TIG
Mr C Blackburn	– Assistant Director (Head of City Growth and Regeneration)
Ms B Joyce	– Radics Consulting / Preston City Council
Ms Palmer	– Regeneration Manager
Ms N Billington	– Head of Policy and External Relations
Mr Z Bapu	– Senior Member Services Officer

Apologies: Ms J Anthony, Councillor M Brown, Mrs R Connor and Sir M Hendrick, MP

CD49 Declaration of Interests

There were none.

CD50 Minutes

Resolved – That the minutes of the previous meeting be agreed as an accurate record.

CD51 Towns Fund Implementation Report

Ms B Joyce provided the monitoring report for Phase 3a Towns Fund projects and a general update on the Towns Fund work programme. There were no matters arising from the November Monitoring Report. The Monitoring and Evaluation Board (M&E) meets monthly and it is proposed

City of Preston Town Fund Board

that the M&E Board and the Technical Implementation Group (TIG) meetings are brought together. A presentation on the work of the M&E Board will be made at the January 2023 Towns Fund Board meeting. The M&E Board is overseeing the preparation of the monitoring submission to government in December 2022.

Resolved – That the Board

- (i) Noted the November Monitoring Report;
- (ii) Approved that the Monitoring and Evaluation Board and Technical Implementation Group be brought together and requested that a comprehensive report be brought to the January meeting; and
- (iii) Delegated approval of the submission of the December 2022 monitoring return to government to the Director of Resources, in consultation with the Chief Executive of the Accountable Body and the Chair.

CD52 Any Other Business

Following a question in relation to timing and schedule of a Communications Plan, the Board was informed that, a report would be presented at the January meeting.

Towns Fund Board Meeting to be held on 18 January 2023	
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TOWNS FUND IMPLEMENTATION REPORT APPENDICE '1' and '2' and '3'
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1. Summary

- 1.1 This report provides the monitoring report for Phase 3a/b Towns Fund projects and a general update on the Towns Fund work programme. The report is more concise than previous months due to the Christmas break.

2. Decision Required

- 2.1 The Towns Fund Board is recommended to:

- (i) Note the December Monitoring Updates;
- (ii) Approve the updated Terms of Reference for the refreshed TIG/M&E meeting;
- (iii) Note the Year 1 comms plan;

3. Information

3.1 Background and Advice

- 3.1.1 The City of Preston Towns Fund Board (the Board) submitted a City Investment Plan (CIP) to Government at the end of July 2020. In March 2021, Preston Towns Fund Heads of Terms were signed by the Board Chair and Chief Executive of the City Council as Accountable Body (AB). The Harris Quarter Investment Programme comprises six projects with a total Towns Fund grant allocation of £19.9m, which combined with the Harris Quarter Pop Ups project form a total investment programme of over £200m. The six projects are Renewal of Harris Quarter Assets; Animate; Illuminate and Integrate; Educate Preston; Preston Youth Zone; and Harris Your Place.

- 3.1.2 At meetings in December 2021 and March 2022 the Board considered and approved investment recommendations for the Towns Fund projects following the preparation and appraisal of treasury compliant "Green Book 5 case" business cases. In March 2022 the Summary Plans were submitted to Government. In June 2022 the Accountable Body received confirmation that the Summary Plan was approved by Government and the Accountable Body is now in receipt of Towns Fund grant.

3.2 Monitoring Report

- 3.2.1 At its meeting in November 22 the Board agreed that the Technical Implementation Group, which meets monthly, now meets alongside the Monitoring and Evaluation team to create a more efficient process to project monitoring which incorporates:

- Phase 3b milestones – monitoring of any milestones which will be achieved following grant draw down but prior to commencement on site; and
- Construction milestones – monitoring of high-level construction milestones
- Update on the Funding/Spend profile of the projects.

3.2.2 Due to the Christmas break a simplified version of the Phase 3b monitoring report is attached at Appendix 1. A presentation on progress will be made at the Board meeting and there are no matters arising from the December monitoring report which require Board decisions.

3.3 Grant Funding Agreements

3.3.1 The latest position on the GFA/MoU's is as follows

Project	Type/ Description of agreement	Target Date Required	Date Closed	Status
Animate	MoU	Aug-22	Sep-22	Complete
Educate Preston (CEIAG)	GFA	Aug-22		In Progress
Harris - Your Place	MoU	Apr-22	Jul-22	Complete
Illuminate and integrate	MoU	Aug-22	Sep-22	Complete
Renewal of Harris Quarter Assets	MoU	Jul-22	Sep-22	Complete
Youth Zone	Pre Construction GFA	June	07/06/2022	Complete
Youth Zone	Main Construction GFA	Nov-22		In Draft

3.3.2 The final GFA to be agreed is between PCC and Youth Zone, the team is attempting to resolve the subsidy control item which is almost complete.

3.4 Monitoring and Evaluation

3.4.1 Attached (appendix 2) is the last submission to central government which was successfully submitted on the 16th December 2022.

3.5 Towns Fund Communications

- 3.5.1 The Towns Fund team has appointed Limitless PR to assist with the outward communications/messaging around the progress Preston is making with the Towns Fund Programme. Attached is the presentation from Limitless PR detailing the first 12 months of the comms strategy.
- 3.5.2 Public engagement and communications are vital to Preston's Towns Fund ambition and as such, Limitless PR, an external agency is now in place to provide additional communications and marketing provision in support of the Towns Fund project delivery until end March 2026. Their appointment release was issued w/c 16 Jan.
- 3.4.2 Michael Gregory, the director of Limitless PR and Nicole Billington, Head of Policy and External Relations at Preston City Council, both took part in the recent Towns Fund planning day on 15 November.
- 3.4.3 The agency will work closely with Preston City Council's corporate communications team, the Town Deal Board and key stakeholders to deliver a place-based and inward investment marketing and communications strategy to support city development and regeneration.
- 3.4.4 Leader of Preston City Council Cllr Matthew Brown will take part in a panel discussion at the upcoming Place North West Lancashire Development Update event on 9 February at Preston North End. He will join the discussion about council-driven projects, the importance of govt funding (Town Deals, Levelling Up), and what this tells us about not only where the county is today, but where it will be in the next few years.
Event details here:
<https://www.placenorthwest.co.uk/events/lancashire-development-update-2023/>
- 3.4.5 An overview of the year 1 communications plan is to be presented at this Board meeting and Michael will attend future Board meetings to update on activity. A summary of the period since the November Board is set out below:

Animate:

Eric Wright Construction have started the main construction phase on site as of 9 January. The start of construction was marked by a photo opportunity with key stakeholders. Press coverage in both the local and commercial property press was good and the full article can be read here: <https://www.investprestoncity.com/article/6509/Main-construction-work-starts-on-Animate>

Preston Youth Zone:

Onside submitted a planning application to Preston City Council in November. The council's corporate communications team and Limitless PR will work closely with Onside regarding future key milestones and announcements, which will include the planning decision and the placement of dedicated social workers throughout the construction phase for Preston young people.

Read the announcement here: <https://www.onsideyouthzones.org/news/planning-application-submitted-for-preston-youth-zone/>

The Harris

From 10 November throughout December, The Harris opened a pop-up shop at Preston Box Market, as part of its outreach programme of activity whilst the Harris is closed for regeneration. The shop showcased Preston and Lancashire merchandise and other gifts created by local artists, including a unique range of bespoke presents based on favourite Harris collection items such as 'Pauline in the Yellow Dress' by Sir James Gunn.

The Harris issued a press release on the 21 November revealing what the ground floor rotunda will look like when finished. <https://www.preston.gov.uk/article/6403/Harris-Your-Place-First-Look-The-Ground-Floor-Rotunda>

And an additional release on 20 December communicating the launch of a new inclusive online experience to enable website visitors to access online content and services in a way that best suits their needs.

As part of the Harris' diversity and inclusion strategy, website visitors are now able to access a wide range of accessibility and language support tools to customise their digital experience through Recite Me assistive technology. Being able to offer an inclusive experience is essential to support over 20% of the population who may encounter barriers when exploring websites due to having a disability, learning difficulty, visual impairment or if they speak English as a second language.

Amounderness House

A draft press release has been prepared ahead of the appointment announcement of W_rkspace as the preferred estate management team for the property.

Business Newsletter:

Recent issues of the Preston Business newsletter can be read here:
[Preston Business eNewsletter - Preston City Council](#)

3.6 **TIG/M&E Terms of reference update**

Preston City Council is the accountable body for the Preston Towns Fund Board and following Council, Towns Fund Board and government approval of 6 project business cases has established a Monitoring and Evaluation Board.

The Technical Implementation Group has provided guidance for the projects from inception, through the business case process and now into phase 3b.

At the last board meeting it was approved that to increase efficiency within the team the two meetings will merge and shall take place quarterly with TIG element taking place a brief break and then moving into the M&E part of the meeting. The project monitoring reports will still be submitted monthly to ensure progress is being closely tracked. The updated Terms of Reference for the combined meeting are attached under appendix 3.

The Towns Fund Board is requested to:

- (i)** Note the December Monitoring Updates;
- (ii)** Note the Year 1 comms plan;
- (iii)** Approve the updated Terms of Reference for the refreshed TIG/M&E meeting

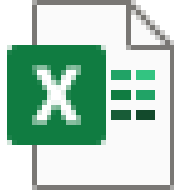
Appendix 1 – Project Monitoring Updates



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Appendix 2 – Monitoring and Evaluation

Due to the size of the file please find link to M&E Submission



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Appendix 3 – Updated TIG/M&E Terms of Reference



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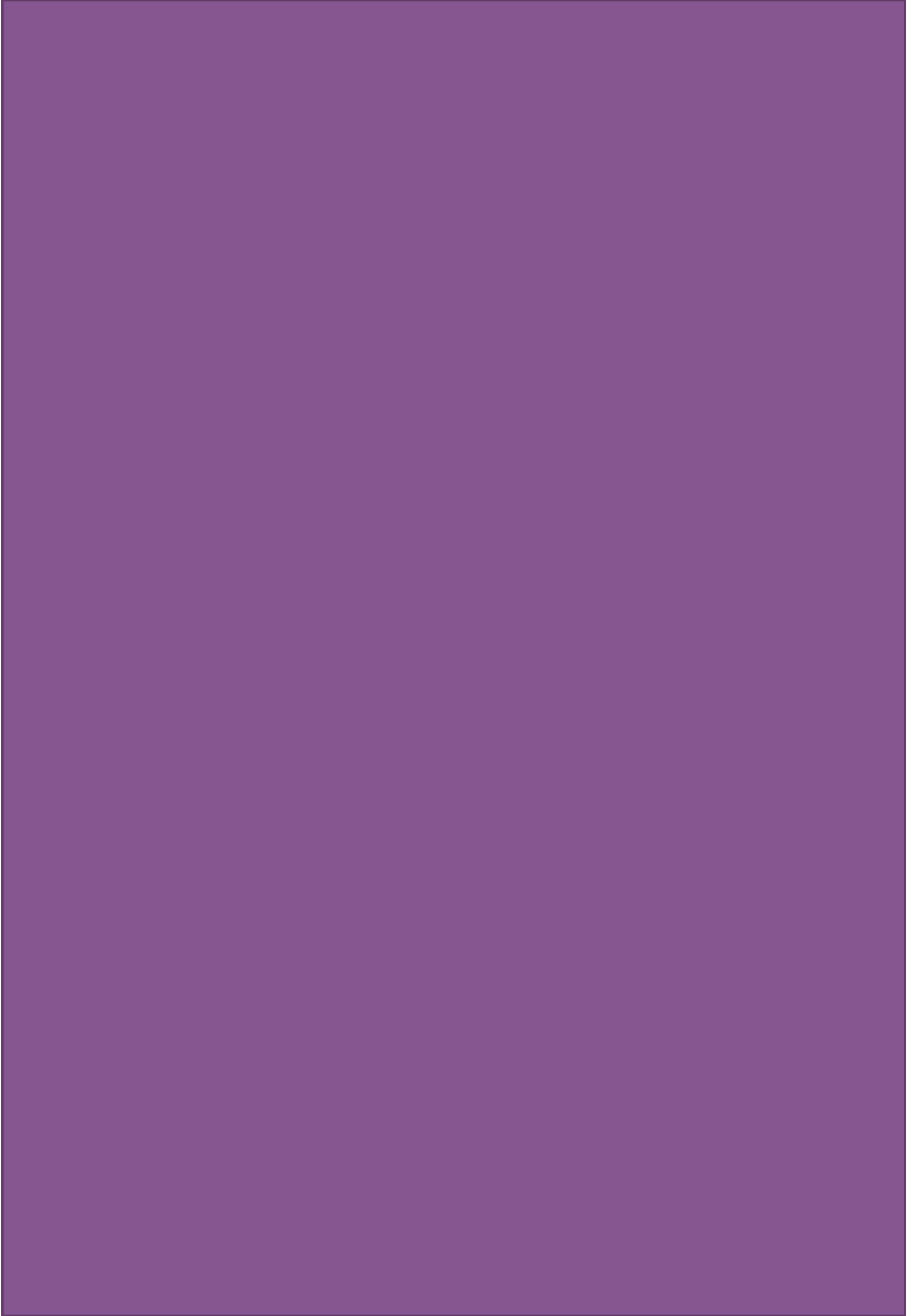
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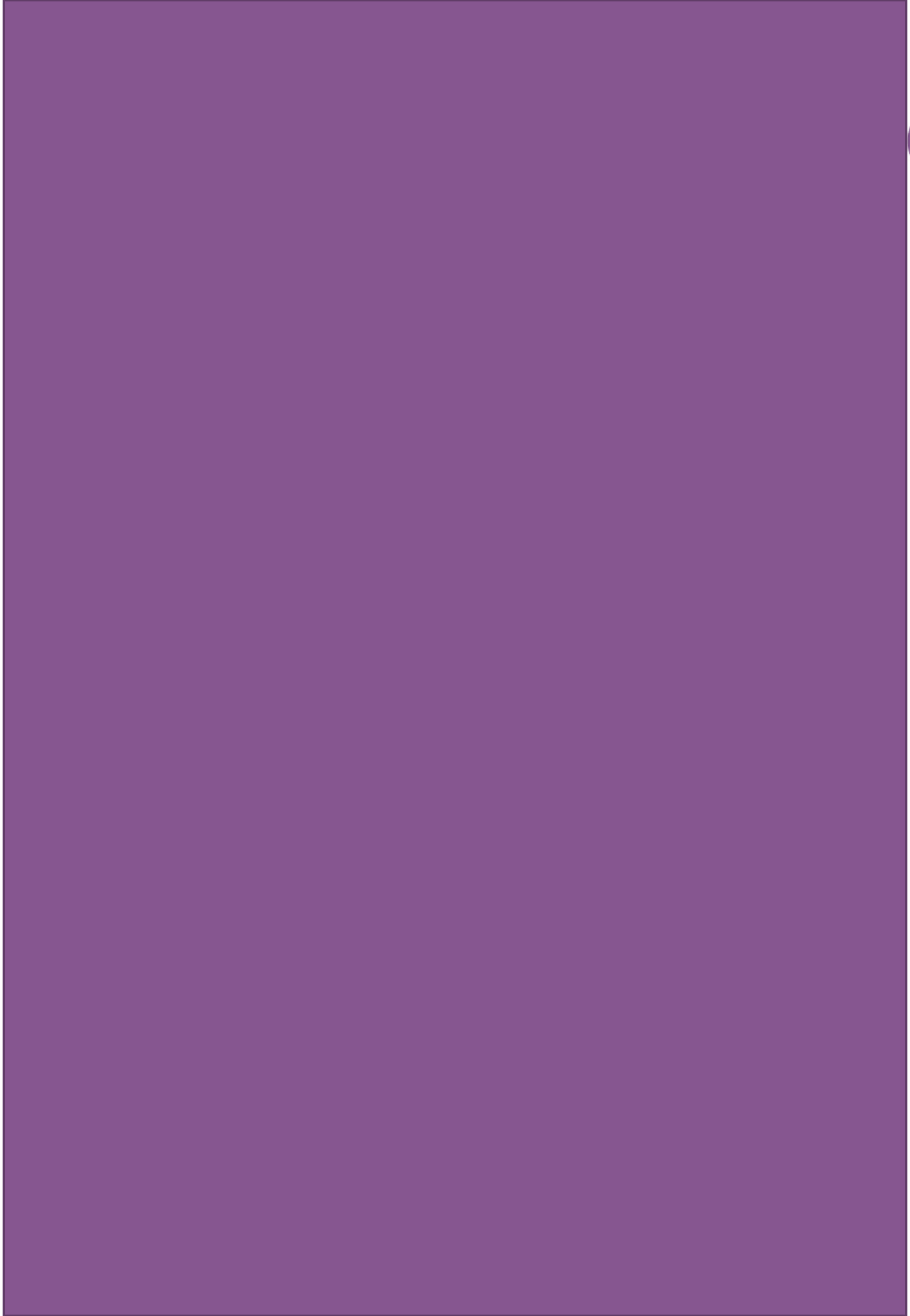
Limitless

Public Relations



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