

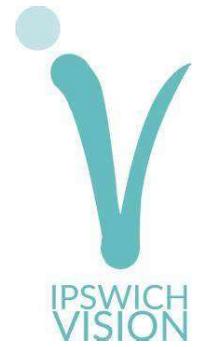
# Ipswich Vision Board

12<sup>th</sup> December 2025

09:00-10:30

Ipswich Borough Council  
Orwell Room, Grafton House

## AGENDA



Item	Item Content	Lead
1. Welcome & Introductions		Chair
2. Apologies		Chair
3. Declarations of Interest		Chair
4. Minutes of the last meeting	To agree the draft minutes as the true record	Chair
5. Vision Project Updates	Verbal Update	Helen Pluck
6. Pride in Place Impact Fund	Pride in Place Impact Fund summary and recommendations included in this Agenda Pack	James Fairclough
7. Towns Fund Update	a) Update on each project for the board to note the progress b) Update on budget position and proposals for amended budget allocation c) Consideration of a Regeneration Fund Application	James Fairclough
8. Towns Fund -M&E update	Monitoring and Evaluation Group- verbal update	James Davey
9. Chairing Arrangements	Extension of Chairing Arrangements	Helen Pluck
10. Dates for future meetings	13 <sup>th</sup> March 2026 No Date set for June Meeting	Chair

**Agenda Item 4**  
**Minutes of last Meeting**

<b>Meeting</b>	Ipswich Vision Board
<b>Date</b>	Friday 12 <sup>th</sup> September 2025
<b>Time</b>	09:00 hrs
<b>Location</b>	Ipswich Borough Council, Orwell Room, Grafton House

**Items:**

<b>1.0</b>	<b>Present:</b> David Ralph, Chair of Ipswich Vision Board (Chair) Helen Pluck, CEO, Ipswich Borough Council [IBC] (HP) Becca Jackaman, Progression Sessions (BJ) Alan Pease, Principal, Suffolk New College (AP) Neil MacDonald, Leader of IBC (NM) Jenny Higham, Vice Chancellor, University of Suffolk (JH) Sharon Earp, Representative for Patrick Spencer (SE) Andrew Cook, Executive Director for Growth, Highways & Infrastructure, SCC (AC) Lee Walker, CEO of Ipswich Central (LW) James Fairclough, Director of Operations and Place, IBC (JF) Julia Rusek, IBC (Minutes)	
<b>2.0</b>	<b>Apologies:</b> Jack Abbott, MP (JA) Paul West, Councillor, Suffolk County Council [SCC] (PW) James Davey, Director, Ipswich Small Business Association (JDa) Patrick Spencer, MP for Central Suffolk and North Ipswich (PS) John Dugmore, Chamber of Commerce (JD)	
		<i>Action</i>
<b>3.0</b>	<b>Declarations of Interest:</b> Nothing to declare.  JF will review the declarations; however, as there are no new members on the Board, no issues are anticipated.	<b>JF</b>
<b>4.0</b>	<b>Minutes of the last Meeting:</b>  The minutes of the previous meeting were agreed as an accurate record.	
<b>5.0</b>	<b>Devolution Update (AC Updates):</b> Since the last Board meeting in June, significant progress has been made. Previous concerns surrounding the lack of information from the Government have now been remedied with confirmation being received on instruments, legislation, and transfer of services. The blue light services, including the police and ambulances, are scheduled for April 2027.	

The only outstanding matter is the Mayoral Budget which had not been announced prior to the summer. This will confirm the capacity funding over the first 4 years and the Mayoral Fund.

At present, there are no anticipated deviation from the plan and progress is being made on a written basis.

Councils and Cabinets have been agreed. The signing of statutory instruments will begin when Government is ready.

It is expected that the Mayoral Combined County Authority (MCCA) will be established in early 2026, likely February, with Mayoral elections proceeding in May 2026.

Large quantities of work are being undertaken in Norfolk and Suffolk, covering matters encompassing transport, environment, planning, business and company architecture, for example, finance and payroll, to ensure readiness.

A Sponsor Board will lead and advise on delivery.

AP questioned whether the funding figures would remain fixed over 30 years as this would not make them inflation-proof.

AC confirmed that this is a starting point. Once the MCCA and Mayor are established, further opportunities can be explored.

AC also noted that all DPP areas, for example, Surrey and Sussex are all held to the same statutory instrument and deal.

Chair queried whether the allocations are based per capita. AC confirmed this.

Chair questioned the Local Government Reorganisation.

AC informed that this is not contingent and a separate project. SCC have published their case and other Districts and the Borough will publish theirs on Monday. This will be monitored, and the official submission will be completed on the 26<sup>th</sup> of September.

Consultation is expected over the Christmas period (November until January), with a decision in March, just prior to the mayoral process. Nothing currently indicates delays.

HP noted that unless any structural changes occur, the election is expected to continue as planned in May.

AC added that if an announcement is not made in March then the mayoral process will occur after the elections.

Chair questioned if there is a possibility to negotiate a better deal.

AC informed that this is not possible.

SE questioned what would occur if Norfolk do not support the deal.

	<p>AC confirmed that a rejection would result in Suffolk going to the back of the queue for devolution, with potentially less favorable terms in the future. Both counties must approve the deal to proceed.</p> <p>LE questioned when political parties will announce their candidates.</p> <p>AC informed that the Conservatives have their preferred candidate. The Green Party have nominated their representative. It is understood that Reform is currently taking applications. NM added that Labour will announce their representative shortly, the Liberal Democrats are still awaiting candidates, and no independent candidates have been declared.</p> <p>It was noted that in electoral law terms, candidates do not have to declare their candidacy until late March/early April.</p>	
<p><b>6.0</b></p>	<p><b>Project Updates:</b>  Waterfont Project:  AC reported the Waterfront project is underway with consultants, supported by the University and IBC to explore opportunities to develop the waterfront as a tourist area.</p> <p>The initial phase has concluded, and a workshop will occur on the 22<sup>nd</sup> of October to review options and possibilities for the area. This will continue with identifying individuals to develop a case study.</p> <p>A consultant report, visual materials and proposals will possibly be brought into the next Board meeting in December to ensure all members understand the project.</p> <p>Invitations to the October workshop are extended to all Board members and external stakeholders have already been invited.</p> <p>Chair requested an invitation to the workshop.</p> <p>SE commented that this sounds very positive with immense momentum and possibility.</p> <p>AC added that it is important to involve external experts to ensure the vision and attract seed funding from private sector investors.</p> <p><b>Branding:</b>  HP reported that the new brand is due to launch between now and Christmas, subject to legal agreements being finalised.</p> <p>JH questioned how the vision will be shared and how will it be energised.</p> <p>HP informed that there will be a launch event with stakeholders, supported by prior work with partners and marketing professionals across town. The new brand will compliment the existing marketing of organisations, adding a new dimension rather than replacing existing branding.</p>	

	<p>Chair commented that the timing is favorable and can be explained to the new Mayor upon his arrival.</p> <p>Ukreiif:  HP reported that the Suffolk stand, led by herself and AC, was successful. For next year, subject to funding, the plan is to have a Suffolk-Norfolk pavilion, even though the Mayor would have only been in position for a short time.</p> <p>Approximately 130 investors and developers were engaged with, and many remain in contact with individual local authorities. Some were returning contacts from last year.</p> <p>It was noted that outcomes from this event can take time; however, some developments are expected to become public next year once appropriate sites, arrangements and developments have been confirmed.</p> <p>As a local authority, appropriate procurement routes must be followed.</p>	
<p><b>7.0</b></p>	<p><b>Town Fund Update</b>  <u>Shopping Parades:</u>  All outstanding works have been completed.</p> <p>A final push to promote the grants over the summer had limited success. Promotions have now ended, and no further interest has been received.</p> <p>It was agreed that the most cost-effective approach for St Matthews St was to replace the railings rather than repaint them. Suffolk Highways will deliver this, alongside new lighting columns, brick repairs, and living planters on the lighting columns where they can be safely watered without any road closures.</p> <p>Additional railing works identified may result in costs exceeding the budget of £400k, however, sufficient funding is available in the wider local parades budget.</p> <p>A draft agreement and specification have been drafted for SCC to proceed with the works.</p> <p>Works are expected to commence prior to Christmas, subject to road space booking. If not, commencement will follow in the New Year.</p> <p>AC noted that road closures in early December should be avoided.</p> <p>SE commented that works should only take a few weeks so positive results would be visible in a short period.</p> <p>JF clarified that works will be completed in two phases.</p> <p>Hawthorn Drive is nearly ready for planning application submissions.</p>	

Some groundwater condition concerns exist so core drilling will take place to confirm suitability.

There is an estimated budget of £800k, however, more updates will be provided next meeting with delivery timelines.

#### Greening:

The construction tender has come back within budget and has been carefully reviewed due to the works being undertaken on a highway. The contract will be awarded shortly.

It is unlikely that works will begin prior to Christmas, however, initial works may take place around the Wolsey statue to minimise disruptions to foot traffic. Princes Street will not be started before Christmas.

No issues are anticipated with the programme or budget.

The works will span 26 weeks, with the latest start being in January and completion by the end of June.

A budget of £1.7m was allocated for St Peter's Dock, of which £25k has been spent on designs to RIBA stage 2. IBC has resolved to enter into a development agreement for the redevelopment of St Peters Dock car park, Pauls Silo and the Burtons building, resulting in this project no longer being viable. It is proposed that some of the remaining funds can be retained and utilised for planting opportunities in the town center. These would be permanent and freestanding, similar to the ones on St Nicholas St. Seating opportunities could also be included.

The Board agreed to retain up to £175k in the Greener Ipswich Budget from the St Peters Dock allocation to fund freestanding planters in the town centre. It was agreed that IBC will collaborate with SCC to identify suitable locations.

The Board agreed to consider proposals for the use of the remaining £1.5m allocation for St Peters Dock later in the meeting.

#### Lloyd's Avenue

IBC have consulted on changes to the Traffic Regulation Order and the taxi rank as drivers have raised objections. This will be discussed by the Monitoring Officer and Councilors under delegated authority to decide whether works should be paused.

The S278 agreement between IBC and SCC is progressing.

The contractor is ready to proceed, subject to S278, although these works will not commence prior to the new year. The contract duration is approximately 8 months, and completion is expected by August 2026.

The project is not contingent on resolving driver objections, however, without the Traffic Regulation Order, vehicle restrictions cannot be enforced.

Works are expected to commence in January.

Prince Philip Bridge:

A legal agreement between IBC and SCC has not been finalised yet. Work is ongoing to determine the final terms of the agreement,

Design work is progressing with Towns Fund being used as funding for its early stages. This remains a SCC led project.

Planning permissions are anticipated to be submitted before the winter and critical paths will be confirmed in due course.

A land dedication agreement is in place with ABP.

Works are expected on site Spring next year, with a focus on the approach routes rather than the bridge itself, to make the routes fully accessible.

Completion is anticipated this time next year.

Digital Ipswich:

The portal is currently being manufactured and will be shipped shortly. It will be stored by the contractor who will install it on the Cornhill in October. Allowing testing and launch to take place before the half-term holiday.

No major launch is planned, instead, a low-key event with key stakeholders will take place. The Portal installation is expected to gain interest over time with engagement growing organically, rather than incur the impact of a larger scale major launch event experienced elsewhere.

Digital Binoculars are planned to be installed in November, subject to agreement to relocate the unit at Customs House. It is planned that all units will be installed and live together as this is the most cost effective approach.

Take-up of the digital trails has been disappointing. There are further trails associated with the binoculars currently out to tender and costs are awaited.

No further investment in digital walking trails is planned and existing trails will remain active. There are no ongoing costs associated with them.

The most recent app launched in collaboration with Go Jauntly has resulted in 17 downloads.

SE noted that the Leicester mayoral office invited journalists to boost press coverage.

JF informed that journalists had been invited, and attempts were made to encourage people to do it on live, however, it was unsuccessful.

There is also no budget in place for influencer coverage, although, efforts to promote the trails will continue.

AC questioned why there is a difference between these trails and similar apps around the country.

JF suggested that issues could be associated with the download as people prefer a hard copy paper trail.

LW informed that during a separate project, 5000 maps were printed but only 200 were completed.

Norwich has a successful online pack with clues for participants, which may be more engaging.

NM suggested a hard-copy paper trial over summer 2026.

JF noted that the Digital Ipswich funds cannot be utilised for this as it is not digital. JF and LW will discuss.

The original business case included town centre screens. BT and JC Decaux have begun installing their own.

Overall, approximately £1.3m has been spent, leaving £1m unallocated.

Regeneration Fund:

Grimwades and another project have been completed. 2 further projects have been agreed and are in the final stages.

7 additional projects have expressed interest. If these progress to later stages of verification, the combined scale is significant; however, funding is limited.

Originally, the Regeneration Fund had a budget of £11.47m. Currently, there is £4.79m unallocated and expressions of interest are expected soon.

The proposed reallocation is:

- Transfer £1m from Digital Ipswich.
  - Transfer £1.5m from Greener Ipswich St Peter's Dock.
- This will adjust the Regeneration Fund figure to £14m, leaving a new balance of £7.3m.

HP confirmed that once the final budget figures are clear, an independent panel will review applications in October. Strong proposals will be invited to present and respond to questions.

The Government restrictions on Town Fund monitoring and reallocation have loosened, allowing greater flexibility for smaller-scale fund movements. Projects that are unviable can have reallocations.

The Board aims to deliver the original programme; however, due to external issues, not all allocated projects are possible. Reallocation to the Regeneration Fund is considered the most effective approach.

It does not appear that all funds have to be committed by March 2026.

JF requested flexibility for a 10% budget reallocation tolerance once numbers are finalised.

JF

	<p>AC supports this approach as it is the most effective use of funds.</p> <p>SE agreed, noting that this aligns with the momentum that branding and will ensure public confidence.</p> <p>Chair agreed and granted permission to reallocate with the suggested tolerances.</p> <p>LW expressed support.</p> <p>JF confirmed he would discuss timelines for funding, money reallocation, and the altered guidelines with HMCSG.</p> <p>Chair clarified that the funding reallocation has been agreed by the Board with a 10% tolerance flexibility.</p>	
<b>8.0</b>	<p><b>Towns Fund – M&amp;E Update</b></p> <p>The group has not met and JDa has sent his apologies for this meeting. JF will discuss with JDa upon his return.</p> <p>A new member has joined the group.</p>	<b>JF &amp; JDa</b>
<b>9.</b>	<p><b>Any Other Business:</b></p> <p><u>Broomhill:</u></p> <p>HP reported that the lottery has withdrawn its grant.</p> <p>The Council remains committed to the restoration of Broomhill Lido. The council's £3.3m financial contribution for the project remains ringfenced for the restoration. There are a number of legal and procedural matters currently being resolved with the team that was working on the project. Once this is resolved, the Council can start working with the National Lottery Heritage Fund, and the other funders who have previously given their commitment to the project, to progress the plans for the restoration</p>	
<b>10.</b>	<p><b>Dates of Next Meeting:</b></p> <p>12th December 2025</p>	

## Agenda Item 6 Pride in Place Impact Fund

### 1.0 Summary

- 1.1 £1.5m of Capital Funding.
- 1.2 Allocated from Government as £0.75m in 25/26 and £0.75m in 26/27.
- 1.3 To be used in the period September 2025 to March 2027. Any uncommitted funding as at 31 March 2027 or funding that is committed by that date and then subsequently unspent must be repaid to MHCLG.
- 1.4 Ipswich Borough Council is the accountable body.
- 1.5 Local authorities must engage with local MPs on how the funding is spent.
- 1.6 Local authorities are also asked to engage with and seek support from a wider range of local stakeholders to identify priorities and deliver the Pride in Place Impact Fund.
- 1.7 Local authorities can use an existing group or engagement channel or create a new group or channel if appropriate.

Prospectus - [Pride in Place Impact Fund: prospectus - GOV.UK](#)

### 2.0 Fund objectives

2.1 The Pride in Place Impact Fund has 3 objectives:

- a) Community spaces - *The focus of this objective is buildings and indoor spaces*
  - providing funding to a community group to take ownership of a disused asset
  - providing funding to refurbish or improve an asset already in community ownership
  - funding to refurbish or improve assets owned by public bodies for community activity
  - funding to create, improve or refurbish maker spaces
  - funding to create or improve art galleries, theatres, museums, libraries, cultural or heritage sites, sports facilities
  - creating or expanding on existing community assets to promote community cohesion
- b) Public spaces - *The focus of this objective is outdoor recreation spaces*
  - creating or improving parks or community gardens, particularly in areas with poor quality parks and gardens
  - improvements to a canal towpath, riverside walk or other leisure space
  - creating or refurbishing play areas and sports pitches/courts, installing outdoor gym equipment
  - providing new or replacing street furniture, repainting of public spaces, creating new shaded areas such as new shelters for bus stops, improved lighting and adaptations to reduce crime and the fear of crime
  - public art that reflects local culture and history, creating trails and installing new signs to help with wayfinding
  - creating and refurbishing footpaths, cycle ways and shared use paths
  - creating or refurbishing a pavilion or bandstand to support cultural, heritage, sporting and creative events
  - provision of public toilets or improvements to existing facilities, including providing Changing Places toilets

- c) High street and town centre revitalisation - *The focus of this objective is regenerating high streets and local shopping areas*
- improving street surfaces, street furniture, repainting of public spaces, creating new shaded areas such as new shelters for bus stops, improved lighting, measures to reduce the fear of crime, cycleways and shared paths
  - shop front improvement grants
  - grants to bring disused premises back into commercial use
  - provision of public toilets or improvements to existing facilities, including providing Changing Places toilets
  - providing infrastructure that supports street markets

### **3.0 Allocation of Funding by LAs**

- 3.1 Local authorities can use the objectives to invest across a range of activities that represent the right responses to local needs and opportunities. There is no requirement to undertake projects under all the objectives, investment may be focused on one objective if that is the right approach.
- 3.2 To maximise the impact of the Pride in Place Impact Fund and broaden its reach, local authorities are encouraged to explore opportunities to leverage funding and/or seek match funding for initiatives. Where possible, this may help to unlock additional support and accelerate progress on shared priorities for local pride.
- 3.3 Local authorities may provide Pride in Place Impact Fund grants through in-house delivery, public sector organisations, higher and further education institutions, private sector companies, voluntary organisations and registered charities.

### **4.0 Who should be involved in the Pride in Place Impact Fund?**

- 4.1 Local authorities must engage with local MPs on how the funding is spent.
- 4.2 Local authorities are also asked to engage with and seek support from a wider range of local stakeholders to identify priorities and deliver the Pride in Place Impact Fund.
- 4.3 Local authorities can use an existing group or engagement channel or create a new group or channel if appropriate.

### **5.0 Reporting, monitoring and performance management**

- 5.1 Local authorities are not required to submit a proposal or plan setting out how they intend to use their Pride in Place Impact Fund allocation for MHCLG approval.
- 5.2 In February 2026, local authorities will be asked to submit:
- a progress summary, including stakeholder and MP engagement
  - an initial spend forecast for the period September 2025 to March 2026 across the 3 Pride in Place Impact Fund objectives
  - an initial spend forecast for the full periods September 2025 to March 2027 across the 3 Pride in Place Impact Fund objectives

- 5.3 Local authorities should limit use of procured support and aim to deliver using 'in house' resource.
- 5.4 Local authorities should also consider how to ensure funding is going into the local economy, by considering how procurement processes are accessible to small and medium-sized local businesses or companies.

## **6.0 Progress Metrics**

6.1 Local authorities are required to report against a limited number of progress metrics. There is no requirement to report against all metrics, only those relevant to the activities undertaken.

1. Number of facilities and premises created or improved
2. Amount of commercial space created or improved (m2)
3. Amount of community, culture, sports, or heritage space created or improved (m2)
4. Amount of green or blue space created or improved (m2)
5. Amount of public realm created or improved (m2)
6. Number of green retrofits to non-residential buildings and or facilities.

## **7.0 Next Steps & Recommendations**

7.1 The Board are asked to note the summary of the Pride in Place Impact Fund Prospectus.

### **Grant Funding – Community Spaces**

- 7.2 It is recommended that IBC creates an opportunity for Groups to bid for Grant Funding of Community spaces Projects - The focus of this objective is buildings and indoor spaces – projects will need to meet one of the six listed objectives.
- 7.3 Project applications will need to demonstrate how they meet the aims of:
- building strong, resilient, prosperous and inclusive communities
  - improve health and well-being
  - increase pride in the neighbourhood
- 7.4 A Grant application window to be open for 6 weeks – Mid Jan to end of Feb
- 7.5 Grant Applications to be assessed by a panel week commencing 9<sup>th</sup> March 2026
- 7.6 Vison Board considers outcomes of panel on 13<sup>th</sup> March 2026
- 7.7 Successful applicants notified week commencing 16<sup>th</sup> March 2026
- 7.8 The Council enters into Grant Agreements with successful applicants
- 7.9 A second Grant application window to be open for 8 weeks – Mar 30<sup>th</sup> to 22<sup>nd</sup> May

- 7.10 Grant Applications to be assessed by a panel last week of May/ first week of June 2026
- 7.11 Vision Board considers outcomes of panel at its June meeting
- 7.12 The Council's Executive considers the recommendations of the Vision Board and successful applicants notified thereafter
- 7.13 The Council enters into Grant Agreements with successful applicants
- 7.14 The Council's Executive will be asked in February 2026 to delegate authority to officers to award

**Projects – Public Spaces/ High street and town centre revitalisation**

- 7.14 A decision is required on how to identify projects to be taken forward
- 7.15 Examples of some projects that could be delivered in the timeframe will be presented to the Board at the meeting for consideration and discussion, at which point further potential projects can be put forward by board members.