



<b>Meeting</b>	Ipswich Vision Board
<b>Date</b>	Friday 8 <sup>th</sup> December 2023
<b>Time</b>	09:00 hrs
<b>Location</b>	Orwell Room, Grafton House
<b>Present</b>	David Ralph, Chair of Ipswich Vision Board (Chair) Helen Pluck, CEO, IBC (HP) James Davey, Director, Ipswich Small Business Association (JDa) Becca Jackaman, (BJ) Emily Cashen, DLUHC (EC) John Dugmore, Chamber of Commerce (JD) Tom Hunt, MP for Ipswich (TH) Paul West, Councillor, SCC (PW) Neil McDonald, Leader of IBC (NMCD) Tim Greenacre, University of Suffolk (TG) Terry Baxter, Chair of Ipswich Central (TB) Emma Lindsell, Head of Towns Fund & Economic Development IBC (EL) James Fairclough, Director of Operations and Place, IBC (JF) Julia Rusek, IBC (Minutes)

**Items:**

		<b>Action</b>
<b>1.0</b>	<b>Apologies:</b> Dr Dan Poulter, MP for Central Suffolk and North Ipswich (DP) Elaine Joseland, Chief of Staff for Dr Dan Poulter MP (EJ) Helen Langton, Vice Chancellor, University of Suffolk (HL) CJ Green, Chair, New Anglia LEP (CJG) Sophie Alexander-Parker, Ipswich Central (SAP) Ellie Munroe, Member of staff for Tom Hunt MP (EM) Julian Munson, New Anglia LEP (JM) Rosanne Wijnberg, New Anglia LEP (RW) Stuart McDonald, Interim Assistant Director of Place, IBC (SMc) Andrew Cook, Executive Director for Growth, Highways & Infrastructure, SCC (AC)	

2.0	<b>Declarations of Interest:</b>	
3.0	<p><b>Matters Arising:</b></p> <p>Item 4 – Actions surrounding Cornhill will be considered at the upcoming meeting.</p> <p>PW indicated that work is currently being undertaken by Suffolk County Council (SCC) and Norfolk County Council to facilitate the LEP transition, which will be effective in April.</p>	<b>Chair / HP</b>
4.0	<p><b>Visioning Updates (Verbal Updates)</b></p> <p>It was noted that four working groups were agreed during the previous meeting.</p> <p><u>Waterfront Attraction</u></p> <p>TG explained that the University’s land at Duke Street (currently used for car parking) was available to develop an attraction which would help Ipswich to be a destination. It was proposed that the goal is to attract a satellite to a national museum ideally the National Science Museum with strong links to the University. .</p> <p>Terms of reference and initial working group membership were presented and agreed.</p> <p>Chair raised the issue of potential financial investment from ABP and questioned their membership in the project</p> <p>PW noted the potential for improved lighting along the Waterfront</p> <p>TH reported receiving multiple complaints of antisocial behaviour along the Waterfront, from private businesses. Highspeed bikes were cited as a significant issue. The prospect of extending preventative measures from the town centre to the Waterfront was discussed.</p> <p><u>Raising Aspiration and Changing the Narrative</u></p> <p>HP highlighted the need to alter local and national perceptions of our town. It was suggested that the project focused on the positives, such as, the historical significance as one of England’s oldest towns, the continuous economic, technological, and medical contributions over the centuries, and the rich arts and heritage. HP and Nicola Beach from SCC will lead this work jointly.</p>	<b>PW</b>



	<p>sharing stories and posts on social media, expanding the project's reach across various areas and populations.</p> <p>HP noted that conversations are planned with comms and PR experts to generate more positive narratives about the great aspects of Ipswich.</p> <p>Chair conveyed his willingness to discuss the formation of the four groups with the press.</p>	<b>Chair</b>
<b>6.0</b>	<p><b>Skills audit and Composition:</b> Chair proposed inviting the college to the group next year, acknowledging their valuable skills. However, he emphasised the need for critical consideration, given the existing size of the group.</p> <p>Collectively, it was agreed that HP will extend an invitation for the Board to:</p> <ul style="list-style-type: none"> <li>• Suffolk New College</li> </ul> <p>A new arts, culture and heritage rep is to be identified and invited to the next meeting</p> <p>It was agreed that ITFC should be invited to engage as appropriate with the 4 Working Groups rather than this Board.</p> <p>Chair will send out a skills audit and provide recommendations.</p> <p>Chair expressed gratitude to Stuart McDonald and Helen Wilson as they are leaving the group.</p>	<p><b>Chair</b></p> <p><b>HP</b></p> <p><b>Chair</b></p> <p><b>Chair</b></p>
<b>7.0</b>	<p><b>Towns Fund Update:</b> EL provided a general update on the programme</p> <p><u>Shopping Parades</u> – Update and Issues noted PW suggested further enhancement with improved lighting. This will be discussed in the project board.</p> <p>TB expressed disappointment that Norwich Road is not included in this project.</p> <p>TH informed that he visited Norwich Road to discuss the issue and he is focused on improving this part of town.</p> <p>HP noted some IBC (non Towns Fund) resource identified to support improvements in Norwich Road. EL and team will roll out activity in 2024.</p> <p>JD emphasised the significance of Norwich Road as one of the main entrances into town, and stressed the necessity for improvements.</p>	<p><b>PW</b></p> <p><b>EL</b></p>

	<p>TH highlighted the need for investment on Ellenbrook Green. JF noted that IBC and SCC are looking at what the steps would be for one of the councils to adopt the land.</p> <p><u>Greening</u> - Update and issues noted PW confirmed the submission of a funding application for £100k to the Ipswich Investment Fund for financial support that will add to this project.</p> <p><u>Pedestrian Bridge</u> - Update and issued noted Chair requested an update by the end of January, with further discussions in March.</p> <p><u>Digital Town Centre</u> - Update and issues noted EL reported the successful launch of the Christmas pilot augmented reality trails featuring the Rudolph Trail. Links to content circulated</p> <p>TB commended the work on this project.</p> <p><u>Town Centre Regeneration Fund</u> - Update and issues noted HP noted that an independent expert group was being set up with experts with regional and national experience who had no conflicts of interest in respect of Ipswich town centre.</p> <p><u>Completed Projects</u> Chair requested a report to assess whether the projects have achieved everything required.</p> <p><u>Yacht Academy</u> The group considered the paper and the two key issues of:</p> <ul style="list-style-type: none"> <li>• Capital Funding Gap</li> <li>• Viable academic model</li> </ul> <p>JDa on behalf of M&amp;E group highlighted the difficulty of resolving the funding and academic model issues, suggesting relocating the money immediately.</p> <p>TH acknowledged the commendable project that has gained substantial public support but recognises the extensive challenges. Met and written to Michael Gove in support of the project.</p> <p>EC reminded the necessity for ministerial sign-off for money relocation.</p> <p>JD emphasised the importance of careful and precise communication – the Board is supportive of the project generally however timings around Towns Fund are very challenging.</p> <p>Chair highlighted the significant capital and revenue funding gaps.</p>	<p><b>EL / PW</b></p> <p><b>EL</b></p>
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	<p>TG noted that the university is not in a position continue with a project that does is not financially viable.</p> <p>Chair requested an update by the end of January, and a decision on money relocation at the March meeting.</p> <p>The Board noted the M&amp;E Group proposition to relocate the money to Paul's Silo and the Shopping Parades.</p> <p><u>M&amp;E Group Feedback</u>          JDa informed the group that less than 10% of Towns Fund is assigned to staff time on projects. The Board welcomed this.</p> <p>JDa informed the group that following the M&amp;E Group review of procurement practice 72% of Towns Fund spend is with businesses. It was noted that this is a positive position.</p> <p>The M&amp;E Group will continue to oversee these two issues and review project progress</p>	<p><b>EL</b></p>
<p><b>8.0</b></p>	<p><b>Any other Business:</b></p> <p>PW informed that there have been 12 applications to the Ipswich Policy Development Panel Fund, with 4 currently undergoing internal processing. These are expected to be signed by the end of the year or early next year. PW to provide an update at the next meeting</p> <p>Broomhill - HP confirmed that the lottery fund outcome is expected soon and other support required will be considered then.</p> <p>Chair referenced the Marina. TH has had meetings on this subject, highlighted improved comms. Some boats will need to relocate, while others will be able to remain.</p>	<p><b>PW</b></p>
<p><b>9.0</b></p>	<p><b>Date, Time and Location of future meetings:</b></p> <p>(i) 9am 8<sup>th</sup> March 2024, Grafton House</p>	