

**Ipswich Vision Board**  
**21 March 2025**  
**9:00-10:30 am**  
**Orwell Room – Grafton House**



**AGENDA**

**v. 14.3.25**

<b>Item</b>	<b>Item Content</b>	<b>Lead</b>
1. Welcome & Introductions		Chair
2. Apologies	David Ralph, John Dugmore	Chair
3. Declarations of Interest		Chair
4. Minutes of the last meeting	To agree the draft minutes as a true record	Chair
5. Vision Project Updates	a) Brand Ipswich - presentation from Shaun Bailey of Jacob Bailey  b) Waterfront project	Helen Pluck  Andrew Cook
6. Devolution and Local Government Reorganisation Update		Andrew Cook / Helen Pluck
7. Towns Fund	a) Highlight report b) Local Parades – scope amendment	James Fairclough
8. Towns Fund - M&E update	Monitoring and Evaluation Group - verbal update	James Davey
9. AOB		Chair
10. Dates of next meeting	Proposed – 13 <sup>th</sup> June at 9am Grafton House	Chair

**AGENDA ITEM 4**  
**Minutes of the previous meeting**



Minutes

<b>Meeting</b>	Ipswich Vision Board
<b>Date</b>	Friday 13 <sup>th</sup> December 2024
<b>Time</b>	09:00 hrs
<b>Location</b>	Orwell Room, Grafton House
<b>Present</b>	<p>David Ralph, Chair of Ipswich Vision Board (Chair)</p> <p>Helen Pluck, CEO, Ipswich Borough Council [IBC] (HP)</p> <p>Jack Abbott, MP for Ipswich (JA)</p> <p>Paul West, Councillor, Suffolk County Council [SCC] (PW)</p> <p>Naomi Smith, Deputy Area Lead for Suffolk Cities and Local Growth Unit MHCLG (NS)</p> <p>Becca Jackaman, Progression Sessions (BJ)</p> <p>Neil McDonald, Leader of IBC (NMCD)</p> <p>Alan Pease, Principal, Suffolk New College (AP)</p> <p>Lee Walker, CEO of Ipswich Central (LW)</p> <p>Jenny Higham, Vice Chancellor, University of Suffolk (JH)</p> <p>James Fairclough, Director of Operations and Place, IBC (JF)</p> <p>Nina Cunningham, Head of Economic Development, IBC (NC)</p> <p>Sharon Earp, Representative for Patrick Spencer (SE)</p> <p>James Davey, Director, Ipswich Small Business Association (JDa)</p> <p>Toby Warren, Chamber of Commerce (TW)</p> <p>Julia Rusek, IBC (Minutes)</p>
<b>Apologies</b>	<p>John Dugmore, Chamber of Commerce (JD)</p> <p>Andrew Cook - Executive Director for Growth, Highways &amp; Infrastructure, SCC (AC)</p> <p>Patrick Spencer, MP for Central Suffolk and North Ipswich (PS)</p>

**Items:**

		<b>Action</b>
<b>1.</b>	<b>Declarations of interest:</b>	

	<p>No new declarations were provided by members present.</p> <p>Chair referenced an action from last meeting, requesting for everyone to update their declarations of interest.</p>	
2.	<p><b>Previous Minutes &amp; matters arising</b></p> <p>The minutes have been accepted as an accurate record.</p> <p>The Board is awaiting an update on devolution, which will be informed pending White Paper due for release w/c 16/12/24.</p> <p>The code of conduct has been submitted to NC.</p>	
3.	<p><b>Vision Project Updates:</b></p> <p><u>Waterfront Project, update provided by JH:</u></p> <p>JH confirmed that a meeting took place at the beginning of December to discuss this project with representatives from Suffolk CC (AC), Colchester Museum service and development and fundraising professionals.</p> <p>Discussions focused on fundraising to raise money to produce a robust business case.</p> <p>The next meeting is due to take place in January.</p> <p><u>Brand Ipswich, update provided by HP:</u></p> <p>Ipswich as a destination has been postponed while Brand Ipswich is prioritised.</p> <p>This project was created to support Ipswich's application to secure City status by raising the town's profile and attracting new investment.</p> <p>The working group includes HP, Nicola Beach (SCC), Jacob Bailey (a local place branding company), Gina Long (a fundraising specialist), Brighten the Corners), and comms specialists.</p> <p>To date, the working group identified that Ipswich needs a stronger brand. Once established, this should be capitalised on social and other media by all relevant stakeholders, including those organisations represented on the VB.</p> <p>HP stated that the first step is to create a cohesive place-brand strategy that outlines why audiences should choose Ipswich as a destination to live, study, and visit. HP confirmed that the place-based brand strategy will be aligned with the Regeneration strategy.</p> <p>Jacob Bailey has already identified the core audiences to support this work. Once brought in, the benefits of the branding exercise will allow</p>	

	<p>local institutions and communities to grow, while local businesses secure investments.</p> <p>In conjunction with identifying key audiences, Ipswich specific data sets have been studied, and in-depth interviews have been undertaken with sector leaders across 5 different specialties, including; education, construction, logistics, arts, culture and heritage, and advanced manufacture.</p> <p>From this, insights into the strengths, weaknesses and opportunities within these sectors can be identified.</p> <p>HP stated the importance of identifying why Ipswich is unique, resonating with Ipswich residents and producing a compelling narrative, prompting brand identity that best reflects the town.</p> <p>HP stated that she would like to express her gratitude to Jacob Bailey for their pro bono work. They have conducted several interviews and undertaken considerable work to allow Ipswich to inform its new brand.</p> <p>Workshops are being planned for the Board members, hosted by Jacob Bailey. Attendance is recommended by senior level officers to ensure the branding is embedded in leadership culture in each of the respective organisations. HP stated she will be attending.</p> <p>The workshops will be split into two phases:  Phase 1 – focused on what Ipswich does, why things are done a certain way, and how things are done. This will prompt discussions surrounding difference mapping to differentiate Ipswich in a substantial way from other locations.  Phase 2 – focused on developing the vision, values, brand personality, and how we position Ipswich as a place.</p> <p>HP informed the Board that the outcome is for a collective partnership between organisations, allowing for common insight and knowledge to impact future work and create a foundation to raise Ipswich's profile.</p> <p>JH confirmed her attendance at one of the workshops and informed that the student voice is also important to hear at this stage.</p> <p>A presentation will be made at the March TVB meeting, illustrating the full brand proposal, creating all assets involved, and prompting the ability to utilise and implement the brand in organisations following the County Council elections.</p> <p>SE suggested identifying something that brings the rural areas surrounding Ipswich with the urban parts to utilise the inward economic impact for the benefit of everyone.</p>	
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	<p>It was also suggested that town centre ambassador volunteers, who undertake a training programme to create a friendly and welcoming atmosphere for visitors, should be considered going forward.</p> <p>BJ questioned how community groups could benefit from this workstream.</p> <p>HP informed the Board that although that there is currently no opportunity to bid for City status (as these usually occur during royal events) a draft proposal that supports the case for City status will be produced in readiness for the next opportunity.</p> <p>It was highlighted that changing the hearts and minds of residents is an ongoing process.</p> <p>JA commented that the government is evaluating what to do with the City of culture work programme.</p> <p>Chair mentioned that the 825<sup>th</sup> anniversary of the Ipswich Charter will take place next year. This could be an opportunity for MPs to write to central government to recognise Ipswich as a city.</p> <p>JA confirmed that he would be happy to support this.</p> <p>HP informed the Board that Reverend Tom Mumford will be leading the celebration of King John issuing the Ipswich Charter at St Mary le Tower where the Charter was originally endowed.</p> <p>St Mary le Tower church will be re-designated as Ipswich Minster</p> <p>The status of Minster is an honorific title bestowed on major churches of regional significance in the Church of England, to reflect their importance and contribution to the local communities they serve. There are currently only 32 Minsters in England and the granting of the title recognises both Ipswich's status and St Mary le Tower's importance in the town, having acted as the Civic Church for centuries.</p> <p><u>Investment Updates:</u></p> <p>HP and JF recently met with Historic England in Ipswich regarding a potential bid to secure a Heritage Action Zone. A follow-up meeting is planned in early 2025 to further discuss support for heritage-led regeneration in Ipswich.</p> <p>LW provided an update on the BID team confirming a renewed focus on delivery and output at Ipswich Central.</p> <p>The all about Ipswich website has been redesigned with a journey planner feature, with the Regent Theatre, the Corn Exchange, 50 different</p>	<p>JA</p>
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	<p>business, and universities, being placed on the events listing. This is a good portrayal of Ipswich and conveys a consistent positive message.</p> <p>Ipswich Town Football Club is being used to profile Ipswich businesses to a wider audience, for example, Tom Mumford participated in COPA90, showcasing the town with a more positive perspective.</p> <p>Other initiatives mentioned include:</p> <ul style="list-style-type: none"> <li>• Vacant units are receiving window dressing to raise standards in the town centre.</li> <li>• An information sharing agreement with the Police is underway to further improve street safety.</li> <li>• A <i>Very Suffolk Christmas</i> event will be undertaken, creating a unique image with tractors and on-stage entertainment.</li> </ul> <p>LW would like to thank Terry Baxter (TB) for his work. LW would also like to thank the Board for being so welcoming to him.</p> <p>Chair thanked TB for his time on the Board.</p> <p><u>PW Updates:</u></p> <p>A few items from the investment fund have been agreed since the last meeting:</p> <ul style="list-style-type: none"> <li>• The lights on the Waterfront to Dance East have been erected and will be operational by the end of the year</li> <li>• The third phase of lighting down to Aurora is scheduled for completion early in the new year. Once this is completed, good quality lighting will be present along a large stretch of the Waterfront.</li> <li>• Funds have been given to Fusion, for the redevelopment of Broomhill Pool</li> </ul> <p>Several community groups have been funded for social works. BME multicultural services in the town and those who have been disenfranchised will be supported in the new year.</p> <p>The Greener Ipswich project will enhance several areas within the town centre, for example Tower Street.</p> <p>PW praised the Holywells Park Illumination experience and would recommend that everyone should attend the beautiful event.</p>	
4.	<p><b>Towns Fund - Governance</b></p> <p><u>JF updates:</u></p> <p>As requested, all town fund requirements and guidance have been investigated and updated. Minimal information is still outstanding.</p>	

	<p>All information is currently being updated, and draft minutes will be updated once agreed as a true record.</p> <p>IBC has recently undergone an internal audit and has not identified any major points of concern.</p> <p>No updates have been received regarding changes from Central Government.</p>	
5.	<p><b>Town Fund Update – Highlight Report (JF Updates)</b></p> <p><u>Shopping Parades:</u> Hawthorn Drive shopping parade improvements, which will include either step free access or individual ramps to shops, will receive final costings and designs submissions soon.</p> <p>Parade works at Henley Rise have been completed in November.</p> <p><u>Shopfront Improvements:</u> 9 applications have been approved. Proposals will be shared with the project board on how to make best use of the remaining project funds. Transformative solutions are being investigated for the proposal.</p> <p><u>Public Realm and Greening:</u> Public consultations occurred in November, with 68% of those who took part supporting the proposal. Taxi drivers' concerns have been noted.</p> <p>Public Realm full planning application is being submitted for Lloyds Avenue in December 2024.</p> <p>JA expressed concern surrounding the proposed timelines as there was an expectation to complete these works in the summer to allow consumers to sit outside.</p> <p>JF reassured that the application will be submitted as planned and planning conversations can occur with the contractor during the same period. Works will hopefully commence early summer and will continue over the summer period, which was the established target this time last year.</p> <p>Numerous challenges have been identified with planting trees in pre-determined areas due to unknown underground services.</p> <p>Currently, lead contamination has been identified in Queen St, and additional expenses have been incurred due to trial pits occurring. If the contamination is small, it can be removed, and some trees can still be planted.</p> <p>An update will be provided at the next meeting.</p>	

	<p><u>Digital Ipswich:</u> The digital installation is expected to be operational early summer and trials are currently occurring.</p> <p>JF confirmed that the contractual negotiations are currently ongoing that include getting certainty about licensing and software costs. This stage will be complete soon.</p> <p><u>Pedestrian Bridge:</u> PW informed that the works are ongoing and according to plan.</p> <p>LW commented that there are currently numerous risks with the various projects and ongoing works and questioned whether assistance could be given to anyone.</p> <p>HP stated that there will always be a risk for Greener Ipswich and the Shopping Parades. However, we should focus on the items that are successfully delivering, for example the Net Zero Centre and the Digital Ipswich work.</p> <p>It was highlighted that a balance must be struck between the resources of comms and marketing teams, with the focus being primarily on Brand Ipswich.</p> <p>AP suggested a joint marketing and PR group for the respective organisations forming part of the TVB.</p> <p>Chair agreed that this would be a good idea in conjunction with Brand Ipswich.</p> <p>LW volunteered to organise the next meeting, allowing each institution to communicate the successes of Ipswich using their own specific language.</p>	
6.	<p><b>Towns Fund Projects updates / Key decision (HP Updates)</b></p> <p><u>Regeneration Fund:</u> 21 EoI were received for stage 1, of which 5 bids have been accepted to move to Stage 2. Only 3 proposals have come forward and 1 has not responded.</p> <p>The next Stage requires the Independent Panel, together with NMCD, DR HP, and the in-house property team to come together so that the 3 bids can present their proposals. The assessment stage is expected to conclude by the end of January.</p> <p>By February, HP will inform the Board, then based on IBC's decision delegation, Board member feedback, and Section 151 Officer comments, the bids can be approved and taken to the delivery phase.</p>	LW



	<p>The viability gap is currently uncertain; however, all 3 bids appear viable subject to final assessment. An update should be announced before March.</p> <p><u>Strand 2:</u> Strand 2 of the regeneration fund will focus on IBC functioning as the developer to bring longstanding empty buildings back into use.</p>	
7.	<p><b>Towns Fund -M&amp;E update</b> JDa informed the Board that the Monitoring and Evaluation Board is meeting on a regular basis.</p> <p>DR updated that a third individual is currently being sought.</p> <p>No program evaluation will be undertaken until March 27 and monitoring information is being collected as the Board progresses.</p>	
8.	<p><b>Vision Board Chair:</b></p> <p>With Helen Langton's departure from the Board, JH was recommended as the new Vice Chair.</p> <p>Unanimous approval was received.</p> <p>DR has not utilised all his contracted hours for the Board and would be happy to continue in the role of Chair.</p> <p>Unanimous support was shown for this.</p>	
9.	<p><b>Any other business</b></p> <p>AP informed the Board that Suffolk New College has received prestigious PR by receiving an award of excellence in further education.</p> <p>JA informed that the devolution White Paper will be published on Monday.</p>	
10.	<p><b>Date of Future Meetings:</b> March date to be agreed to be held in the Orwell Room, Grafton House.</p>	

## AGENDA ITEM 7 a

March 25

RAG	Project	Project Update	Decisior	Risk / Issues	Budget	Spend to date (13.2.25)	Onsite Visible start date	Completion date
A	Local Shopping Parades	<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>Procurement process for CCTV completed and CCTV ordered.</li> <li>Licence to install CCTV applied for</li> <li>X3 additional SFG applications approved</li> <li>Monthly progress report (Feb 25) updated and reformatted</li> <li>Funding agreements issued for SFG (from Dec approvals)</li> <li>Project board steer on reallocate underspend c. £1.4m</li> <li>Project board steer provided on CFG outstanding issues.</li> </ul> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>Funding agreements issued for SFG ( Feb approvals)</li> <li>Group 2 streetlighting installations to be completed.</li> <li>Hawthorn Drive level access design to be presented to the Project Board</li> <li>Group 2 streetlighting installations to be completed.</li> <li>CCTV installation to commence.</li> <li>work with SCC to contract and expedite approvals where necessary.</li> <li>Scope of work for St Matthews parade and Hawthorn Drive car parking improvements agreed</li> <li>Progress made on PAR to re allocate the underspend</li> <li>Letters of variation issued for current CFG funding awards</li> </ul>	Note progress	<ul style="list-style-type: none"> <li>Insufficient budget to complete all works</li> <li>Contractor cannot be procured to deliver works package</li> <li>CFG –supporting evidence is not forth coming.</li> <li>MHCLG does not agree the PAR</li> </ul>	£2,810,000	£ 353,000 (c. 982K committed and spent combined)	February 2024	Local parades March 27 CFG – Sept 2025 SFG ceased Dec 24.
A	Public Realm & Greening	<p>Progress Since Last Board meeting</p> <p>Lloyds Ave</p> <ul style="list-style-type: none"> <li>Procurement has been initiated using Cervitas Framework based on a high level scope of works.</li> </ul>	Note progress	<ul style="list-style-type: none"> <li>Objections on the TRO proposal delay the programme</li> <li>Milestone design and cost check don't match available funding for Greening.</li> </ul>	<p>£1.4m (Lloyds Avenue)</p> <p>£731,283 (Greening Ipswich)</p>	<p>£240,542 comprising</p> <p>£64,915 (Public Realm),</p>	February 2024 – November 2024	March 2027

		<ul style="list-style-type: none"> <li>Planning application and including the art installation under the archway has been submitted . this is expected to be reviewed by LPA in April</li> <li>Contract signed for PDP (£60K) funding.</li> </ul> <p>Greening</p> <ul style="list-style-type: none"> <li>RIBA stage 4 pack reviewed by Milestone (10 March 25)</li> <li>Cost review undertaken by client side QS for Greening which remains within budget at this stage.</li> <li>Site visit took place on 14/2/25 for interested parties linked to the board and members of Greener Ipswich.</li> </ul> <p>St Peters dock</p> <ul style="list-style-type: none"> <li>Design works up to RIBA stage 2 has commenced by Makespace</li> </ul> <p>Activity for the next period</p> <p>Lloyds Ave</p> <ul style="list-style-type: none"> <li>Subject to planning consent being received , X2 further consultations 1) TRO and 2)Dis-establishing of the taxi rank are expected to be released for 28 c. days respectively</li> <li>Preferred contractor secured</li> </ul> <p>Greening</p> <ul style="list-style-type: none"> <li>Pricing and programme work by Milestone (c 4-6 weeks) for a price</li> <li>Contract prepared for IBC and SCC to enter into for PD works</li> <li>TRO to be released of consultation</li> </ul> <p>St Peters dock</p> <ul style="list-style-type: none"> <li>Completion of RIBA stage 2 design</li> <li>Progress on TRO</li> <li>Progress on land dedication</li> <li>Update available on delivery route</li> </ul>		<ul style="list-style-type: none"> <li>Negative PR due to the reduction in the number of trees being planted as part of the scheme.</li> </ul>	£1.7m (St Peters Dock)	£175, 627 (Greening)  St peters Docks £0		
A	Prince Philip Bridge	<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>the design report for the bridge has been completed</li> <li>Funding agreement continues to be reviewed by IBC Legal. A way forward is being discussed w.r.t land dedication by AB ports and SCC</li> <li>LPA has clarified permissions required</li> </ul> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>Contract signed so the funding can be transferred to SCC</li> <li>Delivery – SCC/IBC to prepare a communications plan for the project.</li> <li>On LPA advice SCC are going to apply for planning permission through the SCC planning authority for the refurbishment of the existing bridge</li> </ul>	Note progress	<ul style="list-style-type: none"> <li>Land dedication can not be secured by SCC from ABP</li> <li>Insufficient budget to complete infrastructure due to funding gap.</li> <li>Landing points for bridge cannot be agreed.</li> <li>Planning permission cannot be obtained.</li> <li>Highways approvals cannot be obtained.</li> </ul>	£1,310,000	£0	March 2026	March 2027
A	Digital Ipswich	<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>AR Trails #2 v2 extended (ref. AR Trail #9 DiGBY and friends Adventure)</li> <li>AR Trail #3 developed</li> <li>Agreements signed and pre-apps approved for Portal and AR Binoculars</li> <li>4 x Digital Communication Hubs installed and IBC adverts initiated</li> <li>All About Ipswich website completed</li> <li>ITQ for Communications Campaign on hold.</li> <li>Exploratory research to identify unique placemaking assets to compliment the current Digital Ipswich products</li> </ul>	Note progress	<ul style="list-style-type: none"> <li>Signatories and approvals process for contract agreements and payments delaying project decisions I</li> </ul>	£2,340,000	£415,004	Dec.23	Mar. 27

		<ul style="list-style-type: none"> <li>Update of Project Board membership</li> <li>Visitor insights monthly datasets in trin from Jan 25</li> <li>Preapplication completed for Binoculars</li> </ul> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>ITQs for 3D Ipswich, Voice Survey, Digital Art Installation-April 25</li> <li>New digital place-making concepts to be proposed to Project Board- April 25</li> <li>Three-day <i>Innovation Showcase</i> as part of Ipswich Thrive Business week to promote digital Ipswich projects to launch/run- March 25</li> <li>Planning applications submitted for Portal and binoculars</li> </ul>		<ul style="list-style-type: none"> <li>Planning consent is rejected for specific projects (Portal/Art Installation)</li> <li>Inadequate promotion and marketing of the AR Trails to the public e.g. staff to flyer, engage with businesses etc, influences levels of perceived success (data downloads)</li> <li>Underspend is unallocated in time and lost to the programme.</li> </ul>				
G	Regeneration fund	<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>Following consideration by the expert panel, stakeholders and Town Vision Board members, it has been decided to award the amount of £5,356,322 to the 3 applicants subject to successful completion of the funding agreements.</li> <li>IBC continues to progress the Council acting as Developer strand.</li> </ul> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>Issue and complete funding agreements</li> <li>Seek agreement from MHCLG on outputs update for this project.</li> <li>IBC continues to progress the Council acting as Developer strand.</li> </ul>	Note Progress	<ul style="list-style-type: none"> <li>Projects not completed by March 2027 resulting in a requirement to hand back funding to MHCLG.</li> <li>The successful applications do not achieve the expected output /outcomes leading to a breach pf contract with MHCLG.</li> <li>Council as a developer is unable to commit to projects due to viability issues.</li> </ul>	£10,477582	22,530 (7,850 + 14,680)	Summer/ Autumn 2025	March 27

**Agenda Item 7b**  
**Ipswich Town Vision Board**  
**Local Parades reallocation proposal**

**1.0 Summary**

- 1.1 Ipswich Town Vision Board (TVB) is asked to endorse the Local Parades Project Board recommendation to amend the current allocation of funding within this project.

**2.0 Background**

- 2.1 The Local Parades project has a forecast £1.4m underspend as a result of high-levels of scoped-out work removed after the project start date, the removal of a number of work-streams by Suffolk County Council to be delivered as part of their Active Travel work programme, low take-up rates for Shop Front Improvement Grants and financial savings achieved using IBC's internal teams (e.g. parks and CCTV) to manage delivery across the programme.
- 2.2 At the February 2025 Local Parades Project board meeting an options appraisal was presented by officers that identified the current forecast of committed spend in conjunction with a number of options on how the underspend could be reallocated to deliver the ambitions of the Local Parades programme.
- 2.3 In line with Town Deal Guidance, the decision to amend a project within the agreed project scope requires submission of a Project Adjustment Request (PAR) to MHCLG. Although the TVB is able to retain the funding within the programme (subject to Departmental sign-off relating to VfM), is not able to introduce new projects at this stage of the programme nor change the scope of the works from capital to revenue spend.

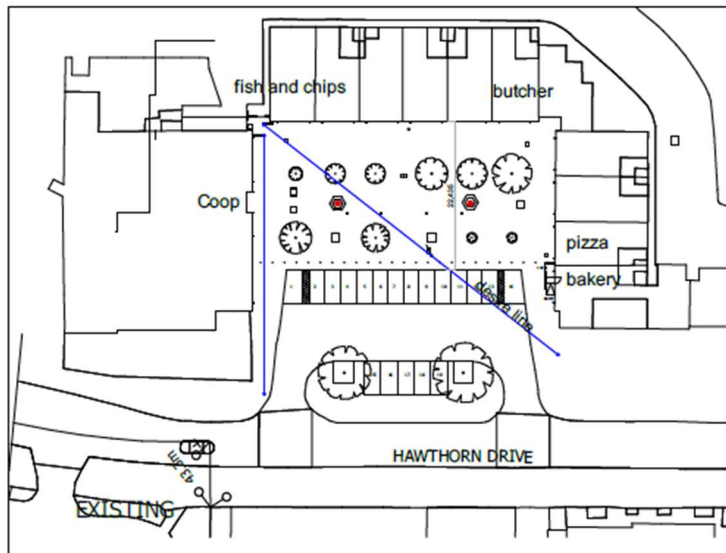
**3.0 Options**

- 3.1 There are four identified options at this time for consideration of the remaining £1.4m budget:
- a) Review the list of requests from shopping parades which were rejected originally to establish if any of these should be re-considered  
***This option is not recommended***
  - b) Request through the Town Deal/Vision Board that the funding is reallocated to other Town Deal projects  
***This option is not recommended***
  - c) The addition of further improvements at Hawthorn Drive Shopping Parade  
***This option is recommended as detailed below***
  - d) The addition of St Matthews St Shopping Parade to the Local Shopping Parades project

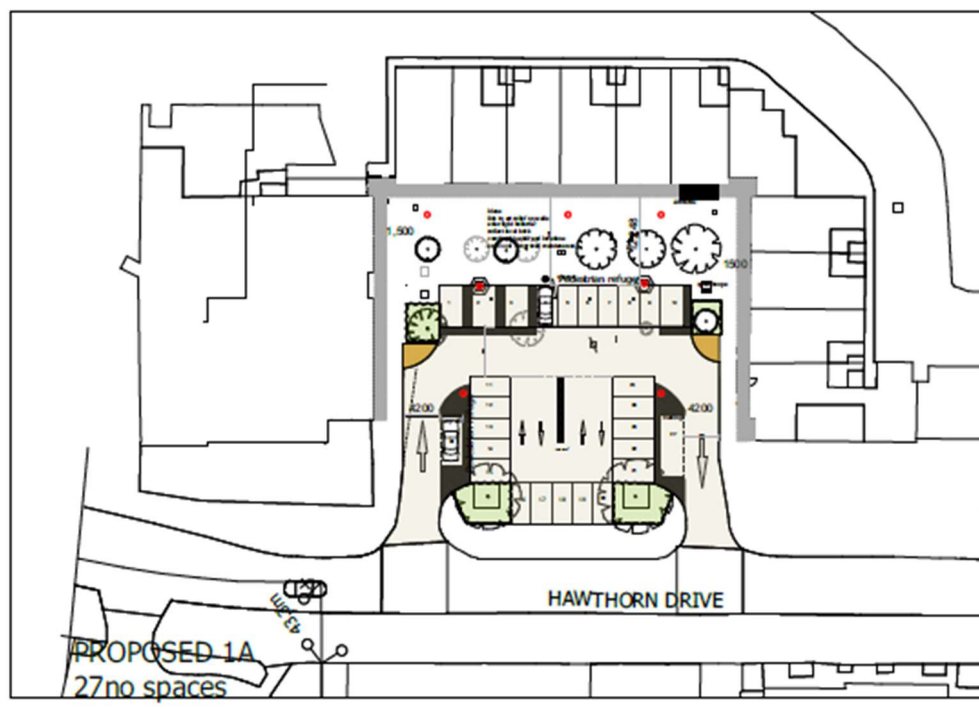
***This option is recommended as detailed below***

3.2 The addition of further improvements at Hawthorn Drive Shopping Parade would improve car parking arrangements, increase parking by 42% (8 bays) and reduce the size of large mostly unused paved area.

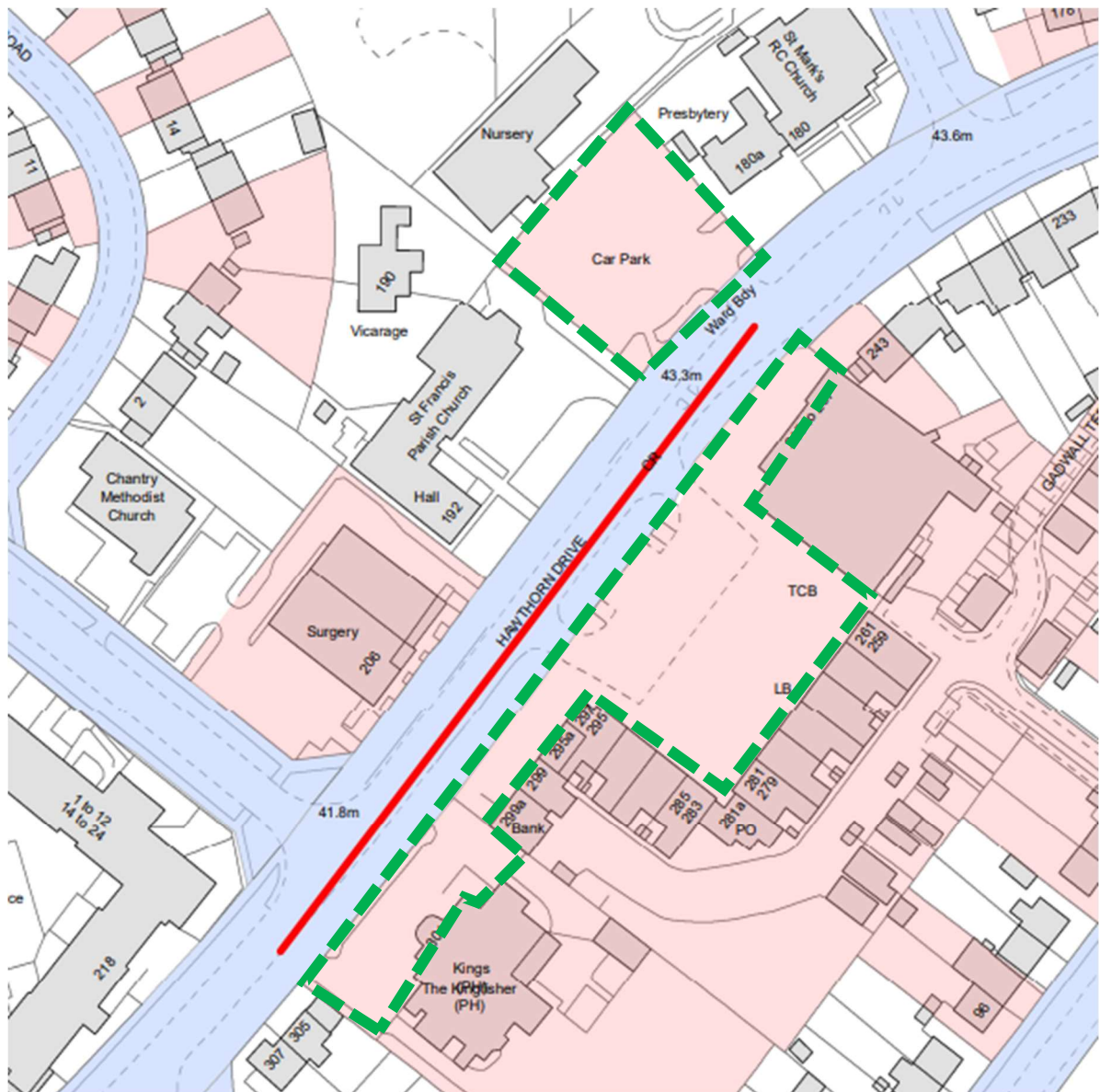
### 3.3 Hawthorn Drive - Existing Layout



### 3.4 Hawthorn Drive - Example Alternative Layout



### 3.5 Hawthorn Drive - Additional areas for re-surfacing works



**3.6 Add St Matthews Street Shopping Parade to the programme.**

This option would comprise a number of physical enhancements as set out below.

- Railings – repair, repaint etc (including Civic Drive railings)
- Lighting Columns – paint
- Lighting Columns – mount semi-permanent banners
- Planting improvements in the Western section
- Refurbishment of cycle parking area in Western section
- Planting improvements and brickwork repair in the central reservation in the Eastern section
- Mural updates in the underpasses

**3.7 This would provide a high-impact visual improvement in a shopping parade on a well-used route by vehicles, public transport and pedestrians. Delivery on this will be dependent on SCC cooperation where assets fall under their jurisdiction.**

**3.8 Recommendation**

The recommended options are:

- a) the TVB agrees to add the car parking at Hawthorn Drive Shopping Parade to the programme. A QS estimate will be obtained asap to identify the likely required budget.
- b) The TVB agrees to extend Norwich Road shopping parade to include parts of St Matthews Street Shopping Parade into the Local parades programme.
- c) The TVB agrees that the Council prepare the necessary PARs to fulfil the reallocation decision of the board. The PARs will be circulated following the meeting for agreement by email.

**Reasons for Recommendations**

- There is an opportunity to supplement the Local Parades work programme with the funding allocation.
- The Council as accountable body for Town Deal must prepare the PAR(s) in line with MHCLG guidance and its own constitution.
- The TVB must agree the PAR before submission to MHCLG.