

Burton upon Trent Town Deal Board (Shadow)

Minutes 18th November 2019

Present

Ben Robinson
 Cllr Duncan Goodfellow
 Cllr George Allen
 Cllr Philip White
 Valerie Burton
 David Chadfield
 Peter Hardingham
 Shaid Hussain

Chair
 East Staffordshire BC
 East Staffordshire BC
 Staffordshire CC
 Burton Civic Society
 Coopers Square Shopping Centre
 Octagon Shopping Centre
 Business and Community Representative

In Attendance

Andy O'Brien
 Thomas Deery
 Simon Humble
 Wayne Mortiboys
 Jonathan Turner

East Staffordshire BC
 East Staffordshire BC
 East Staffordshire BC
 Staffordshire CC
 Cushman & Wakefield

Apologies

Cllr Philip Atkins
 Chris Plant

Staffordshire CC
 Burton & District Chamber of Commerce

Agenda Item No.	Subject	Decision / Discussion / Recommendation	Action Points	Date Action Required
1	Welcome and Apologies	The Chair welcomed the Board to the inaugural meeting and noted apologies from Cllr Philip Atkins. Apologies were also received from Chris Plant.	N/a	
2	Review of the Town Deal Prospectus	<p>The Chair invited AOB to introduce the prospectus and questions/comments were invited from the Board. It was confirmed that:</p> <ul style="list-style-type: none"> • The prospectus suggests that funds from other Government departments could be available to complement the Towns Fund and that the Town Investment Plan should build a business case for £25m. • There is a need to confirm how much could be spent during 2020/21 and 2021/22. • Cash flow shouldn't be a problem, but detail on how the funding would be provided has not yet been confirmed. • Burton will not be competing against other areas for funding. • There will be a need for Government to sign off the plan and it's clear that there is a lot of work needed between now and June 2020, but this is very much a work in progress for Government at a National and Regional level. 	N/a	
3	Town Fund Readiness Checklist	<p>The Chair invited TD to introduce the Readiness Checklist and comments were invited from the Board on the following items:</p> <ul style="list-style-type: none"> • How to define the boundary of Burton. The Regeneration Strategy proposed a boundary around the town comprising 9 Parish Council areas. It was agreed that this would be the boundary proposed as part of the checklist response, particularly as this is the boundary that the shopping centres use already. • The Town Deal Board membership. It was confirmed that there will be other individuals and organisations involved with the Board as and when required in the 	Board members to consider other individuals and organisations that	Ongoing, as and

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		<p>future. AOB asked the Board to let him know if they have any thoughts on who could be involved in the future.</p> <ul style="list-style-type: none"> • The creation of the Town Investment Plan. It was confirmed that the existing Burton Regeneration Strategy would be used as background information for the creation of the investment plan. • Delivery Capacity. It was confirmed that more detail would be required prior to submission of the checklist so that costings for interventions could be identified in the checklist. • Communications and the 'My Town' Campaign. It was discussed that there would be a need to develop an approach to communications following the end of Purdah (after 12th December General Election) so that communications could be delivered through the Board and its Chair. • It was confirmed that the checklist would be submitted by 19th December. 	<p>could be involved in the future.</p> <p>ESBC to submit the Readiness Checklist</p>	<p>when required</p> <p>19th December 2019</p>
4	Review of the Burton Regeneration Strategy	<p>The Chair invited AOB to summarise the key points of the Burton Regeneration Strategy relating to potential interventions for the Town Investment Plan. It was confirmed that:</p> <ul style="list-style-type: none"> • The salient section of the Regeneration Strategy are p34-51 where it describes 5 categories of interventions: Green Link; Reclaiming the High St; Public Realm and Civic Space; Connect and Enhance the Washlands; Repopulate the Town Centre; • There are projects currently underway that meet some of these categories, such as the Station Street project, the Washlands enhancement project, the Rugby Club site development, and Molson Coors' South Brewery site. • ESBC and SCC have already engaged the University of Wolverhampton about potentially creating a new skills hub in the town, in line with a proposed intervention in the Regeneration Strategy. This would expand the University's nursing degree offer, bringing it up to around 300. • P58 onwards from the strategy describe potential transport interventions that the Board could consider. ■ [REDACTED] ■ [REDACTED] ■ [REDACTED] ■ [REDACTED] ■ [REDACTED] • There is no guidance from Government as yet on whether funding can be used to improve land [REDACTED] but state aid and procurement regulations will still apply. <p>The Board also considered and discussed the proposed intervention around opening up</p>	N/a	

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		<p>Andressey Passage and it was agreed that this should be a particular area of focus for the activities leading up to the creation of the Town Investment Plan.</p> <p>It was also agreed that the discussions on potential interventions should be confidential at this time until they are considered by the Board at a public meeting, particularly the discussion about the University of Wolverhampton.</p>		
5	The role of Cushman & Wakefield in the development of a Town Investment Plan	<p>The Chair invited JT to present a PowerPoint on national retail trends and the changing face of retail. The subsequent discussion confirmed the following:</p> <ul style="list-style-type: none"> The Regeneration Strategy work took place between October 18 and February 19 and the next steps for Cushman & Wakefield will involve spending a few weeks reviewing the Strategy with the Board in order to identify priorities to make recommendations on where to go with the Town Investment Plan. It may not necessarily be appropriate to focus on all of the short term interventions from the Regeneration Strategy as the Town Investment Plan should focus on the opportunities to make big impacts. Similarly, the Towns Fund may enable longer term projects to be brought forward more quickly. It will be necessary to look at all of the projects and interventions and review them accordingly. Andressey Passage could be taken forward in a relatively straightforward way. C&W could conduct a desktop evaluation of the value and, if they prove reasonable, engage the landowners to see if aspirations could be matched to value. JT confirmed that if C&W were to undertake that kind of work, it would not be helpful if Board Members or their respective organisations engaged landowners separately. The outcome of the General Election on 12th December could impact how the Towns Fund is administered, due to the potential of a different Government. C&W will be commissioned by ESBC and they will then act to advise ESBC on the development of a Town Investment Plan in the same way that the Board will advise ESBC. C&W will be able to offer skills and capacity that are not already held by the Board or ESBC and their commission will be funded by the Towns Fund capacity funding. How that funding is used will need to be published in the future and the Board may also need to have an increased exposure to the public, once guidance from Government has been given. There is a lot that Government hasn't made a decision on yet, but the suspicion is that they will want Town Deal Boards to move quickly on developing their plans. As such, the Board should aim to create their Town Investment Plan by March 2020, rather than in the summer. There will need to be a Terms of Reference for the Board at the next meeting that will also clarify how the Board can engage with local press and communications. As per agenda item 3, communications could be delivered through the Board Chair. 	<p>C&W to review the strategy with consultation with the Board.</p> <p>ESBC to create of a Terms of Reference document for the next meeting.</p>	<p>20th December (next meeting)</p> <p>20th December (next)</p>

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		<ul style="list-style-type: none"> • At the next meeting there will also be an MP for Burton who will be invited to sit on the Board. They should be able to provide an appropriate route into parliament for the Board. • On Cushman & Wakefield’s 2019 edition of the retail resilience review, Burton sits 89th out of 250 towns. 		meeting)
6	Board members aspirations for the Towns Fund	<p>The Chair invited Board members to confirm their aspirations for the fund, which were as follows:</p> <ul style="list-style-type: none"> • DG – A focus on greening and opening up of Andressey Passage, connecting Washlands, High St [REDACTED]. The education element is also critical, but DG was keen to understand the views of other Board Members, rather than that of ESBC. • VB – Keen for Burton to be a town that young people want to stay and create businesses. There should be an all-round package that includes employment, but also focuses on the nightlife. The time between the end of office hours to the evening is when the town is absolutely dead. • SH – Andressey Passage is definitely welcome, it would be really good for social issues in High Street but also for bringing architecture back to life. There are empty 1st and 2nd floors in the centre that should be included. Young people should also be a focus, thinking about how they see things and bringing that together. • PH – Welcome the opportunity to actually make a difference and facilitate some of the things that have already been discussed. It can be seen how the existing projects lead into the ideas that the Board have discussed. The transport elements are important, particularly connectively, public transport and addressing the gridlocking in the town centre. Some new developments, such as Branston Locks, will be lost to Lichfield or Derby and the interventions should help these areas link into the town centre. Andressey Passage is fantastic but it should also look at how the Market Place and Abbey Arcade link into the town to get people to cross the High Street and use that area. This will all help encourage new tenants in the centre. • GA – The Towns Fund could be used to open doors to other funding through other sources, such as the LEPS. The Board should think about a potential bus interchange and how the flow of traffic goes around the town centre. The ideas on education is exactly where the town needs to go, profession education establishments will help encourage people to stay in Burton along with jobs for professionals. Need to think about where retail travels in the next 10 years. • PW – there are the obvious things such as the shape of the town centre and the town hall link to High Street. Andressey Passage and extending the Station Street project into High Street and the Markets is important. Need to have different types of night time economy, connectivity to the river. On education, a university would be great and would add competition to the college, which would help them thrive. Market Place should also be a focus. Burton is surrounded by areas of affluence but the interventions 		

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		<p>should encourage those people to come into the town. Making improvements to the 2 main A38 junctions for the town is important, if a small amount of funding could unlock them.</p> <ul style="list-style-type: none"> • DC – Retaining people is key as is the night time economy. The traffic movement around town and transport infrastructure should be included, similarly to PH’s suggestions. The most important thing is to have a shared vision between the Board members. • BR – On a Saturday night, it’s disappointing to see the town dead. Andressey Passage is good, but what’s at the end of it? The Board needs to create something that attracts people, but not to the detriment of other places. A sustainable strategy and plan is key. <p>It was also discussed that Staffordshire County Council should come to the next meeting with thoughts on transport priorities for the County Council.</p> <p>It was also discussed that it would be useful to map the 100 towns for the Towns Fund on the 2019 retail resilience index from C&W. JT confirmed that he would be able to do that. PW requested that this also included the direction of travel for those towns.</p>	<p>WM to identify transport priorities for SCC.</p> <p>JT to map the 100 towns against the retail resilience index.</p>	<p>20th December (next meeting)</p> <p>20th December (next meeting)</p>
7	Next meeting and actions	<p>It was suggested that the Board could schedule meetings for December, January and February in order to make sure there was something in the diary to work towards. The proposed dates agreed at the meeting are as follows:</p> <ul style="list-style-type: none"> • Friday 20th December 2019, 5pm; • Friday 24th January 2020, 5pm; • Friday 28th February 2020, 5pm. <p>The meetings would take place at Pirelli Stadium, unless otherwise stated.</p>	TD to issue meeting invites for the next 3 meetings.	Following the meeting.
8	Any other business	It was raised that the Board could also consider introducing information boards in the memorial garden area in order to provide information to young people.		