

# City of Preston Town Fund Board

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## City of Preston Town Fund Board

16 May 2022

**Present:** Mr J Chesworth in the Chair; Ms R Connor , Vice Chair; Councillors M Brown and Borrow, Ms A Parkinson, Ms J Anthony, Connor, Mr A Phillips, Mr C Hayward, Ms J Wilding and Mr R Binns and Mr S Burns

**Also in attendance:**

Mr M Flemming	–	TIG
Mr M Allen	–	BEIS
Mr J Crellin	–	Assistant Director (Head of City Growth & Regeneration) City Development
Ms B Joyce	–	
Mr Z Bapu	–	Senior Member Services Officer

**Apologies:** Ms K Illingworth-Turner and Ms M Close

### CD36 Minutes

The minutes of the meeting held on 1 April 2022 were confirmed as an accurate record.

### CD37 Declaration of Interests

There were none.

### CD38 Phase 3a Implementation (Paragraph 3)

The Board received a report and presentation updating on the Phase 3 Implementation. The work of the TIG and progress on the TIG Work Plan was highlighted to the Board along with milestone progress. The sub elements of the implementation stage 3a, 3b and 3c were explained. The Board was informed that the reporting templates for the Stage 3 milestones were required to be agreed. To do this a Monitoring and Evaluation Board to be set up and Chaired by the 151 Officer of the Accountable Body. Updates were provided in relation to Grant Funding Agreements (GFA's) and MoUs which were likely to become more detailed and frequent as the implementation work progresses. Progress updates on projects including

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Renewal of Harris Quarter Assets, Animate, Youth Zone, Harris Your Place, Illuminate and Integrate and CEIAG were highlighted to the Board.

The Board Members made the following comments and observations:-

- On-side funding arrangements in place or will be within timescales.
- Positive progress being made and appropriate monitoring measures in place.

**Resolved** – That the report and update be noted.

### **CD39 Communications Plan (Paragraph 3)**

The Board have previously agreed a requirement for a communications plan to provide co-ordinated Towns Fund messaging. This report provides a draft brief and procurement plan to enable the City Council to appoint an external specialist to support the work already being undertaken by the City Council and project sponsors. A sub-group of the Chair, Deputy Chair and the Towns Fund Board Communication Champion met with the Chief Executive of the City Council to discuss the requirements in more detail and a draft Towns Fund Communications Brief. The sub-group agreed that the appointment should be for the full term of the Harris Quarter Investment Programme to ensure consistency of messaging. The appointment will therefore be for 4 years, with an annual review and based on an annual fee proposal. The funding for this would be from the Towns Fund contingency.

The Board Members made the following observations and comments:-

- The Communication Plan could be delivered in-house. The Leader was not keen on the service being provided by an external body and as such could not support the recommendation.
- Important to raise profile of the delivery of projects. The launch of the MET was very different to the Wallace and Gromit Bench launch which had a wide media coverage and highly successful delivered by an external communication partner.
- The external provider would be working closely with the Accountable Bodies Communication Team who would be involved in the wider communication strategy.
- Communication was key to driving delivery of the projects.
- Important to involve the local community of the Preston in the Communication.
- The Towns Fund was a partnership and it was important to recognise the needs of the multi agencies involved who have different audiences to communicate to which requires specialist Communications delivery.

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- The procurement proposed was to supplement and work collaboratively with the PCC Communications Team.

**Resolved** – That the Board

- (i) Considered and approved the Towns Fund Communications Brief;  
and
- (ii) noted the procurement strategy.

### **CD40 Any Other Business**

It was reported that the Board's Administrative Framework needed to be reviewed. The Chair's three year term was due to end in November, similarly the Governance arrangements had to be looked at and reviewed.

The Chair formally welcomed Steve Burns on to the Board who replaced Phil Green on the Board.

The Board was briefed on £5.2m Prosperity Funding available to Councils for three years. The funding was predominantly revenue This was not new funding rather previous European funding through different guise with differing application criteria. The Board agreed to support the Council where it could to ensure the funding benefit was maximised.