

# Lowestoft Place Board – Minutes

Wednesday 12<sup>th</sup> February 2020, 10:00-12:00 | Orbis Energy



Attendees (Board)	Apologies (Board)
<p><b>Stephen Javes</b> (Chair)  <b>Karen Barclay</b> – Anglian Water  <b>Tom Duit</b> – Associated British Ports  <b>David Carlin</b> - Cefas  <b>Urmila Rasan</b> – East Coast College  <b>Cllr Craig Rivett</b> – East Suffolk Council  <b>Cllr David Ritchie</b> - East Suffolk Council  <b>Cllr Norman Brooks</b> - East Suffolk Council  <b>Keith Moore</b> – Environment Agency  <b>Mary Scales</b> – DWP Jobcentre Plus  <b>Cllr Paul Ashdown</b> – Greater Lowestoft Community Partnership  <b>Genevieve Christie</b> – Lowestoft Cultural Strategy Group  <b>Phil Aves</b> – Lowestoft Rising  <b>Cllr Alice Taylor</b> – Lowestoft Town Council  <b>Danny Steel</b> – Lowestoft Vision BID  <b>Hayley Mace</b> – New Anglia Local Enterprise Partnership  <b>Cllr Ben Falat</b> – Oulton Broad Parish Council  <b>Daniel McKinley</b> – Scottish Power Renewables  <b>Amanda Ankin</b> - Suffolk Chamber of Commerce  <b>Cllr Nick Gowrley</b> – Suffolk County Council</p> <p><b>Speakers:</b>  Paul Wood, East Suffolk Council  Szymon Nogalski, LDA Design  Darren Newman, East Suffolk Council  Karen Staples, East Suffolk Council</p>	<p><b>Paul Ager</b> – Associated British Ports  <b>Peter Aldous MP</b>  <b>Julia Nix</b> – DWP Jobcentre Plus  <b>Stuart Rimmer</b> – East Coast College  <b>Emma Butler-Smith</b> – Lowestoft Cultural Strategy Group  <b>Chris Starkie</b> – New Anglia Local Enterprise Partnership  <b>Steve Hodger</b> – Scottish Power Renewables  <b>Harry Young</b> – Suffolk Coast DMO</p>

		Lead
1.	<p><b>Welcome &amp; Introductions</b>  Cllr Rivett welcomed the group to the meeting. The Board introduced themselves and the organisation they were representing.</p>	CR
2.	<p><b>Appointment of the Chair</b>  Cllr Rivett introduced Stephen Javes as the Chair for the Place Board. Stephen was the former CEO of Orwell Housing and is local to the area, with a wealth of experience and knowledge.</p>	CR
3.	<p><b>Purpose &amp; Terms of Reference</b>  Stephen Javes provided some further information about the purpose of the Board and the membership. The Place Board has been created to drive forward the growth and regeneration in Lowestoft through a coordinated approach, ensuring all partners are delivering on the ambitions and targets which will be set out in the Lowestoft Investment Plan. It will be responsible for providing a strategic, place-led view and leadership for the promotion and development of the place locally, regionally, nationally and internationally.</p> <p>Stephen advised that whilst the Terms of Reference state that there will be quarterly meetings, to kickstart the programme we will be looking to hold monthly meetings for the next 6 months which will align with the delivery of the Town Investment Plan, required by the end of July 2020. Stephen has asked all members of the Place Board read through and sign and return the Terms of Reference. These will then need to be returned to <a href="mailto:economicregen@eastssuffolk.gov.uk">economicregen@eastssuffolk.gov.uk</a> or alternatively to a member of the Regeneration team before the next Place Board meeting.</p>	Chair

	<p>To support the Towns Deal, East Suffolk Council will be looking to develop an Ambassadors Programme which will meet on an ad-hoc basis, and will engage the wider network of partners and stakeholders within Lowestoft.</p> <p>To note, the Lowestoft Growth and Regeneration Board has now been disbanded and the Place Board will now absorb some of the responsibilities of this former group.</p>	
4.	<p><b>Introduction to the Towns Fund</b></p> <p>Paul Wood presented to the Board and explained the concept of the Towns Deal. East Suffolk Council were invited to apply for the Towns fund by the MHCLG at the end of 2019. There is up to £25m available to each town.</p> <p>There are three key themes that the Government have outlined in the prospectus that the Place Board will need to evidence and develop upon which are:</p> <ul style="list-style-type: none"> <li>• Urban regeneration, planning and land use</li> <li>• Skills and enterprise infrastructure</li> <li>• Connectivity</li> </ul> <p>East Suffolk Council have been given the status of ‘lead council’, with the Place Board providing an advisory role to help shape the Town Investment Plan and the Towns Deal bid. A boundary has been set out to identify the area that the Town Investment Plan will include, this has been amended to include a number of projects located on the periphery of the original designation including Enterprise Zones, Housing and Mixed Use developments.</p> <p>The first stage of delivery will be for the Place Board to develop and agree the Town Investment Plan by Summer 2020, which will involve developing background, context and evidence need for interventions, developing a vision for the town which will compliment existing strategies, and creating a high level East Suffolk Council option for short, medium and long term priorities. The Town Investment Plan will be a locally owned document, and will not require sign off by Government. MHCLG will then determine how much Lowestoft will be eligible for based on the strength of the Town Investment Plan.</p> <p><b>Next steps:</b> Capacity funding of £162k was received in December 2019, and the readiness form was submitted to MHCLG in the same month. The visioning work that feeds into the Town Investment Plan will need to be completed by April 2020.</p> <p>Stephen Javes asked if Paul Wood or Karen Staples would like to explain how the Board can help to deliver the Town Investment Plan by the 31<sup>st</sup> July. Paul advised the Board that the East Suffolk Council Economic Development and Regeneration team has been working the Towns Deal since it was announced in September 2019, and it is going to be crucial over the next 5 months to get the direct conversations to help form the vision and context that will go into the plan. East Suffolk Council are still awaiting further detailed information from MHCLG, but in anticipation the team are working on the development of the plan.</p> <p>We will need to determine which are the key projects we put forward to MHCLG in the Town Investment Plan. To note, the £25m is to spearhead the revitalisation of the wider town, not just the town centre. There will also be another Future High Streets Fund opportunity which East Suffolk Council the master plan document will provide a valuable tools for “selling” the plans and projects of the town.</p> <p>Karen Staples advised that we are looking at the Place Board being a long term body for Lowestoft beyond the Towns Deal. The £25m will only seed fund some of the projects, and significant additional investment will need to be sought to develop the remaining projects. East Suffolk Council felt that the Place Board would be best placed to continue driving the regeneration and community projects than that of the former Lowestoft Growth and Regeneration Board. We need to look further as to how we can work with government and our partners to work on these projects, and see where we might need additional support.</p>	PW

	<p><b>Comments:</b> Cllr Ritchie queried why there appeared to be £1bn remaining if each town receives the maximum £25m. Paul Wood explained that this is was because there are other related Town schemes within the £3.6bn (this includes the High Street HAZ Scheme).</p>	
5.	<p><b>Current Lowestoft Regeneration and Development Delivery</b> The regeneration priorities are focused on many different areas of Lowestoft. Paul Wood went through each regeneration project area, and explained the aims of those projects. Further information about these projects can be found at <a href="http://www.eastsuffolk.gov.uk/business/regeneration-projects/">www.eastsuffolk.gov.uk/business/regeneration-projects/</a></p> <p><b>Next steps:</b> Place Board 1-2-1 engagement sessions will be held in February/March between the members and Project Manager, Darren Newman. Kate Ellis will be in contact to arrange these.</p> <p>The Ambassador Programme will look to form in March, which will involve members of the Board as well as the wider Lowestoft network of partners and stakeholders.</p> <p><b>Comments:</b> Amanda Ankin was concerned how we market the ambassadors programme, as there are already a number of ambassadors programmes in existence in Suffolk. Paul Wood advised that the role of this group initially was to input into the Town Investment Plan and to begin to promote more positive messages about Lowestoft, we will ensure that it is clear what we are marketing.</p> <p>Karen Barclay asked if the development of the Town Investment Plan will be public. Paul Wood advised that we need to get as much buy in as possible and have that stakeholder engagement. Darren Newman advised that these will be supported by the 1-2-1 engagement with each Board member.</p> <p>Darren also advised that there will be an additional focus group in the community. The purpose of the Ambassadors Programme is to raise the profile of Lowestoft but we do also see it as an opportunity to get that engagement from a wider audience such as from community organisations. Mary Scales wondered if it would include schools, colleges and job seekers. Karen Staples advised that we will be looking to engage with the Waveney Youth Council and will be ensuring that all sectors of the community are included.</p> <p>Cllr Ritchie wondered if there was any possibility of the fund going towards the Third Crossing. Paul Wood advised that as it is a high profile project we will be looking at this but there are a number other key projects that we need to prioritise.</p>	PW
6.	<p><b>Lowestoft Town Centre Masterplan</b> Szymon Nogalski introduced LDA Design who are developing the Lowestoft Town Centre Masterplan. The company have worked on many high profile projects including Queen Elizabeth Olympic Park, but our interest in the masterplanning they have completed for multiple coastal towns.</p> <p>Szymon explained the fuction of a masterplan, advising that it is a high level, conceptual document that acts as a ‘road map’ to suggest how projects could be implemented to maximise the assets of the Town. It also acts as a promotional tool to encourage capital investment and creates an aspiration for planning and policy solutions.</p> <p>Szymon advised that there are a number of national problems affecting town centres, and that Lowestoft is certainly not the only place affected by the retail decline. As a result, the government are starting to take a vested interest in the future of the high street. There are a number of elements that need to be addressed within our masterplan though, such as climate change, sustainable transport, renewable energy, building standards. These will require a comprehensive reimagining of Lowestoft Town Centre.</p> <p>LDA are currently past the half way point of developing the masterplan, with a draft version in development. LDA and East Suffolk Council have carried out significant engagement with</p>	LDA

	<p>stakeholders. The masterplan identifies several key delivery points including improving connections to employment and residential areas, to the road and the coast to improve footfall. This will include improving cycle routes, public transport, and parking strategies. LDA propose that we also need to reimagine the linear centre as four distinct areas – each has its own character and offer, and by strengthening these it will maximise economic output. The four proposed areas are;</p> <ol style="list-style-type: none"> <li>1. Station quarter with a focus on improved connectivity and evening economy.</li> <li>2. The heart of Lowestoft where we will seek to strengthen the retail offer, but also look at the opportunities to introduce a leisure offer.</li> <li>3. The Innovation Axis, located at the top of London Road North, will look at flexible use such as skills, education and health. This will be strengthened by improving the links to the Power Park.</li> <li>4. The historic quarter, currently the heritage Action Zone, will follow the design guide and seek to regenerate the Scores, Town Hall (as a proposed community hub), and the regeneration of the Triangle Market to create a central space. The character will be retained, promoted as a creative hub.</li> </ol> <p><b>Comments:</b></p> <p>Cllr Taylor was concerned about that the plans are reliant on private land and property owners and how would we address this. Szymon advised that we need to incentivise them, and we can already see the success that the HAZ has had to date with this, through schemes such as the conservation grant scheme. Danny Steel felt that there needed to be more work done to look into how we can get the property owners on Board. Andrew Jarvis advised that there of course going to be challenges, but there are also so many opportunities where we can make changes, and we will need to develop a strategy to work with these owners.</p> <p>Cllr Ritchie was concerned following the 2013 floods, Station Square is still at threat without flood risk management. Szymon acknowledged the importance of flood defences and that they are key noting that some projects will not be able to be developed without flood defences being in place.</p>	
6.	<p><b>Any other business</b></p> <p><b>Communications</b> - Phil Harris (East Suffolk Council Communications Manager) will be writing a press release about today's event. We will be developing a comms strategy which the Place Board are expected to work to. The Town's Deal is a bidding process and so we need to be able to showcase all of the work that Lowestoft is doing and the positive messages we can create to raise its' profile with Government, within the other 100 towns that have been invited to bid . It is expected that the partners buy into promoting Lowestoft, and Phil will provide partners with some information about how we will need to use social media. We will be developing some basic protocols so that everyone is promoting Lowestoft in a consistent manner.</p>	All
7.	<p><b>Summary of Actions</b></p> <ul style="list-style-type: none"> <li>• Kate Ellis to circulate future dates</li> <li>• All Place Board to read through, sign, and return the Terms of Reference – please scan and return to <a href="mailto:economicregen@eastsoffolk.gov.uk">economicregen@eastsoffolk.gov.uk</a> or pass to a member of the Regeneration team.</li> <li>• Kate Ellis to arrange 1-2-1 meetings with Place Board Members and Darren Newman (Project Manager)</li> </ul>	