

Carlisle Town Deal Board

MINUTES

Thursday 18 June 2020, 14:00 – 16:00

Microsoft Teams Meeting

No.	Item	Time	Paper
1	Welcome and Apologies	14:00	N
2	Workshop review	14:05	1
3	Vision and objectives	14:15	2
4	Investment approach / strategy	14:45	2
5	Draft Town Investment Plan Framework	15.15	3, 4
6	Engagement and consultation	15:25	N
7	Programme Update	15:35	N
8	Actions	15:40	N
9	AOB	15:50	N

Meeting Close 16:00

Welcome and Apologies

Attendees:

Emma Porter (EP) CHAIR

Jane Meek (JeM)

Cllr John Mallinson (CJM)

Cllr Paul Nedved (PN)

Cllr Cyril Weber (CW)

John Stevenson (JS)

Alison Hatcher (AH)

David Jackson (DJ)

Andrew McKay (AM)

Julie Mennell (JuM)

Mark Boyling (MB)

Elaine Herbert (EH)

Paul Musgrave (PM)

David Allen (DA)

Rob Brittain (RB)

Nick Jones (NJ)

Sarah Paton (SP)

Naomi Hollows (NH)

Peter Graham (PG)

Steven Robinson (SR)

Jenson Kemp (JK)

Jo Lappin – leaving early (JL)

Apologies:

Workshop review

EP- asked for the Board to feedback on the Town Deal workshops held in May.

Board members generally agreed that the workshops helped refine ideas and were a useful exercise in developing a vision and strategy for the Town Investment Plan. The workshops identified the for a more unique and distinct vision and narrative for Carlisle's Town Investment Plan Strategy.

Vision and objectives

EP handed to PG to go through the Vision and Objectives paper, revised from feedback of May's workshops.

PG- the key workshop message were:

- that the vision was on the right lines but need to be compelling and show distinctive
- Groups emphasised importance of recovery from CV19 whilst keeping on track with a growth strategy
- The importance of economic growth, population growth (particularly working age) and growth that benefitted the people of Carlisle were highlighted.

New vision presented to group- '**Carlisle will be the engine driving future economic growth and prosperity in Cumbria and the wider Borderlands area. It will be a thriving business, residential and cultural centre providing jobs, education, leisure and a great quality of life for everyone that lives and works here. It will be the welcoming gateway for visitors to our beautiful region.**'- this aims to reflect messages of the workshops on creating a more compelling message.

PG- summarised the narrative for Carlisle, which leans on the importance of Carlisle as the economic hub of Borderlands whilst also an affordable city with a high quality of life

PG- presented investment themes which were refined from the feedback of the board workshops.

AM- Raised importance of Carlisle as a destination in its own right and growing the city's visitor economy in the vision statement. This comes through clearly in the objectives and themes but needs to be clearer in the vision statement.

DA- Raised the importance of engagement and consultation, and expressed that, with the vision and strategy already set, ensuring that this Investment Plan had community buy, rather than feeling something that is 'done to' communities was crucial.

Board members agreed that Carlisle should be expressed as the Capital of Borderlands/Cumbria, rather than the 'engine' as this was a more suitable title for the city.

AH- expressed that Carlisle's importance as a nationally well strategic important city needs to come through more strongly in the narrative. Carlisle needs to deliver growth for Cumbria and therefore the Growing City theme needs to be first in the pack. Importance of housing, and

Carlisle as a university city needs expressed. Equally, the importance of Carlisle's communities, needs expressed more strongly- especially given the COVID-19 recovery context.

The board largely agreed with these comments.

CW- Expressed that the transport strategy was crucially important here as it is 'the glue' that holds all strategic investments together. Without good focus on that projects won't come across strongly.

JS- highlighted that, UK government are the audience for the Plan, who will want a focus on housing and recovery- led by skills and jobs growth. This needed to be kept in mind when developing plans, projects and objectives.

JL- Noted that vision statements are best when they are distinctive to a place. the themes are good but the execution of this is important and will need to address the new challenges since March.

A- Further refinement of the vision and objectives supported by board members returning any written comments on the paper before the next meeting.

Investment approach / strategy

PG- Highlighted the distinction between Town Investment Plan (TIP) which encompasses all strategic investments (including Future High Street Fund and Borderlands) and Town Deal, which focuses on the specific projects which will form the Towns Fund ask.

Investment approach for the Town Deal would be adding value and complementing existing projects- The pitch presented to Government would be to use Town Deal Fund to extend existing projects and have new projects which add value and fit with the strategy so far.

Example investments were presented to stimulate discussion.

In coming months list of projects created which would be brought back to board for approval and KSFs to identify which projects will deliver will be used to assess these.

EP- confirmed that Carlisle would be submitting it's Town Investment Plan in October (second Wave).

JuM- Suggested that 3 and 4 would be the strongest options from examples as 1 and 2 supported by citadels project already. Importance of connectivity for city

AM – importance of attractive and rural setting for Carlisle which is part of the cities selling point

CW- Asked whether the Cycling and Walking Infrastructure Plan, agreed recently, could be included for funding through the Towns Fund?

The importance of transport infrastructure as the glue for investments was agreed by the board.

JS- Reflected that it is important that projects are well developed, rather than half baked, to ensure what is done is done well

Draft Town Investment Plan Framework

SR- Outlined that an initial draft Storyboard has been completed, but recent government guidance sets a clear structure to follow and that the storyboard was being updated to reflect this.

SR- presented Framework and storyboard for Carlisle's TIP.

JeM- Commented that much of the narrative for Carlisle has been developed through Borderlands, FHSF etc and we know our strategic narrative well, which has been reflected by the comments given at this board meeting.

The board agreed that Carlisle's strengths and ambitions need to be clearly expressed in the Town Investment Plan

The board also broadly agreed that it was important that the Towns Fund serves the whole city, and that benefits for the wider community is clear when developing proposals.

PN- Raised that there is a limited amount of funding which needs to be focused, while still aiming to serve the wider community.

SR- showed draft design proposals for the Town Investment Plan, these were supported by the board.

Engagement and consultation

EP- noted that it was hard to do consultation in the current circumstances which will be challenging at the moment. Especially with hard-to-reach groups, however at the same time, a more online focused consultation would help reach groups who may not normally attend consultation events, including working age groups and young people.

SR- government guidance clearly outlines the need for meaningful engagement and projects with community buy in.

The board were asked whether they could boost engagement through using their networks to ensure that a wide group can be captured when proposals go to consultation.

It was noted that the Citadels project, which was an online consultation was successful, making the case for an online consultation.

A discussion over whether focus groups could be held with some key stakeholders. JeM noted that there are opportunities to engage with Carlisle Ambassadors and Young Carlisle Ambassadors to get feedback on plans from young people and the local business community. JuM raised that the University of Cumbria has connections which can be utilised.

The Board agreed that Consultation needed to take place as soon as possible, to get early feedback on proposals, in order to achieve the submission deadline for October.

JS- highlighted the national context and government focus on economic recovery and jobs creation. This means that government will be attracted to firm proposals and projects it is therefore essential to meet the October deadline.

A- CaCC to begin planning for an 'issues and options' online consultation at the end of July, taking sign off of materials to the next board meeting.

Programme Update

The Board supported holding the next board meeting in July, to focus on project selection/prioritisation. The next board meeting will be Thursday 16th July 14:00-16:00.

JeM expressed the need for business case development to start in conjunction with the Town Investment Plan so that proposals can swiftly developed once the TIP is submitted. Asked, as transport infrastructure could play a key role in the TIP, when will the Carlisle Transport and Movement Study, commissioned by Carlisle City Council and Cumbria County Council would be ready.

AH- advised that this was due in the next week but would still need further work to do transport modelling testing.

PG and CaCC agreed to circulating a project proforma, providing a longlist of projects and opportunities for board members to propose their own projects ahead of the next board meeting in July.

The importance of meeting timescales was reiterated, and it was agreed that circulating paper in advance of meetings would help keep a suitable pace in order to meet deadlines.

A- Circulate a project proforma, providing a longlist of projects and giving board members an opportunity to submit proposals for inclusion in the Town Investment Plan

Actions:

A- Further refinement of the vision and objectives, supported by board members returning any written comments on the paper before the next meeting.

A- CaCC to begin planning for an 'issues and options' online consultation at the end of July, taking sign off of materials to the next board meeting.

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AOB

None