



IPSWICH
BOROUGH COUNCIL

TOWN DEAL / VISION BOARD
8 March 2024
Orwell Room – Grafton House

AGENDA

1. Welcome and Apologies
2. Declarations of Interest
3. Minutes of the last meeting
4. Suffolk Devolution Andrew Cook
5. Visioning Updates Group leads
6. Chair's Update – Membership and Composition David Ralph
7. Towns Fund Update Emma Lindsell
 - a. Highlight report
 - b. Yacht Academy Closure & Reallocation
 - c. M&E Group Dr Dan Poulter MP
8. Policy Development Panel (PDP) Update Cllr Paul West
9. Any Other Business
10. Dates for future meetings – all at 9am at Grafton House
 - 14th June 2024
 - 13th September 2024
 - 13th December 2024

Meeting	Ipswich Vision Board
Date	Friday 8 th December 2023
Time	09:00 hrs
Location	Orwell Room, Grafton House
Present	<p>David Ralph, Chair of Ipswich Vision Board (Chair) Helen Pluck, CEO, Ipswich Borough Council [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, Suffolk County Council [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)</p>

Items:

		Action
1.0	<p>Apologies: 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)</p>	

2.0	Declarations of Interest:	
3.0	<p>Matters Arising:</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>	Chair / HP
4.0	<p>Visioning Updates (Verbal Updates)</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> <p>As a separate but linked piece of work IBC will be holding a “Brand Ipswich” event next year to initiate a collaboration between all PR professionals in the town.</p>	<p>PW</p> <p>HP</p>

	<p><u>Ipswich as a Destination</u> On behalf of JD (who had not yet joined the meeting) HP emphasised that the scope of this group encapsulates a broader workstream than the Waterfront, aiming to transform Ipswich into a desirable destination for living, doing business and visiting. Plans are in progress, encompassing institutional partnerships, heritage, and inward investment strategies.</p> <p>The importance of Ipswich Town Football Club (ITFC) was noted in encouraging visitors and spend in the town</p> <p>Chair emphasised the importance of communicating the availability of a skilled workforce if the goal is to attract businesses. While JD agreed, he cautioned that this aspiration might be too broad for the ‘Ipswich as a Destination’ group’s scope.</p> <p><u>Connected Town</u> TB provided an update on moving the Connected Town Project forward. The focus will be directed to three key success areas:</p> <ol style="list-style-type: none"> 1) Housing. This will focus on the exploration of approaches to integrate housing with other developments. 2) Transport. This will focus on enhancing travel within Ipswich, such as improvements to the Park and Ride system and road layouts. 3) Services. This will focus on ensuring that Ipswich becomes an attractive living destination, with schools, shops, and other services in close proximity to housing. <p>TB informed that terms of reference, including highlighted milestones, will be prepared for distribution prior to the next meeting.</p> <p>JD stressed the necessity for collaboration among the four groups outside of formal meetings, recognising the overwhelming overlap between projects.</p> <p>Chair proposed the creation of a grid for reports to enhance transparency within the groups, detailing completed tasks and outlining next steps.</p> <p>Chair expressed gratitude for everyone’s efforts</p>	<p>TB</p> <p>HP/ TB / JD / Chair</p>
<p>5.0</p>	<p>Communications: HP highlighted the engagement of institutional partners with comms and the college’s participation in the project. Currently, individuals are 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>HP</p>

	Chair conveyed his willingness to discuss the formation of the four groups with the press.	Chair
6.0	<p>Skills audit and Composition: 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"> • Suffolk New College <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>Chair</p> <p>HP</p> <p>Chair</p> <p>Chair</p>
7.0	<p>Towns Fund Update: 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>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</p>	<p>PW</p> <p>EL</p>

	<p><u>M&E Group Feedback</u></p> <p>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&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&E Group will continue to oversee these two issues and review project progress</p>	
<p>8.0</p>	<p>Any other Business:</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>PW</p>
<p>9.0</p>	<p>Date, Time and Location of future meetings:</p> <p>(i) 9am 8th March 2024, Grafton House</p>	

Item 6: Chair's Update – Membership and Composition

1. About the update

Following on from the Governance review to bring together the functions of the Town Deal Board and Vision Group completed and agreed by the Board in June 2023, this paper looks to update any outstanding actions in the light of affirming and setting up the 4 Vision sub-groups, changes as part of the LEP transition etc.

The previous paper confirmed :

- The Principles for Strong Partnership Working
- The role / purpose / responsibilities of the Board
- The membership of the Board
- The role / purpose / responsibilities of Task Groups
- The relationship between the role of the Board and the Council as “accountable body” for the Town Deal
- Integration of requirements of the Public Procurement Regulations etc into efficient and effective decision making

2. Ipswich Vision and Town Deal Board

The Ipswich Vision Board was created in 2015 with a purpose to drive the town forward, turning it around both physically and in terms of its future prospects, and so making the most of its many advantages.

In 2020 the Ipswich Vision Board subsumed the responsibilities of the Town Deal Board meeting government guidelines for applying for and being awarded a Town Deal. Therefore, the Board maintains a dual role requiring aligned but separate governance arrangements. One that focuses on meeting the requirements of the government's Town Deal and one that wider visioning for the town delivered through 4 sub-groups and includes the following responsibilities.



It agreed it's responsibilities were to:

- Co-ordinate the development of business cases for the 10 Ipswich Town Deal projects - with a view to submission of all of them to HM Government by 31st March 2022.
- To oversee the delivery of the 10 Ipswich Town Deal projects, ensuring that they deliver the expected outcomes for Ipswich
- Influence stakeholders to ensure there is sufficient resources and co-investment to deliver the Town Investment Plan and the 10 projects.

- The Board can set up 'sub-groups' (such as Task Forces) to lead on any aspects of its work where it considers that appropriate.
- Advise on other strategic economic interventions across Ipswich to ensure coordinated and effective delivery, and to identify gaps and opportunities and to drive forward new initiatives.
- To decide whether to support / endorse any relevant funding bids for the Ipswich Borough area (e.g. bids to the Government's Levelling Up Fund).
- To adhere to The Seven Principles of Public Life (i.e. the 'Nolan Principles').

Meeting Frequency - It was agreed that meetings will be quarterly and face to face unless the Board decide to meet more frequently.

3. Ipswich Vision Board (excluding Town Deal functions)

In March 2023 the Ipswich Vision Board confirmed its non-Town Deal purposes as

- To help drive forward long term, inclusive economic and productivity growth in Ipswich.
- To lead on any partnership work required in the lead up to any other major regeneration bids to Government (e.g. 'Levelling Up Fund Bid(s)').

However, Ipswich Vision's published strategies in 2015 and 2021 provide more definition as to what long term inclusive growth might consist of and therefore it was agreed that The Ipswich Vision Board will work together to make East Anglia's Waterfront Town:

- Connected
- Attractive to investors, residents and visitors
- True to its history
- Suffolk's first City

4. Recent Changes

Having been confirmed, these Terms of Reference have been placed on the website etc. In addition, the Board agreed to invite Suffolk New College on to the Board. Since last summer, the context of local economic growth continues to change with Government confirming that LEP functions will be transferred to upper-tier Local Authorities, Devolution and in addition the NHS representative to the IV Board has stepped down.

The transfer of functions of LEPs to upper-tier local authorities means two things:

- 1) The LEP representation on the Board will cease - it is therefore recommended that the emerging 'Suffolk Business Board' (being proposed as part of devolution) are asked to nominate a town deal representative (to sustain the level of business engagement).
- 2) the contractual arrangements for the IV Chair were previously with the New Anglia LEP. From March 2024, these arrangements have been transferred are now being overseen by the County Council (through to December 2024).

In addition, the 'health' nomination to the IV Board is now vacant and will need filling. Officers will consult with appropriate bodies to get this confirmed.

5. Future Resourcing

The success of the vision element relies on the work and coordination of pro-active sub groups. As these develop, the Chair will work with sub-group chairs are a future resourcing model that delivers the objectives of the Ipswich Vision component.

Item 7a Towns Fund Update - Highlight Report – March 2024

RAG	Project	Project Update	Decision	Risks / Issues	Budget	Spend to date (19.02.24)	Income (19.02.24)	Onsite / Visible start date	Completion date
G	Local Shopping Parades	<p>Progress since last meeting</p> <ol style="list-style-type: none"> 1. Installations of bins, cycle racks and benches across Group 1 and Group 2 parades commenced w/c 12.02.24 2. Lighting quote received Group 1 – quote accepted and SCC to instruct contractor 3. Group 2 parade interventions (lighting etc.) suggested by businesses have been assessed by officers for deliverability. Cost estimates being sought ahead of an investment decision next board meeting 4. Shopfront Grants call for applications reopened to maximise business applications (closing 01.03.24) 5. Community Facilities Grants – 13 approved. Signed agreements in place for 12. Some projects complete e.g. St Helens Church Kitchen installation <p>Activity next period</p> <ol style="list-style-type: none"> 1. CCTV costs and installation programme to be confirmed once new contract is in place 2. Confirm Group 1 lighting programme 3. Confirm Group 2 delivery programme (decision at March board meeting) 4. Instruct SCC highways re Group 2 works – March 24 5. Date of next board meeting 21.03.24 6. Bi-weekly communications to be sent to board on progress 7. Confirm value of projected underspend on the project and potential areas for additional investment 	Note progress	<ul style="list-style-type: none"> - Reduced intervention level may not make enough impact in shopping parades to improve viability - Unadopted land around shops e.g. Ellenbrook Green may mean issues cannot be resolved quickly/by Mar 26 - ASB is identified as a key issue - working with the community safety teams to ensure the programme designs out crime as much as possible 	£2.81m	£0.120	£2.5m	Feb 24 – bins, benches, cycle racks, planters clearance, tree pit maintenance G1 and G2 parades	Mar-25
R	Paul's Silo	<p>Progress since last meeting</p> <ol style="list-style-type: none"> 1. QS order of magnitude costs: £5.8 against £3.75m budget = shortfall: £2.1m 2. Estimated £0.5m cost reduction identified after scrutiny of proposed costs 3. Property advisors instructed to undertake soft market testing report due w/c 04.03.24 <p>Activity next period</p> <ol style="list-style-type: none"> 1. Determine viability of current scheme following property report 2. Explore match-funding options 3. Date of next project board meeting 27.03.24 	Note progress	<ul style="list-style-type: none"> - Budgets unable to realise scale of vision and ambition - Value engineering to meet budget envelope and construction inflation inadvertently weakens the scheme 	£3.75m	£0.168m	£0.663m	tbc following property report	tbc following programme review
G/A	Public Realm & Greening Public Realm	<p>Progress since last meeting</p> <ol style="list-style-type: none"> 1. Lloyds Avenue concept design received. Cost estimate received will require match funding from UKSPF (agreed) and PDP (PDP yet to be confirmed) 2. Consultation with Taxi owners/operators – revised designs produced based in discussion 3. SCC continue air quality updates at Lloyds Ave / Crown Street 4. Engagement with businesses commenced at project board Feb 24 <p>Activity next period</p> <ol style="list-style-type: none"> 1. Move into RIBA 3 design – March 24 2. Date of next board meeting – March 24 3. Confirmation of match funding 	Note progress	<ul style="list-style-type: none"> - Full scale of ambition is unaffordable - Scheme does not meet needs of businesses or residents - significant early engagement underway - Awaiting PDP outcomes – may slow delivery 	£1.4m	£2,380	£0.07m	tbc	March 26
G/A	Public Realm & Greening Greening	<p>Progress since last meeting</p> <ol style="list-style-type: none"> 1. Concept designs received and discussed with project board covering Princes St, Queen St, St Nicholas St and St Peter's St 2. Project Board 27.02.24 agreed that more work is needed on St Peter's and Princes Street before design can move to next stage. Sufficient information was available to allow Queens St and St Nicholas to proceed to next stage design. 3. Cost estimate on concept design suggest that the project is within budget if PDP and wider transport funding from SCC is confirmed <p>Activity next period</p> <ol style="list-style-type: none"> 1. Date of next board meeting – tbc May 24 2. St Peter's and Princes St further work to develop concept design as above 3. Queens St and St Nicholas to proceed to RIBA 3 4. Confirmation of match funding 	Note progress	<ul style="list-style-type: none"> - Full scale of ambition is unaffordable - Awaiting PDP outcomes may slow delivery - Volunteers (and CSR) leaving and not replaced 	£0.556m	£0.094m	£0.456m	Started – roundabout planting and bench complete	March 26
R	Yacht Academy	See separate paper in the agenda pack	N/A	N/A	£1.12m	£0.037m	£0.341m	N/A	N/A

RAG	Project	Project Update	Decision	Risks / Issues	Budget	Spend to date (19.02.24)	Income (19.02.24)	Onsite / Visible start date	Completion date
A	Pedestrian Bridge	<p>Progress since last meeting</p> <ol style="list-style-type: none"> IBC and SCC meeting re governance and administration arrangements Jan 24 SCC has engaged Milestone its highways contractor and ABP in early discussions SCC and Associated British Ports (ABP) scoping whether the existing swing bridge could be extensively refurbished instead a building a new structure <p>Activity next period</p> <ol style="list-style-type: none"> SCC, IBC and ABP site visit and meeting to scope the swing bridge 14.03.24 Funding agreement to be prepared 	Note progress	<ul style="list-style-type: none"> Insufficient funds to realise project Workings of an operational port conflict with attractive and practicable walking & cycling routes ABP departments not aligned – could slow delivery 	£1.31m + £6m match	£0	£0.688m	tbc	tbc
G	Digital Town Centre	<p>Progress since last meeting</p> <p><u>All About Ipswich</u></p> <ol style="list-style-type: none"> Grant Agreement changes under negotiation – IC continue at risk Site map prepared and content in development <p><u>Digital billboards and screens</u></p> <ol style="list-style-type: none"> Site mapping and renderings are being undertaken for the billboard locations identified by Planning department Two comms hubs approved with one change from Highways and one issue raised by Suffolk Constabulary <p><u>VR Trails</u></p> <ol style="list-style-type: none"> Procurement underway for trails on a single or small batch basis – options being considered to speed up delivery CityScape – AR rendering of Ipswich as is and its future – specification to be prepared <p><u>VR Infrastructure</u></p> <ol style="list-style-type: none"> Sites for binoculars in discussion with Planning Department and stakeholders – planning applications summer 24 twin tracked with procurement Visitor Insights procurement underway – enables analysis of success of the project – footfall, dwell times etc. Specification in development – to the market – Mar 24 <p>Activity next period</p> <ol style="list-style-type: none"> Project Board meetings – Mar 24 Scope acceleration of elements of delivery inc. AR trails 	Note progress	<ul style="list-style-type: none"> Heritage considerations significant impact on installation of infrastructure Planning & conservation considerations for physical installations Procurement delays due to specialist nature of infrastructure 	£2.34m	£26,250	£0.44m	2 VR trails have launched – Dec 23 and Feb 24 Infrastructure on site autumn 2024	tbc
A	Town Centre Regeneration Fund	<p>Progress since last meeting</p> <ol style="list-style-type: none"> Call for proposals launched 16.02.24 – deadline for applications monthly to June 24 Microsite Proud of Ipswich with guidance and application forms Comms plan in place Engagement with a number of interested parties, meetings / calls arranged 3 x applications received (29.02.24) <p>Activity next period</p> <ol style="list-style-type: none"> Meetings and engagement Further proposals received Initial project board meeting 	Note progress	<ul style="list-style-type: none"> Cost inflation - fewer projects than projected Market unresponsive Unable to generate return income to create a revolving investment fund 	£7.958m	£1,850	£5.11m	tbc	March 26

Item 7b

Yacht Building Academy Closure & Reallocation

Introduction

At the January Town Deal Vision Board it was agreed that if the Yacht Building Academy project could not demonstrate viability by the end of January 2024, the Board would propose project closure and consider reallocation of resources.

Unfortunately, despite working closely together and exploring several options, the project board has not been able to plug the capital funding gap or identify a sustainable and financially viable academic model. It is therefore recommended that the Board agrees the closure of the Yacht Academy project and reallocates the unused budget of £1,082,629 to another project(s).

The decision to close the project and reallocate resources requires submission of a Project Adjustment Request (PAR) to Department of Levelling-Up, Housing & Communities (DLUHC) – the PAR must be agreed by this Board. PARs will only be agreed where the reallocation or project change continues to deliver value for money and drive significant economic benefit.

In line with Town Deal guidance Ipswich can retain the funding within the programme (subject to Ministerial decision) but is not able to introduce new projects.

Taking learning from other Town Deal Boards that have undertaken reallocation exercises and under the guidance of the Chair the reallocation criteria are:

- Projects with the highest Benefit Cost Ratio (BCR) / value for money
- Projects with an identified funding gap
- Projects that will achieve the most transformative impact

An assessment against to these criteria is set out in the table below.

Recommendations

It is recommended that:

1. The Board agrees to the closure of the Yacht Building Academy
2. The Board discusses the options as set out below for and takes a decision on reallocation of resources
3. The Council prepare the necessary PARs in line with the reallocation decision of the Board. PARs will be circulated following the meeting for agreement by email ahead of submission to DLUHC.
4. The Board notes that the Council will continue to facilitate meetings of the Yacht Building Academy project board to support the delivery of the project outside of Town Deal funding.

Reasons for Recommendations

- The Yacht Building Academy is not deliverable within Town Deal timelines (complete and 100% viable and sustainable ahead of March 26).
- If funding is not reallocated to an existing project, it will be lost to Ipswich.
- Ipswich is committed to using Town Deal resources to achieve economic uplift and transformative change in the town.
- The Council as accountable body for Town Deal must prepare the PAR(s) in line with DLUHC guidance and its own constitution.
- The Town Deal Vision Board must agree the PAR – there is no requirement that the PAR be considered at a face-to-face meeting – email review is sufficient.

Reallocation Options Appraisal

There are 6 remaining projects in the programme, they are detailed below including a BCR (Benefit Cost Ratio) calculation and value for money assessment that was agreed by DLUHC as part of the business case process. To generate the BCR and value for money, all benefits directly and indirectly attributable to the scheme are compared against the total development costs. The higher the BCR the better the value for money of the option.

Project	BCR	VfM	TF Budget	Known Budget Gap	Transformative impact	Public reception / perception	Notes
Shopping Parades	1.20	Low VfM	£2.8m	None	Low	Low	There is a current a modest underspend on the project with reallocation to be discussed at the March meeting.
Pedestrian & Cycle Bridge	1.34	Low VfM	£1.31 +£6m	None	Medium	Medium	There is no likely funding gap for this project
Pauls Silo	1.36	Low VfM	£3.75m	Yes £1.5m	High	High	Known funding gap. Reallocation of resources to the project brings budget certainty but leaves a budget gap for the project to manage.
Greening & Public Realm	1.59	Med VfM	£1.96m	None	Medium/ High	Medium	These projects currently face budget challenges, however these challenges are currently being addressed through bids for external funding e.g. PDP and there is no known funding gap at this time. Additional funds may result in better quality outcomes being realised or more Sqm of public realm improved.
Regeneration Fund	1.66	Med VfM	£7.9m	None	High	High	There has been significant interest from the market however this untested – there is no current budget gap
Digital Town Centre	2.67	High VfM	£2.34m	None	High	Medium	There is sufficient budget to deliver across all three areas of the project

A note on BCR calculation

Prior to the BCR calculation, additionality factors are applied to move from the gross to net outputs of the project. Factors include:

- **Deadweight** - outputs which would have occurred without the project (the Counterfactual Case).
- **Leakage** - the proportion of outputs that benefit those outside the project's target area (or group).
- **Displacement** - the proportion of project outputs accounted for by reduced outputs elsewhere in the target area (or group). Displacement may occur in both the factor and product markets.
- **Substitution** – where a firm substitutes one activity for a similar one (such as recruiting a jobless person while another employee loses a job) to take advantage of public sector assistance.
- **Multiplier effects** - further economic activity associated with additional local income and local supplier purchases.

Negative BCR - Very Poor VfM
1.5-2 BCR → Medium VfM

<1 BCR → Poor VfM
2-4 BCR → High VfM

1-1.5 BCR → Low VfM
4+ BCR → Very High BCR

Item 7c: M&E Group

Report: Monitoring and Evaluation Committee report

To: Ipswich Town Deal Board

From: Dr Daniel Poulter MP
Chair, Ipswich Town Deal Board Monitoring and Evaluation Committee

Subject: Monitoring and Evaluation Committee of the 22/2/2024

Chair: James Davey (Ipswich & Suffolk Small Business Association)

Present: James Fairclough (Director, Ipswich Borough Council), Neil Hawes, (Head of Digital & Data Technology, Ipswich Town Football Club), Emma Lindsell, (Head of Towns Fund & Economic Development - Interim), Sharon Earp, representing Dr Dan Poulter MP (Central Suffolk & North Ipswich constituency).

RAG Rating	Project
	Pauls Silo
	Academy of Yacht Building
	Local Shopping Parades
	Digital Town Centre
	Public Realm and Oasis (Greening) Combined
	Pedestrian Bridge
	Town Centre Regeneration Fund
	Tech Campus (Complete)
	Old Post Office (Complete)
	Integrated Care Academy (Complete)

Pauls Silo

Project status amber/red due to a shortfall of 2.1m in funding. Exploring cost savings and working with the consultants potentially half a million in savings has been identified. Expecting report from the consultants, early March.

Context: the original budgeting was based on best estimates and now the project has advanced to concept design and developed costings, a shortfall has been identified. A potential resolution is to relocate funding from other closed projects.

Comments: significant concerns regarding the original estimation for the project of 3.7m, with a current funding gap of circa 2m.

Action: Town Deal Vision Board decision required on the 8/3/2024.

Academy of Yacht Building

This project has in principle been halted and will close. Consideration needs to be given to where the funds could be re allocated to, potentially, Pauls Silo emerging as highly beneficial, A project adjustment is required.

Whilst there was a complete commitment to embrace this project, the academic model, and associated revenues from this are unviable. In summary, 100 new learners would be required to enrol for the course, at the full tuition rate of £9,200 per year. The course is embryonic, untested and it is unlikely, even with support of potential ship building companies offering scholarships that these rates would be achieved.

Comments: The negative of the closure of this project is the 37k that has been expended and is unrecoverable.

Local Shopping Parades

This project is actively progressing, with onsite installations of bins, bike racks, benches, planting, painting of railings and installation of defibrillators.

Comment: Potential for delays, with small community associations/organisations, there are a limited number of people available to complete the application process, capacity is limited.

Comment: Potential for delays, the highways contractor is dealing with prolonged rain and the main programme of works is delayed.

Comment: Need to consider effective communications with residents and wider stakeholders. A communications plan is required. Need to establish the timeline of this activity given that, due to local elections on the 2 May there will be limitations due to purdah restrictions.

Comment: Need to have visibility of the project plan for the occupancy rate.

Digital Town Centre

The Ipswich consultants have been confirmed. Augmented reality trails actively progressing, testing will take place in May and June. Anticipated a new trail every 6 – 8 weeks.

Neil Hawes shared his experiences of enhancing Wi-Fi coverage, having recently exploring this issue for Ipswich Town Football Club and offered his help and support with industry contacts.

Comment: The Monitoring and Evaluation Committee need to see visibility of project plan for reality trails.

Digital Billboards, commercial discussions are taking place, this is considered specialist procurement and as such it potentially is more protracted.

Comment: The Monitoring and Evaluation Committee need to have visibility of the project plan for the digital billboards.

Note: James Fairclough confirmed that WI FI coverage in Ipswich is at 82% coverage on 5G in the town centre. In comparison, East Suffolk area 10%.

Comment: The Monitoring and Evaluation Committee need to examine and compare the coverage for the competitor areas of Colchester and Norwich.

Public Realm and Oasis (Greening) Combined

Concept designed for Lloyds Avenue currently engaging and consulting with the 156 licensed taxi drivers, the designs will be costed.

Comment: concept design is potentially over budget, seeking to move funds from other projects to enable achievability.

Comment: James Davey raised the question how the pedestrian footfall would be increased; this is an issue significant to the businesses. The Monitoring and Evaluation Committee need to have visibility of this objective and its deliverability.

Comment: James Davey and Sharon Earp (on behalf of Dan Poulter MP) raised the question with James Fairclough regarding the viability of the Monitoring and Evaluation board being informed with the consultation of this project in the spirit of openness.

Noted: James Fairclough confirmed that in his view it would not offer any value consulting the Monitoring and Evaluation board, he confirmed, the consultation was for local businesses and stakeholders and the purpose of the Monitoring and Evaluation board was not to input into the consultation.

Comment: For the Ipswich Town Board to consider in the spirit of openness for the Monitoring and Evaluation board to be informed with the consultation.

Pedestrian Bridge

The alternative to a new pedestrian bridge is refurbishment of the existing swing bridge that is no longer in active use by the port. It has yet to be established if this is possible in engineering terms and desirable in active walking and cycling route terms. There is a meeting on 14th March between Ipswich Borough Council, Suffolk County Council and Associated British Ports to establish viability.

Comment: The Monitoring and Evaluation board to be updated.

Regeneration Fund

The Ipswich Regeneration Fund (part of the Government's Town Deal for Ipswich) launched on 19/3/2024, grants are available to bring empty spaces in Ipswich town centre back into use.

There is £8m available to help bring as many vacant spaces back into use as possible between now and 2026. www.proudofipswich.co.uk

Comment: Sharon Earp raised the marketing/communication strategy, IBC confirmed it is in development. The Monitoring and Evaluation board to be updated.