



IPSWICH TOWN INVESTMENT PLAN

IPSWICH TOWN DEAL BOARD

Accountable Body:
Ipswich Borough Council

December 2020

EXECUTIVE SUMMARY AND FOREWORD

On behalf of the Ipswich Town Deal Board, I am delighted to submit our locally-owned, locally-developed Ipswich Investment Plan.

Our Board (page 5) includes business, education and local community representatives alongside political figures. It is an honour to be the Board's independent chair.

I am particularly pleased that we have consulted widely on our plans and amended our thinking to take account of input from local people - with more than 1,800 people participating in our Town Deal survey. We know that this bid has the support of many.

Our bid is for nearly £29m across 12 projects that match the aspirations of the national Town Fund programme and would make a substantial short and long-term difference to our town. In particular they would deliver

- Reduced carbon emissions via modal shift to walking and cycling, and schemes to “green” the town
- New areas being opened up for development around the Waterfront
- Increased visitor spend and dwell time
- Improved community infrastructure
- Vacant and under-utilised sites and buildings being refurbished and re-used
- Hundreds of jobs
- Improved public realm & creation of new public spaces
- Improved vitality in the town centre
- Improved skills levels and wages
- Increased digital connectivity

But let me tell the **IPSWICH TOWN DEAL STORY**.

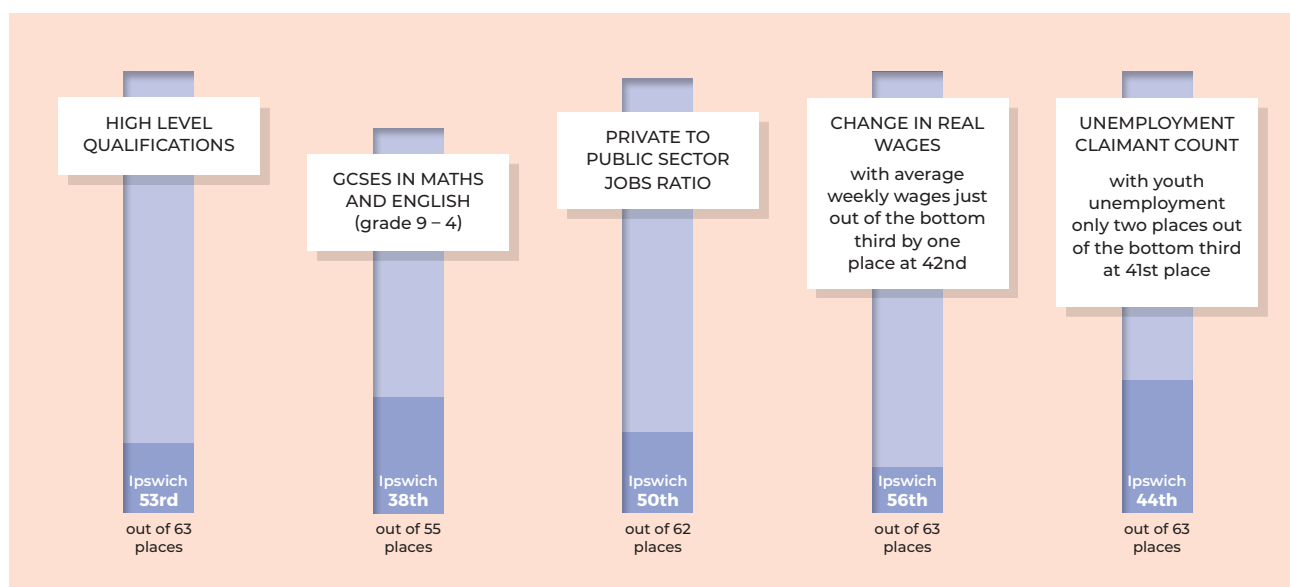
As a regional centre and county town of Suffolk, Ipswich plays an important role in the future growth of the East of England as an economic hub for business, a destination for visitors, and a place to live, work and study.

Ipswich is proud to be one of England's oldest towns. Yet, while it embraces its past, it has become one of the most exciting places in Britain. From a rich legacy of artistic innovation, the town is now a vibrant centre for culture and the arts and has one of the highest concentrations of organisations receiving regular Arts Council funding.

It is also a technology hub, sitting within a golden triangle connecting leading global centres of research and development (Cambridge and BT Martlesham) with the world's financial capital (London).

Best symbolising Ipswich's connection to a proud past and an exciting future is the stunning Waterfront development. The town was founded as a port and a gateway to the world. Today, the marina area is a centre for learning with the University of Suffolk, a place of leisure with hotels, bars and restaurants, and a high-quality living area with apartments overlooking the busy marina in the historic Wet Dock.

But – Ipswich has plenty of challenges – especially in employment and skills. Ipswich came in the bottom third of Centre for Cities' latest annual factbook for several key indicators:



According to the 2019 Index of Multiple Deprivation, 14.1% of Ipswich is in the 10% most deprived areas nationally, with a further 18.8% in the next decile meaning that 32.9% of Ipswich is in the top 20% most deprived areas nationally.

Prior to the start of the Town Deal process, much work had been done locally on partnership working to take the town forward. The Ipswich Vision was created in 2015 in response to the needs of Ipswich and rapid changes to urban centres nationally. Ipswich town centre, once dominated by retail businesses, had failed to adapt to the pace of change elsewhere.

The ambition of the Vision has been to redevelop, regenerate, re-imagine and reconnect the central area with the marina and so create “East Anglia’s Waterfront Town Centre.” It has embraced change by remodelling a town centre ... “around linkages between the park, the railway station, the marina, and the commercial heart. The ambition is for a more compact, useable, liveable, vibrant and differentiated town centre for everyone, a place that is proud of its maritime history, celebrates its exceptional leisure and cultural offer, is open to innovative ideas and technologies, and which, through a people-centric approach, constantly stimulates new and exciting social experiences...”

Our Ipswich Town Deal plans will enable several of the key Ipswich Vision projects to be delivered. The package will bring about rapid transformation and result in **“a better town centre where more and more people choose to spend more and more time.”**

This ‘better town centre’ will embrace new trends, kick-start a new wave of regeneration, provide opportunities to enhance skills provision, enliven key areas, and help to make central Ipswich a more attractive destination for local people, as well as those from further afield.

OUR PROPOSALS

We plan for a number of important buildings and sites to be redeveloped and remodelled. The St. Peter’s Port entrance to the Waterfront will be reconfigured to include redevelopment of the former **Paul’s Silo Building**, realignment of pedestrian routes and creation of a new public space. The former **Post Office Building** will be restored and re-opened as a high-quality restaurant and bar, and a number of **Public Spaces** will be improved, each with a new public art installation.

A new **Ipswich Town Centre Regeneration Fund** will invigorate the centre of our town and respond to opportunities to stimulate new developments and bring vacant properties back into use. Initially, these might include the creation of new amenities such as a health and well-being centre, an indoor foodhall to complement the existing street market, and selling fresh Suffolk produce, and/or a new town centre live

music venue - which would further strengthen the town's cultural offer. We also plan to invest in improving a number of **Local Shopping Parades** which have provided a lifeline to many during the pandemic and are likely to continue to be important to communities as we adapt to a post pandemic world.

Developing skills for a fast changing world and the changing needs of our town is vital. We will deliver a new **Integrated Care Academy** training 200 nurses, 20 physiotherapists and 50 paramedics each year; a new **Technology and Sustainability Campus** will offer a range of digital and technical courses; and a **Yacht Building Academy** will provide skills for the next generation of boat builders.

A new **Pedestrian and Cycle Bridge** across historic lock gates will enable a circular route around the marina on foot or cycle, linking these new educational facilities with the wider Waterfront offer and encouraging modal shift. It will form the first phase of unlocking the "island site" enterprise zone for regeneration.

The town centre experience will be enhanced for residents and visitors. A **Lighting and Sound System** will help to bring buildings to life, providing more outside events and shows, and a new **Green Trail** with associated tree planting will link the Waterfront to the town centre and help to encourage more walking and cycling, while opening up new green spaces.

The overall offer will be brought together and promoted by the creation of a seamless **Digital Town Centre**, utilising free public wi-fi and 4G/5G technology. Visitors will have access to online information and be able to pre-book tickets and venues. When in town, the platform will link seamlessly to provide locational information, in-store loyalty programmes, 'try before you buy' shopping experiences, a host of digital walking trails, and augmented reality experiences. The platform will link to digital screens including a giant multi-purpose screen.

Our Ipswich Investment Plan builds on the long-standing Vision project and will help transform Suffolk's county town. Over five years, our 12 projects will bring new life to parts of the town, provide training and skills for the next generation, widen visitor appeal with more things to do, and embrace new technologies. It will increase employment and skills, and help to improve people's health and well-being, as well as enabling more town centre living. Ipswich will be a place of both opportunity and experience.

This bid and the Town Fund programme provide an enormous opportunity for Ipswich. The Town Deal Board is committed to achieving the very best outcomes for our Town. This bid is the start of the next chapter in Ipswich's long history and it promises to be an exciting one.

I commend our proposals to you.



Terry Hunt
Chair, Ipswich Town Deal Board

11th December 2020

THE IPSWICH TOWN DEAL BOARD

There are fifteen Board Members (listed below) each of whom represents different interests and is charged with bringing a representative view to the Board's discussions. The Board was formed specifically to develop the Ipswich Investment Plan and manage the delivery of the programme. It has good representation of interests in the Town.

TERRY BAXTER

Executive Chair of Ipswich Central (the local Business Improvement District)

JAMES DAVEY

Representing Ipswich and Suffolk Small Business Association (and former chair of that organisation)

DR DEAN DORSETT

Local GP and Governing Body member of Ipswich and East Suffolk Clinical Commissioning Group

DAVID ELLESMERE

Local Councillor and Leader of Ipswich Borough Council (the Accountable Body)

C-J GREEN

Chair of New Anglia Local Enterprise Partnership

SARAH HOLMES

Chief Executive of New Wolsey Theatre

TERRY HUNT

Former Editor of the East Anglian Daily Times and the Ipswich Star (and Independent Chair of the Town Deal Board)

TOM HUNT

MP for Ipswich

BECCA JACKAMAN

Leader of a disabled persons support group (Progression Sessions) and Secretary for North West Ipswich Big Local Trust.

CATHERINE JOHNSON

Vice-President of Suffolk Chamber of Commerce and immediate past-chair of Greater Ipswich Chamber of Commerce

PROFESSOR HELEN LANGTON

Vice-Chancellor of the University of Suffolk (and Town Deal Board Vice Chair)

PROFESSOR DAVE MULLER

Chair of All About Ipswich (the local Destination Marketing Organisation)

DR DANIEL POULTER

MP for Central Suffolk and North Ipswich

ANGELA STROUD

Assistant Manager, Castle Hill Community Centre and Big Lottery Trust Admin Officer (as a community sector representative)

PAUL WEST

Local Councillor and Cabinet Member for Ipswich at Suffolk County Council

Profiles of each Board member and their declarations of interest are available at:

<https://www.ipswich.gov.uk/about-the-towns-fund>

All 15 Board members have committed to upholding the Nolan Principles of Public Life.

A diversity audit of the Board has been undertaken considering all the protected characteristics included in the Equality Act 2010. The Board has considered the outcome of the audit¹ and found that it is broadly representative of the Ipswich population. The Audit will be made available to Government upon any request. The Board will continue to ensure all our communities are engaged e.g. during the next phases of the Town Deal process.

The Government confirmed on 1st December 2020 that they have carried out a Town Deal Board Governance Assessment and that Ipswich has been 'given a pass.'

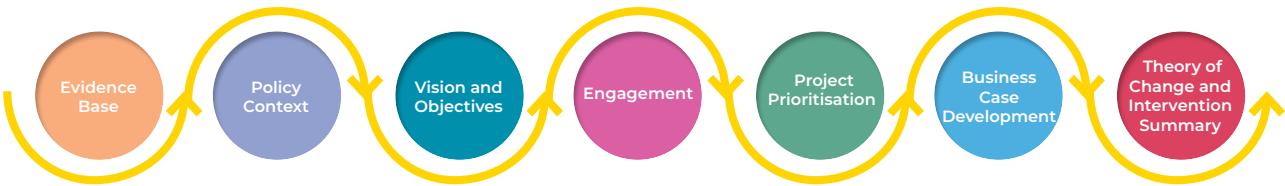
¹ A copy of the Diversity Audit can be made available to Government upon request but has not been included in this Plan as it would be possible to identify the characteristics of individuals.

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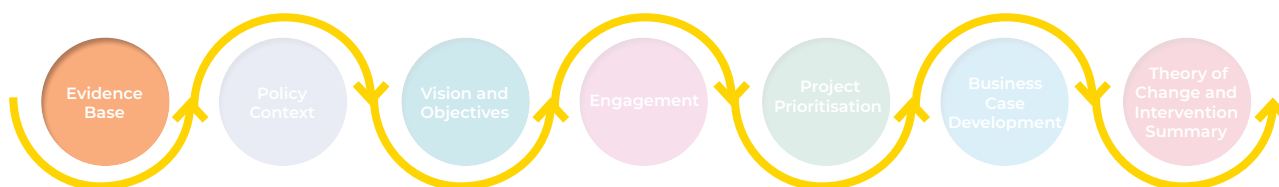
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ABOUT THE IPSWICH INVESTMENT PLAN

The Ipswich Investment Plan is designed to show the “golden thread” between Ipswich’s needs and the 12 proposed projects.



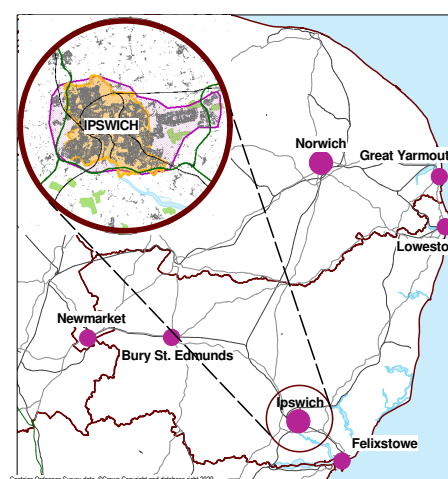
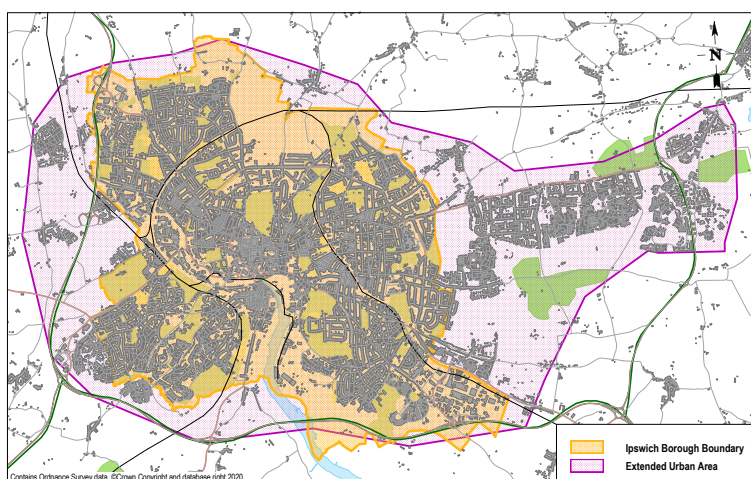
A summary document has also been prepared which will be published and made widely available as part of our continued engagement strategy.



EVIDENCE BASE

Context (including map of agreed Town Deal boundary)

1. Ipswich is the county town of Suffolk and a major centre of population, economic activity and growth in the Eastern Region. It is a key centre in the New Anglia Local Enterprise Partnership (NALEP) region covering Norfolk and Suffolk. The boundary being applied to the Ipswich Improvement Plan is that of Ipswich Borough Council consisting of some 62,000 dwellings providing homes to over 136,913 people. The Ipswich population is projected to grow to 153,700 by 2041. Ipswich Borough is surrounded by large built up parishes / towns which fall in other council boundaries such as Kesgrave and Pinewood meaning that the town serves a larger population – for employment, health, education and leisure.
2. The maps below show the Ipswich Borough area (the yellow area is the Council and Town Deal boundary and the pink shows the “Greater Ipswich” area) and Ipswich’s relationship with the New Anglia Local Enterprise Partnership (NALEP) area (i.e. Norfolk and Suffolk).



3. The Borough has good connectivity to London, Cambridge, Norwich and Peterborough by road and train; as well as close proximity to several ports (including its own – which handles 2 million tonnes of cargo per year and it's the UK's leading grain export port and handles a range of other products such as fertiliser, cement and aggregates) – see map left.
4. Ipswich has easy access to the A14 and A12 but experiences considerable challenges when the Orwell Bridge (A14) is closed as all traffic diverts through the town.

5. Ipswich's economy has a range of strengths and weaknesses²

STRENGTHS

- High GDP per worker
- Low business churn
- Housing affordability & mean house price
- High % large and medium enterprises

WEAKNESSES

- Low innovation
- Low manufacturing
- Low skills achievements
- Low wages

6. In terms of employment in the summer of 2020:

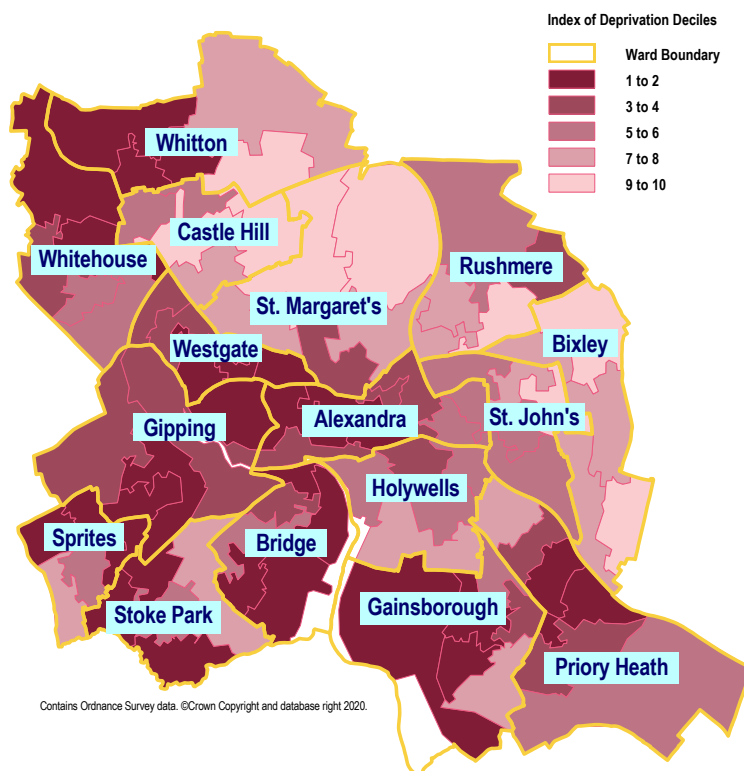
PROFILE

- High part time working
- 7.31% working age claiming benefit
- Fewer self employed than England
- 79% working age economically active
- 8.78% youth unemployment

JOB SECTORS

- 13.3% employed in caring, leisure & service jobs
- 10.1% employed in associated technical & professional jobs
- 18.4% employed in "professions"
- 31.83% employed in public sector
- 11.4% employed in skilled trades

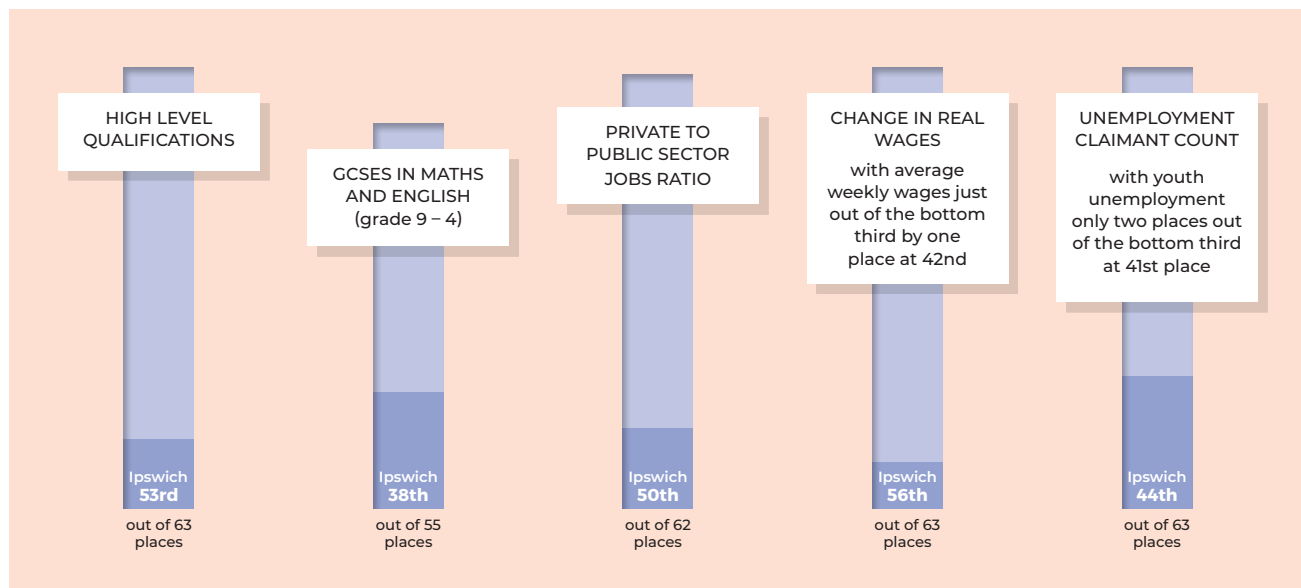
7. Some Ipswich residents experience high levels of deprivation³, especially in IP1 and IP2 postcodes which represent more than half of Ipswich's total population. According to the 2019 Index of Multiple Deprivation, 14.1% of Ipswich is in the 10% most deprived areas nationally with a further 18.8% in the next decile meaning that 32.9% of Ipswich is in the top 20% most deprived areas nationally.



² Ipswich | Centre for Cities

³ Suffolk Observatory – Deprivation

8. In national terms Ipswich came in the bottom third of the 63 town and cities in Centre for Cities latest annual factbook for a number of indicators:



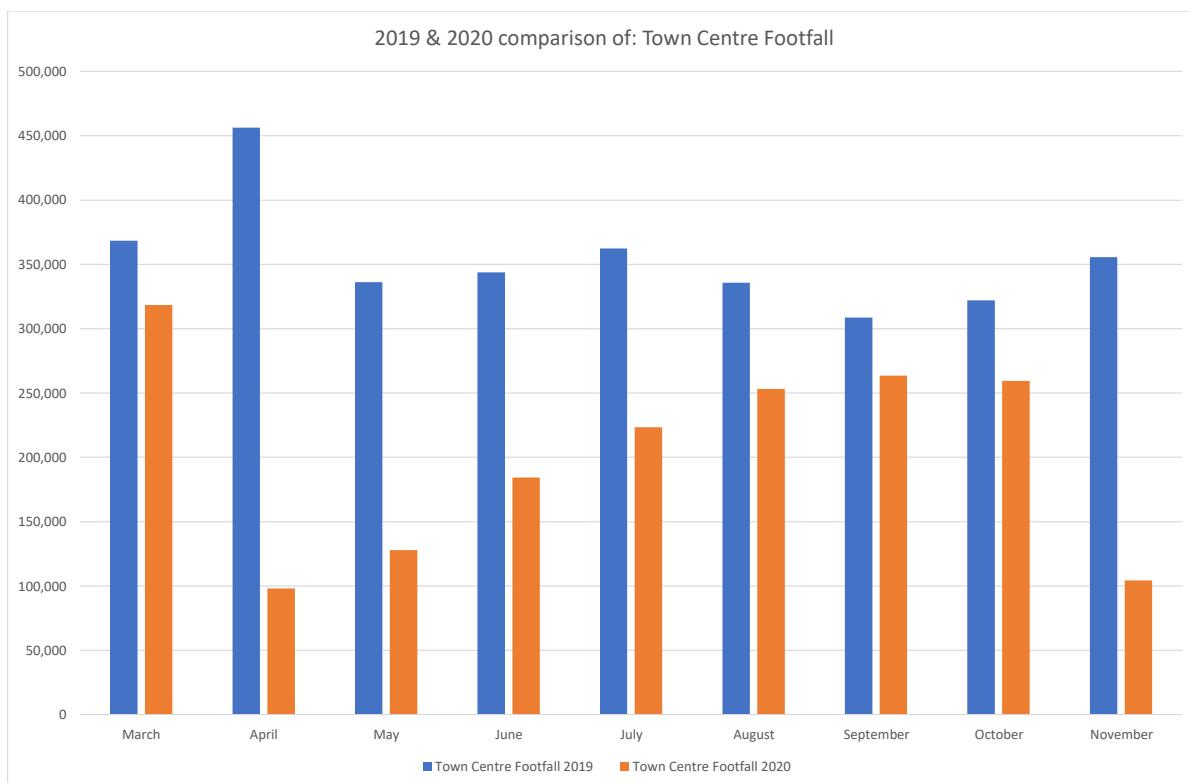
9. The population of Ipswich is relatively young with 11,400 children under the age of five and around 4,000 of these will be living in high levels of deprivation and qualifying for Free School Meals. Ipswich has a higher percentage of children living in low income families than Suffolk as a whole (17.8% compared to 13.8%). Ipswich also has a significantly higher proportion of children of lone parents living in low income families compared to Suffolk⁴.
10. Ipswich is an increasingly diverse Town with 92.4% having English as their main language. 15.1% of Ipswich's population were born outside the UK, with just over half of these people being born in the EU. 88.9% of Ipswich residents describe themselves as White British, with 4.3% Asian or Asian British, 3.6% from mixed ethnic groups and 2.3% describe themselves as Black/African/Caribbean/Black British. Over 70 languages are spoken in the town, with more than half of Suffolk's children without English as their main language living in Ipswich.
11. The high levels of deprivation in Ipswich link to poorer health outcomes than elsewhere in Suffolk. There is a high prevalence of obesity and smoking which contributes to a high level of diagnosed Cardio Vascular Disease, chronic kidney disease, diabetes and respiratory disease. Mental Health, and particularly depression is worse in the more deprived areas of the Town. Similarly child obesity levels are higher in the more deprived areas.
12. Ipswich has the highest overall crime rate in Suffolk with Violence & Sexual Offences and Anti-Social Behaviour being the top two categories followed by Public Order and Criminal Damage & Arson. Designing out crime through the development of high quality public spaces is an important part of our strategy to reduce crime and anti-social behaviour in the town.

⁴ Joint Strategic Needs Assessment Ipswich_PBNA_V2.pdf (healthysuffolk.org.uk)

THE MAIN CHALLENGES IPSWICH FACES

13. The main challenges for Ipswich are:

- **Impact of the COVID19 Pandemic** – as elsewhere, the COVID19 Pandemic has significantly impacted on Ipswich's economy. In particular:
 - While detailed unemployment projection data for Ipswich is not yet available it is unlikely that Ipswich will initially fare better than the national projections provided in the government's Spending Review. For a town with a dependence on part-time, low wage work and a significant proportion of jobs that are in the service sector (including hospitality) this will be particularly challenging.
 - The number of occupied retail / leisure units in the town centre is reducing with further closures expected in the coming months as both big names and independents struggle with the consequences of multiple lockdowns and restrictions, coupled with the changing retail environment. While this will impact on the value of properties in the town, it will also create a run-down feel making it more difficult to attract businesses and retailers. In particular the likely closure of Debenhams will leave one of the largest and most prominent stores empty as well as leaving Ipswich without a national department store and the draw this provides to other retailers looking for sites to operate from.
 - While the high proportion of jobs in the professions (particularly legal and finance sectors) and the number of large and medium sized businesses in the town may provide some cushioning, the work from home directive has impacted on those jobs which support this sector in and around their office environments. If the shift to working from home becomes a longer term trend then Ipswich's office market may be significantly challenged (though it also presents opportunity as firms may look to move to cheaper but well connected locations for new smaller offices).
 - Town centre footfall dropped dramatically at key points in the Pandemic and has yet to return to pre-pandemic levels, impacting on the viability of key retail / leisure business in the town.



- The impact of the pandemic has been significant for Ipswich town centre in particular - recognising the fragility of the retail sector but also acknowledging in the case of Ipswich that the town's principle higher education (via the University of Suffolk) and further education (via Suffolk New College) are centrally located. This reinforces the prioritisation of the regeneration of the town centre within this Investment Plan.

- **High levels of unemployment and a low wage economy.** Ipswich's claimant count in October 2020⁵ was 7.2% (compared to an East of England position of 5.4%) with male claimants at 8.5%. Gross weekly pay in 2020 was £505 compared to £575 in the East for full time work. Low wages are linked to the low skill levels identified elsewhere in this Plan and has impacted on the resilience of local communities to cope during the Pandemic.
- **High levels of deprivation affecting just under a third of the Town** – Just under a third of Ipswich's LSOAs⁶ are in the 20% most deprived in the country, presenting challenges in relation to health, education, crime and housing. While there are efforts to address the challenge, including through the Ipswich Opportunity Area⁷ (a DfE programme that recognised Ipswich as being particularly challenged in national terms when it comes to social mobility) and local health interventions, there remains a need to tackle the underlying causes of deprivation by improving educational standards, health and housing (particularly in the private rented sector).
- **Reducing vibrancy and sustainability of Town Centre** – There are three significant factors in this challenge:
 - **Increasing vacancy rate.** The number of empty units⁸ in the town centre – retail, leisure and offices - is increasing (14%), is well above the national vacancy rate and is coupled with an increasing concentration of tertiary retail such as discount shops. While the number of empty units is being exacerbated by the Covid-19 Pandemic, it is also a symptom of the changing retail and leisure landscape nationally. Though Ipswich is the County town of Suffolk it competes with centres such as Bury St Edmunds, Norwich, Stratford and London (all of which are easily reached by rail) and struggles to stand out as a retail / leisure destination, despite having 1.3m sq ft of retail floorspace.

The map below shows the heart of the retail area. Units shown in green and blue are currently vacant, those in pink are at risk of becoming so in 2021. This includes Debenhams which holds the most prominent retail site in the town.



⁶ [Local Super Output Areas Suffolk Observatory – Deprivation](#)

⁷ [Ipswich Opportunity Area Improving opportunities through education](#)

⁸ 14% end 2019 - PROMIS

The 2018 Knight Frank High Street Investment ranking placed Ipswich below most of its East Anglian regional neighbours and in 20th place behind all of its neighbouring county towns/cities (Cambridge, Norwich and Chelmsford):

Cambridge	1st
Norwich	16th
Bury St Edmunds	23rd
Peterborough	32nd
Ipswich	70th
Kings Lynn	121st
Great Yarmouth	158th
Lowestoft	165th

Since this index was published Ipswich's position has worsened. There were 60 changes to occupation in the period Dec. 2019 - Dec. 2020. There were 75 vacant units in 2019 and 88 vacant units in 2020 which represents a net increase of 13 vacant units (or +17%). 15 vacant units let over the 12-month period and 28 units which were occupied have become vacant. 15 stores changed tenants but remained occupied at the end of the period.

It is estimated that this increasing vacancy will put downward pressure on asking rents across the town stock which will further attract tertiary retailers. Where increasing vacancy is inevitable, as evidenced nationally, Ipswich should act to reduce the level of availability to the market and seek to attract high quality tenants, capitalising on the waterfront destination created and the heritage within the town.

In essence, the town's retail core is too large and needs to contract and be complemented by more mixed and residential schemes to bring vibrancy and sustainability to both the day and night-time economies. Doing so would increase job opportunities, improve housing standards, reduce crime and antisocial behaviour and improve the town's attractiveness to retailers and leisure operators, providing a much more sustainable environment within which to trade and invest.

- **Lack of green space.** While Ipswich Borough is very green – the Council maintains 650 hectares of green space – the core of the town centre is not. This impacts on visitor experience and dwell time, consequently impacting on retail leisure spend, health and well-being of residents and attractiveness of the town centre as a place to live. Ipswich also has five Air Quality Management Areas which effectively circle the core town centre and are connected to its road network.
- **Connectivity between town centre and Waterfront.** Ipswich Waterfront in the 19th Century was briefly the largest wet dock in England. Today it is the location for the largest single regeneration project in the East of England and the focus of huge commercial, cultural and institutional investment such as the regional home for Dance East and the University of Suffolk.

However, many feel that the vibrancy of the Waterfront area has drawn investment and economic activity from the core town centre and impacted on its desirability. While the two are a short walk from each other via historic streets and independent retailers and restaurants, the Star Lane dual carriageway gyratory effectively cuts them off from each other. This was exacerbated by the impact of the 2008 recession on the completion of the development of the Waterfront leaving some buildings derelict and only very recently becoming viable for development again.

IPSWICH'S ASSETS AND STRENGTHS

- 14. Heritage** - Ipswich's rich historic and archaeological importance, begins in the 7th Century. The town centre, retains the physical character of a much smaller market town – and still holds a Charter Market on several days each week. The scale of the town centre is still predominantly that of its medieval and earlier origins and though the town experienced significant damage in the Second World War, it has retained a number of significant Tudor buildings (two being Grade 1 listed).
- 15.** Ipswich developed a strong manufacturing heritage in the late 18th and 19th century led by Ransomes (who developed the world's first lawnmower in 1832) and then via Ranomes and Rapier who are renowned around the world for their contribution to the development of railways – and more recently the rotating restaurant at the top of the former General Post Office tower. These two companies caused numerous other engineering firms to spring up in Ipswich. These complemented agricultural products and port related industries giving Ipswich the feel of a traditional manufacturing town for much of the last 200 years. This history is in marked contrast with low current levels of manufacturing in the town – one of the exceptions to this is internationally acclaimed Spirit Yachts (who are heavily involved in the development of the Yacht Building Academy project).
- 16. Regional and national connectivity** – Ipswich is just 60 minutes (or less) from London, and Norwich and around 90 minutes from Cambridge and Peterborough by train (see map on page x.) It has a concentration of finance, legal and insurance businesses in the town centre's business districts and three Enterprise zones⁹, one focusing on this sector of the office market. This provides an ideal business relocation opportunity for businesses looking to reduce accommodation costs in a post pandemic environment while enabling greater levels of homeworking. Ipswich's residential property market – where the average house price is £199,231, i.e. 24% less than the England average of £261,795¹⁰ adds to the potential attraction.
- 17. Partnership working** – In 2015 partners came together to create the Ipswich Vision – a public and private sector partnership with a single vision to “create the successful county town centre that Ipswich and Suffolk expect and deserve”. This Town Investment Plan links closely to three of the Ipswich Vision objectives:
- **Resetting the Cornhill at the heart of the Town Centre** – a new £4m public realm improvement scheme (funded by the LEP, Suffolk County Council and Ipswich Borough Council) was completed in 2020.
 - **Boosting the Town Centre Experience with a wide-ranging programme of enhancements** – with a view to increasing dwell time and delivering an extra £26m per year to the town's economy. This objective particularly links to improvements in the retail offer which is becoming increasingly challenging in the pandemic environment.
 - **Complete the development of St Peters Dock, the gateway to the Waterfront** – through developing the Pauls Silo site (project 6) to provide an attractive entrance to the Waterfront from the west. This will include making the historic buildings fit for use and improving pedestrian / cyclist connectivity between the site, the railway station and the town centre and green space.
- 18.** The Town Deal work builds on the work that the Vision Board started – all 8 Ipswich Vision Board partners are represented on the new Town Deal Board.

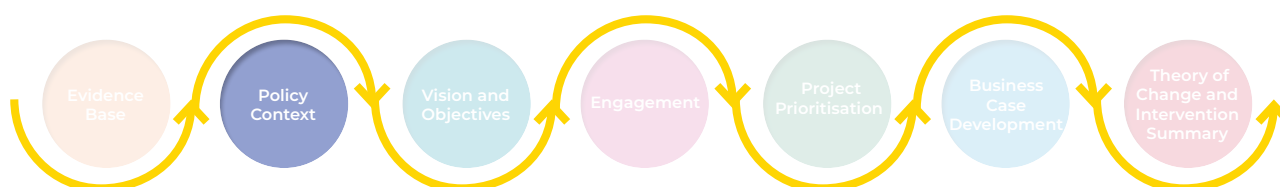
⁹ Princes Street Office District – a 2.9 hectare office corridor which connects the railway station with the town centre and will focus on ICT, digital and professional services businesses; Waterfront Island – two hectares of port land separating the Wet Dock from the tidal river with part of the Island given Enterprise Zone designation; Futura Business Park – a 10 hectare site to the east of the town served by new infrastructure and close links to the A14

¹⁰ Source: <https://www.gov.uk/government/publications/uk-house-price-index-england-september-2020/uk-house-price-index-england-september-2020>

KEY OPPORTUNITIES AND EVIDENCE OF NEED

19. Ipswich has the opportunity to shape the next chapter in its long history of being a vibrant commercial and residential centre. The projects which form this investment plan and their relationship with the town's strengths and challenges (evidence of need) are shown in the table below:

THEME	STRENGTHS	CHALLENGES	NEEDS / PROJECTS
Local transport	<ul style="list-style-type: none"> Connectivity to London, Norwich, Peterborough, Cambridge by rail A12 & A14, access to AL and M11 	<ul style="list-style-type: none"> Air quality Connectivity between town centre and Waterfront Orwell Bridge (A14) Lack of opportunities to cross River Orwell south of Stoke Bridge 	<ul style="list-style-type: none"> Pedestrian / Cycle Bridge
Digital connectivity	<ul style="list-style-type: none"> 91.7% properties with ultrafast broadband 	<ul style="list-style-type: none"> No public wifi system No interactive app to encourage visits or dwell time 	<ul style="list-style-type: none"> Creating a Digital Town Centre
Urban regeneration, planning and land use	<ul style="list-style-type: none"> Housing affordability & mean price Partnership working via Ipswich Vision Development of the Waterfront Enterprise zones Neighbourhood infrastructure 	<ul style="list-style-type: none"> Increasing town centre vacancies Retail area too large Waterfront not complete 1980s (mainly) town centre paving / public realm High levels of deprivation Lack of investment in local and district shopping centres 	<ul style="list-style-type: none"> Former Pauls Building Silo Public realm improvements Town Centre Regen fund Old Post Office Local shopping parades
Arts, culture and heritage	<ul style="list-style-type: none"> Rich history & archaeology Listed buildings Eight National Portfolio Organisations 	<ul style="list-style-type: none"> Lack of infrastructure to use the Cornhill as event space 	<ul style="list-style-type: none"> Town Centre Events lighting & sound
Skills infrastructure	<ul style="list-style-type: none"> University of Suffolk Suffolk New College 	<ul style="list-style-type: none"> Low skills achievements Low wage levels 70 languages spoken in schools 	<ul style="list-style-type: none"> Integrated Care academy Tech Campus & Sustainable construction centre Yacht Building Academy
Other	<ul style="list-style-type: none"> High % employed in public sector and "professions" High % large and medium enterprises 	<ul style="list-style-type: none"> Low innovation Low wages High part time working Impact of Pandemic on employment Town Centre lacks green spaces 	<ul style="list-style-type: none"> Ipswich Oasis



POLICY CONTEXT

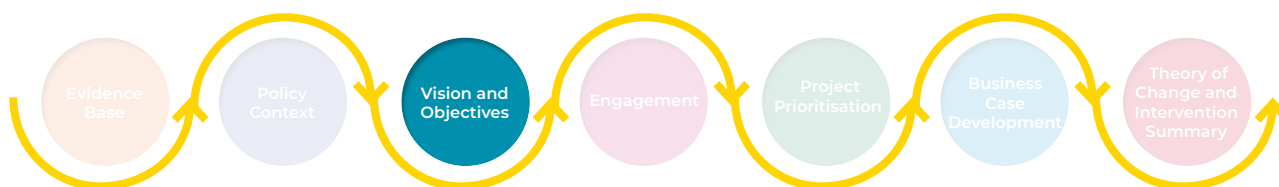
20. The Ipswich Investment Plan is closely aligned to national, regional and local policy. Each proposed project not only contributes to meeting local needs but will also contribute to the achievement of these national, regional and local policies.

POLICIES & STRATEGIES

	NATIONAL LEVEL	REGIONAL LEVEL (New Anglia and Suffolk)	LOCAL LEVEL Strategy (in addition to the Ipswich Borough Council Corporate Plan (2017))	LOCAL LEVEL PROJECTS
Local Transport	Inclusive Transport Strategy (2018) National Bus Strategy (2020) Future of Mobility Strategy (2019) Gear change: a bold vision for cycling and walking (2020) 25 Year Environment Plan (2017) Cycling and Walking Investment Strategy (2017) Transport Investment Strategy (2017) Future of Mobility: Urban Strategy (2019)	Suffolk Local Transport Plan (2011 to 2031) Suffolk Cycling Strategy (2014) Suffolk County Council Cycling and Walking Infrastructure Plan (2020)	Ipswich Town Centre & Waterfront Public Realm Strategy (2019) Green Travel Plan (2014) Ipswich Borough Council Parking Strategy (2019) Cycle Strategy for Ipswich SPD (2016)	Pedestrian / Cycle Bridge etc @ Waterfront
Digital	UK Digital Strategy (2017) Connected Growth (2019) Culture is Digital (2019) Grimsey Review (updated 2020) Digital High Street 2020 Report (2015)	Suffolk Technology Strategy 2019-21	Customer Access Strategy (2018-21)	Creating a Digital Town Centre
Urban	National Planning Policy Framework (2019) Planning for the Future (2020) Homes England Strategic Plan (2018-23) Industrial Strategy: building a Britain fit for the future (2018) Clean Growth Strategy (2017) Heritage Statement (2017) High Streets and Town Centres in 2030 (2019) Parages to be proud of (2012) Grimsey Review (updated 2020) The High Street Report / Timpson Review (2018)	Suffolk Growth Strategy (2012) Economic Strategy for Norfolk and Suffolk (LEP) (2017) Norfolk & Suffolk Local Industrial Strategy (LEP) (2020) Norfolk & Suffolk Economic Recovery Restart Plan (LEP) (2020)	Ipswich Local Plan Review Draft (2020) Economic Development Strategy (2018) Contaminated Land Strategy (2018) Ipswich Housing Strategy (2019-24) Ipswich Core Strategy and Policies DPD Review (2017) Site Allocations and Policies (incorporating IP-One Area Action Plan) DPD 2017	Former Paul's Building Silo (@ the Waterfront) Re-using the Old Post Office (on the Cornhill) Public Realm Improvements (Arras Square etc.) Town Centre Regeneration Fund Local shopping parades regeneration fund
Arts, Culture and Heritage	The Culture White Paper (2016) The Heritage Statement (2017) High Streets and Town Centres in 2030 (2019) Grimsey Review (updated 2020) The High Street Report / Timpson Review (2018)	The East's Cultural Strategy (2016-22) Culture Drives Growth (NALEP) Suffolk Heritage Strategy (2015)	Arts & Cultural Strategy (2014) Cultural Manifesto for Ipswich (2017)	Town Centre: Events, Lighting and Sound

POLICIES & STRATEGIES

	NATIONAL LEVEL	REGIONAL LEVEL (New Anglia and Suffolk)	LOCAL LEVEL Strategy (in addition to the Ipswich Borough Council Corporate Plan (2017)	LOCAL LEVEL PROJECTS
Skills	<p>Industrial Strategy (included for key skills) (2017)</p> <p>Plan for Jobs (2020)</p> <p>Skills for sustainable growth: strategy document (2010)</p> <p>Post-16 Skills Plan (2016)</p> <p>Future of Skills and Lifelong Learning Review (2016)</p> <p>Digital Skills for the UK Economy (2016) National Infrastructure Plan for Skills (2015) Construction Leadership Council's Skills Strategy and Action Plan (2018) Health and Social Care Workforce Strategy 2026 (2018)</p>	<p>Delivery Plan (LEP) (2020)</p> <p>Sector Skills Plans (LEP) (e.g. Digital Tech (2017) and Advanced Manufacturing & Engineering (2018) and Construction (2016) and Health and Social Care (2016))</p> <p>Ipswich and East Suffolk Alliance Strategy (2018-2023)</p>	<p>What's Changed in the Opportunity Area (2020)</p> <p>Ipswich Museums - Transforming People to Transform Museums (2018)</p>	<p>Integrated Care Academy (University of Suffolk)</p> <p>Tech Campus and Sustainable Construction Centre (Suffolk New College)</p> <p>Academy of Yacht Building (Island Site)</p>
Other	<p>Clean Air Strategy 2019</p> <p>Climate Change Act (2008)</p> <p>10 Point Plan for a Green Industrial Revolution (2020)</p> <p>Building Partnerships for Nature's Recovery (2020)</p> <p>25 Year Environment Plan (2018)</p>	<p>Suffolk Air Quality Management and New Development (2011)</p> <p>Suffolk Climate Change Action Plan (2009)</p> <p>Suffolk's Nature Strategy (2015)</p> <p>Active Suffolk Strategy (2017-2025)</p>	<p>Ipswich Air Quality Action Plan (2019-24)</p> <p>The Climate Change Strategy (2020-2030)</p> <p>Open Space and Biodiversity Policy (2013)</p> <p>Ipswich Tree Management Policy (2010)</p>	<p>Ipswich Oasis (Town Centre Greening)</p>



VISION AND OBJECTIVES

21. The Town Deal Board has worked to produce a new Strategy, Vision and Objectives for the Ipswich Investment Plan. This Strategy has been consulted upon and has received significant levels of support (see Appendix 1). It is:

Ipswich Town Deal will focus on making the centre of Ipswich (comprising the historic town centre and the historic Waterfront) a place where more and more people choose to spend more and more time.

To do this, we will focus on:

- (i) making the Town Centre and the Waterfront work better together and be better linked;
- (ii) kick-start regeneration of key central sites – whilst recognising the changing nature of town centres in the post Covid-19 environment;
- (iii) provide opportunities to enhance skills and health provision in the heart of our town;
- (iv) enliven our Town with focus on two areas – activities in and around the Cornhill and completing the Waterfront development by resolving the key gateway site at its west end and creating an engaging circular maritime trail around it;
- (v) make central Ipswich a more attractive destination for local people, the people of Suffolk and people from beyond our county boundary.

Ultimately, the Ipswich Town Deal will help make Ipswich a more vibrant, higher skilled, higher waged economy with more people living, working and visiting the centre of town.

22. This Strategy responds to the Government's Town Deal guidance but draws on three main local policy documents, namely:
- (i) the 2015 Ipswich Vision¹¹ Strategy
 - (ii) the Vision within the emerging Local Plan (which has been widely consulted upon during 2019 and is currently being assessed within its formal 'Examination'); and,
 - (iii) the objectives within the Ipswich Public Realm Strategy (2019) (also widely consulted upon).
23. In particular the Strategy builds on the Vision endorsed by partners that:

"As a major regional centre, Ipswich strives to create prosperity – enriching the lives of residents, businesses and visitors – by creating an integrated waterfront town centre for East Anglia.

A place where estuary location gives rise to a culture that is at once outgoing and naturally welcoming. These attributes will be strengthened. Ipswich is beautiful, vibrant and dynamic; it is also pragmatic, progressive and diverse, It can be both reflective and imaginative, in keeping with its rural setting, but also gritty and hard-working, arising from its industrial and maritime roots. Ipswich thrives on such individuality and difference.

Above all, Ipswich is recapturing its adventurous spirit, Conventions are being challenges; new ideas embraced. It is a gateway to far horizons and constantly seeks to influence beyond its boundaries.

Ipswich is celebrated for where it is going as much as where it has come from."

Source: Ipswich Vision (2015)

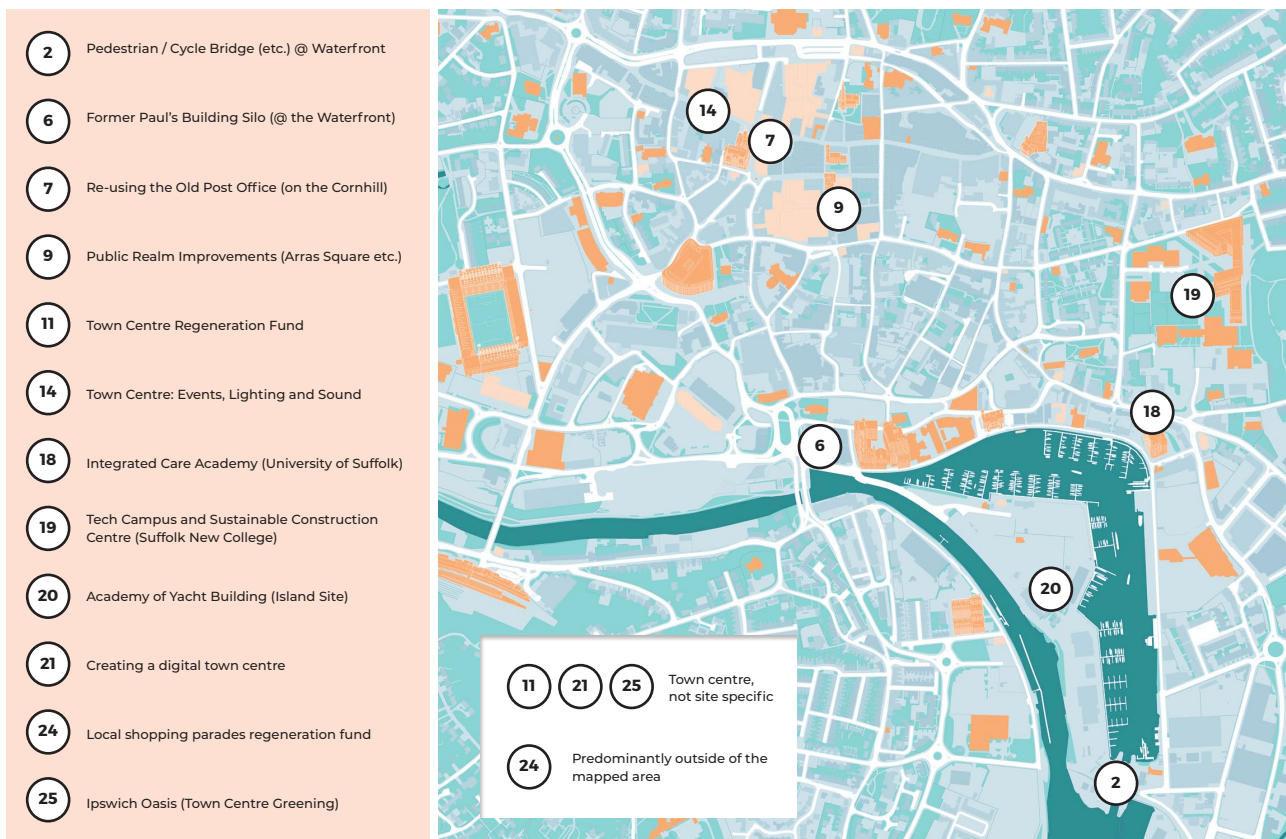
¹¹ Ipswich Vision is a 5 year old partnership between key private sector representative bodies and local councils and the MP for Ipswich

SUMMARY OF ALL PROJECTS, INCLUDING THE TOTAL TOWNS FUND FUNDING REQUESTED

24. The detail of the 12 projects we are bidding for funding for are set out in the Templates attached to this Plan.

Project Description	Project No.	£m (from Town Fund)
Pedestrian / Cycle Bridge (etc.) @ Waterfront	2	1.40
Former Paul's Building Silo (@ the Waterfront)	6	4.00
Re-using the Old Post Office (on the Cornhill)	7	1.25
Public Realm Improvements (Arras Square etc.)	9	1.50
Town Centre Regeneration Fund	11	8.50
Town Centre: Events, Lighting and Sound	14	1.00
Integrated Care Academy (University of Suffolk)	18	2.75
Tech Campus and Sustainable Construction Centre (Suffolk New College)	19	1.00
Academy of Yacht Building (Island Site)	20	1.20
Creating a digital town centre	21	2.50
Local shopping parades regeneration fund	24	3.00
Ipswich Oasis (Town Centre Greening)	25	0.60
TOTAL BID PROPOSAL		£28.7m

25. The location(s) of the projects are shown on the map below:



26. The alignment between these projects and the 'Town Fund Categories' is set out in the table below. Some projects span more than one Town Deal category - however, we have only shown their main contribution in this table.

Town Deal Category	Project No.	Project Description
LOCAL TRANSPORT	2	Pedestrian / Cycle Bridge (etc.) @ Waterfront
DIGITAL CONNECTIVITY	21	Creating a digital town centre
URBAN REGENERATION, PLANNING AND LAND USE	6	Former Paul's Building Silo (@ the Waterfront)
	7	Re-using the Old Post Office (on the Cornhill)
	9	Public Realm Improvements (Arras Square etc.)
	11	Town Centre Regeneration Fund
	24	Local shopping parades regeneration fund
ARTS, CULTURE AND HERITAGE	14	Town Centre: Events, Lighting and Sound
SKILLS INFRASTRUCTURE	18	Integrated Care Academy (University of Suffolk)
	19	Tech Campus and Sustainable Construction Centre (Suffolk New College)
	20	Academy of Yacht Building (Island Site)
ENTERPRISE INFRASTRUCTURE		No Project(s)
OTHER	25	Ipswich Oasis (Town Centre Greening)

27. Whilst the detail of each project is set out in the Town Investment Plan Templates that are submitted to Government alongside this document, a brief description of each of the 12 projects is set out below and a longer description found in Appendix 3.

2 Pedestrian / Cycle Bridge (etc.) @ Waterfront

The project would result in the completion of a circular route around Ipswich Wet Dock and help facilitate the broader regeneration of Ipswich Waterfront. It will provide public access across the Wet Dock lock onto the Ipswich Island site via a new pedestrian and cycle bridge.

The scheme will also secure the links from the two ends of the new bridge to public rights of way and ensure signage to and from the bridge and around the Waterfront – thereby creating a new circular Maritime Mile trail. It is intended that this project acts as a catalyst to the regeneration and re-use of the 8+ hectare Island Site.

6 Former Paul's Building Silo (@ the Waterfront)

This project focusses on the only remaining traditional large concrete grain silo in the Port via the decontamination of the R&W Paul silo and the provision of a 'climbing wall' and compound on west side of the silo. The inside of the silo would be found a separate arts and cultural temporary use.

The accessibility of the Waterfront will be enhanced by the relocation of the pedestrian crossing from Stoke Bridge onto a more preferred desire line and the creation of a new public space / park to the west of the silo adjacent to the Novotel roundabout and incorporating a small existing area of green space.



7 Re-using the Old Post Office (on the Cornhill)

The listed former post office sits on the south side of the town square and is the most prominent vacant building in the town centre. The Borough Council is currently spending over £600k on restoring the external fabric of the building and has found a potential tenant to take on the entire building and reuse it as a quality restaurant and bar.

This project would help deliver this proposal and help achieve / secure this new use and provide a significant boost for the town centre's daytime and night-time economies - especially in the light of the wider impact of Coronavirus.



9 Public Realm Improvements (Arras Square etc.)

Ipswich Borough Council has committed £1.5m to improving the public realm in the town centre (e.g. the design and delivery of the Arras Square scheme and development of Majors Corner and Lloyds Avenue (south end) schemes). This commitment is conditional upon match funding being secured.

These three sites came top in a recent public consultation exercise (as part of the production of a local Public Realm Strategy) for areas that need improvement. The Arras Square scheme is currently being designed by architects and is envisaged to be undertaken in 2021/22 and cost around £1m. Schemes could potentially include a landmark piece of public art.



11 Town Centre Regeneration Fund

To set up a fund to kick-start regeneration across the town centre that is ready to respond to any opportunities that will arise. It is intended that it will enable vacant buildings - or vacant floorspace - to be acquired, refurbished, right-sized and re-let for whatever uses are appropriate to stimulate development. The fund will help lead the revival of the town centre following Covid-19.

The fund would be 'recycling' with a view to starting with one site and then moving on - at an appropriate time to the next site. It could also support the re-use of historic buildings and the re-housing of key local amenities.



14 Town Centre: Events, Lighting and Sound

The town centre would benefit from a bespoke lighting and acoustic system - utilising key buildings and bringing forward innovative lighting, screening and sound projects. This will be complimented via the purchasing of staging that is designed to fit the Cornhill space and a second set that could be relocated in various other sites around the town / and town centre to further diversify the events programme opportunities. The existing events programme will be expanded as a result.



18 Integrated Care Academy (University of Suffolk)

The Academy, developed in partnership with NHS and Social Care employers will be the first of its kind in the country that will give local people an increased opportunity to be part of the local health and care workforce.

The Academy will enable the development of larger and better specialist spaces for the education of health and social care students. As the only Integrated Care Academy in the UK and beyond, this will give Ipswich the opportunity to demonstrate to the country and the world the benefits for the community of a partnership that offers more student places and develops leadership for health and social care.



19 Tech Campus and Sustainable Construction Centre (Suffolk New College)

Suffolk New College will expand existing Digital programmes with the launch of the new Tech Campus in 2021/22. This specialist new build, Tech Campus, will be located alongside the College in Ipswich. The new Tech Campus building will offer a wide range of digital courses.

The College has a vibrant and successful construction provision. The project will also invest in facilities and equipment that will enable students to study sustainable construction. The range of provision will provide for apprenticeships, full time courses, part time adults, and the development and progression of employed individuals.



20 Academy of Yacht Building (Island Site)

This project will refurbish the a historic building on the Island Site as an 'Academy of Yacht Building'. The University of Suffolk and Suffolk New College are working with Spirit Yachts and Associated British Ports, to create a world leading academy dedicated to teaching the next generations of craftsmen and women in all aspects of contemporary wooden yacht construction to a standard not currently available anywhere.

In addition to the main 2-year courses for local young people, a leisure learning programme is proposed to build on Spirit's world class reputation. The skills learnt would be transferable to many occupations – particularly those involved in making anything using wood.



21 Creating a digital town centre

The digital project will build upon the work undertaken so far (mainly by Ipswich Central (Business Improvement District) and All About Ipswich (Destination Marketing Organisation)) by providing simplified information for users and visitors to access all aspects of the town centre digitally. The project will draw upon examples where digital projects have transformed the fortunes of major centres (e.g. Berlin, Zurich, Manchester and Edinburgh). It will have a strong art, culture and heritage focus and will focus on attracting younger people.

All of this will be conveniently available including via a new free public wi-fi and will replicated on new digital screens throughout the town centre, including one giant screen for multi-use purposes including for screenings, presentations, events and promotions (e.g. Salt Lake City).



24 Local shopping parades regeneration fund

The fund will be used to renovate and regenerate the external facade of local shops, including (but not limited to) improvements to the wider public realm such as improved pedestrian access, better parking, and tree planting. It is anticipated that around 90% of the fund will be used within shopping parades – with the final 10% used to enhance important locally based community facilities that lie close to these shopping parades.

The Local Shopping Parades Regeneration Fund will initially aim to support 12-15 shopping parades with a budget of around £200,000 per parade (as required). It will help provide investment into some of the most deprived areas of the town.



25 Ipswich Oasis (Town Centre Greening)

Central to the Ipswich Oasis project is a green trail in and around the town centre and waterfront showcasing the diversity of methods available to introduce trees, planters, containers and living walls into towns and cities acting as a trailblazing model of excellence across the UK.

The three main aims of the project are:

- (i) greener spaces to improve the Waterfront and town centre environments;
- (ii) encouraging people to engage in healthy, outdoor and communal activities; and,
- (iii) improving links and footfall between the town centre and waterfront.



MATCH FUNDING

28. Most of our projects have match funding allocations in place. The details of these are set out in Part 2 of the Plan (i.e. within the templates). These commitments amount to over £22.44m in total.

Project Description	Project Total	Towns Fund	Private Funds	Public Funds
2: Pedestrian / Cycle Bridge (etc.) @ Waterfront	2.95	1.40	0.05	1.50
6: Former Paul's Building Silo (@ the Waterfront)	4.00	4.00	-	-
7: Re-using the Old Post Office (on the Cornhill)	2.25	1.25	0.30	0.70
9: Public Realm Improvements (Arras Square etc.)	3.00	1.50	-	1.50
11: Town Centre Regeneration Fund	12.60	8.50	-	4.10
14: Town Centre: Events, Lighting and Sound	1.60	1.00	0.15	0.45
18: Integrated Care Academy (University of Suffolk)	13.00	2.75	1.50	8.75
19: Tech Campus and Sustainable Construction Centre (Suffolk New College)	3.30	1.00	0.70	1.60
20: Academy of Yacht Building (Island Site)	1.79	1.20	0.59	-
21: Creating a Digital Town Centre	2.75	2.50	0.25	-
24: Local Shopping Parades Regeneration Fund	3.00	3.00	-	-
25: Ipswich Oasis (Town Centre Greening)	0.90	0.60	0.30	-
ANNUAL SPEND FORECAST	51.14	28.70	3.84	18.60

29. Delivering the Ipswich Investment Plan

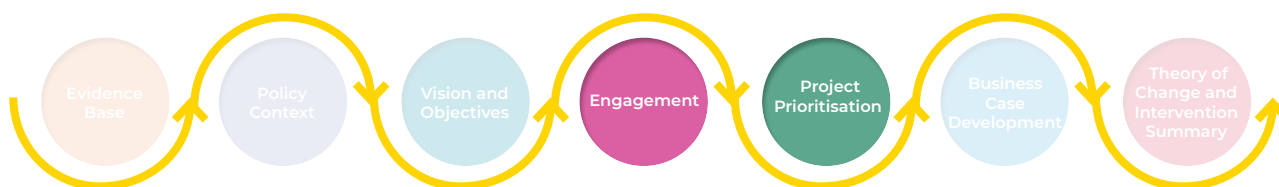
The development programme set out in this Ipswich Investment Plan will be delivered over a five year period. The chart below sets out the expected delivery programme for each project

Project Description	Project Lead	2021				2022				2023				2024				2025			
		Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4
2: Pedestrian / Cycle Bridge (etc.) @ Waterfront	ABP																				
6: Former Paul's Building Silo (@ the Waterfront)	IBC																				
7: Re-using the Old Post Office (on the Cornhill)	IBC																				
9: Public Realm Improvements (Arras Square etc.)	IBC																				
11: Town Centre Regeneration Fund	IBC																				
14: Town Centre: Events, Lighting and Sound	IBC																				
18: Integrated Care Academy (University of Suffolk)	University																				
19: Tech Campus and Sustainable Construction Centre (Suffolk New College)	College																				
20: Academy of Yacht Building (Island Site)	ABP																				
21: Creating a Digital Town Centre	Ipswich Central																				
24: Local Shopping Parades Regeneration Fund	IBC																				
25: Ipswich Oasis (Town Centre Greening)	IBC																				

30. This shows that the first projects to be completed would be the public realm improvements, the re-use of the Old Post Office and the creation of the Tech Campus and Sustainable Construction Centre. Some projects such as the Events, Lighting and Sound project on the Cornhill will run throughout the 5 year programme (with the infrastructure being delivered in year one)

Accelerated Funding Investment

31. Ipswich received £1m via the Accelerated Funding pot announcement by the Government on 25th September 2020. The money was intended to be spent as a contribution towards the possible site acquisition of the building occupied by Debenhams in the centre of the town leading to a right-sizing of the store and development of the vacant space in this key building into a range of new uses.
32. That possibility is stalled due to the economic implications of Covid-19 and – most recently – the news in December 2020 about Debenhams. It is possible that the Council – as accountable body for this funding – will move onto ‘Plan B’ in the New Year (2021). Any revised plans will be communicated in an appropriate manner to Government (and more widely – as appropriate) at that time.



ENGAGEMENT AND PROJECT PRIORITISATION

Community Engagement

33. There has been extensive engagement on these projects via a series of steps:

- Step 1: The Accountable Body (Ipswich Borough Council) prepared a 'starter for 20' list for the Ipswich Town Deal Board to consider. The submissions to the My Town Portal (<https://mytown.communities.gov.uk/town/ipswich/>) were used to create this initial list along with other published projects list (which in themselves had been produced following relevant stakeholder and community engagement (e.g. the previously agreed Ipswich Vision Projects))
- Step 2: The Town Deal Board members (see page 5) decided to add three projects to this list (making 23 projects);
- Step 3: The Board then ranked the 23 projects and came up with a list of 15 projects which were then consulted upon publicly. This ranking took account of the draft Strategy, the project aspiration and costs and the links to the Town Deal programme and categories (e.g. not wanting to ensure a reasonable spread across a number of categories rather than a focus on a single category);
- Step 4: 1879 responses were received to a two week period of public consultation (which was led by the local media (Radio Suffolk, the Ipswich Star and the East Anglian Daily Times) and complemented by a matching survey hosted via 'Survey Monkey' on the Borough Council web-site – the consultation sought comments on the Strategy, each of the 15 projects, gave respondent the chance to identify their top 5 projects and gave them the chance to propose up to 3 new projects;

As part of the community engagement phase, stakeholders were also engaged – predominantly via Board members. For instance, the Business Improvement District (Ipswich Central) consulted all their 600+ members and used the feedback to help shape their input into future discussions alongside an assessment of the public responses.

- Step 5: The Board considered all the responses received and decided to remove 2 projects from its initial list of projects and replace them with 2 projects that had been suggested as part of the public consultation exercise. The Consultation Outcome report is included at Appendix 1.
- Step 6: The Board then reassessed the projects and merged three projects into the Town Regeneration Fund (project 11) and increased the funding proposed for three of the projects. The rationale for these increases is set out in the publicly available minutes for the Board meeting of 27th November 2020:
https://www.ipswich.gov.uk/sites/www.ipswich.gov.uk/files/town_deal_board_minutes_27th_november_-_final_draft.pdf
 . In summary the Town Regeneration Fund project (project 11) was increased primarily due to the fact that three other projects were merged into it and recognising some of the property opportunities and challenges that are likely to be caused by the economic impact of Covid-19. The funding for the former Paul's Silo Building was increased in recognition of its popularity and the potential interest in introducing an arts use into the building as an additional component of the project and the Local Shopping Parades Regeneration Fund (Project 24) was increased to enable more parades to be improved, to introduce an element being available to key facilities outside parades and to ensure that at least 10% of the overall fund would be used outside the town centre to ensure Town Fund benefits across the town.

34. This whole process led to the list of projects – and the bid amounts.

35. The consultation summary results are set out in the table below. The figures given represent the proportion of people that 'liked' each project and the proportion of people that had the project in their personal top 5 projects (from a list of 15 options).

36. Please note though, that this shouldn't be read as a Board approved final project rankings. The rankings were used to inform the decision making that led to this submission document. In addition, Ipswich Oasis (Town Centre Greening) (project 25), was added to the list (following the public consultation) and therefore hasn't been the subject of the same ranking process.

Project Description	Project No.	Public % 'Like'	Public % in Top 5
Former Paul's Building Silo (@ the Waterfront)	6	78	46
Re-using the Old Post Office (on the Cornhill)	7	80	45
Pedestrian / Cycle Bridge (etc.) @ Waterfront	2	72	41
Town Centre Regeneration Fund	11	76	41
Integrated Care Academy (University of Suffolk)	18	72	39
Local shopping parades regeneration fund	24	70	37
Tech Campus and Sustainable Construction Centre (Suffolk New College)	19	71	34
Academy of Yacht Building (Island Site)	20	68	30
Public Realm Improvements (Arras Square etc.)	9	63	23
Town Centre: Events, Lighting and Sound	14	52	19
Creating a digital town centre	21	50	17
Ipswich Oasis (Town Centre Greening)	25	N/A	N/A

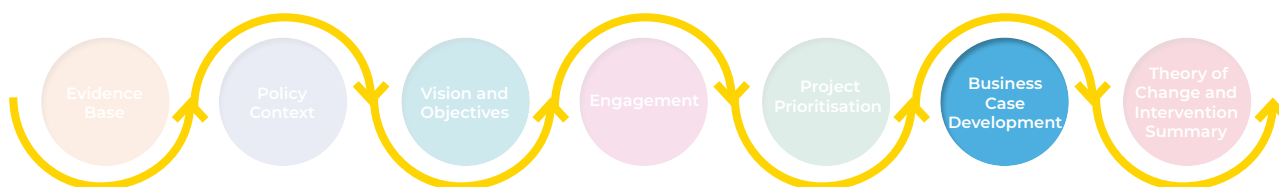
37. The other 14 projects that were considered by the Board and not included in the final list are set out in the table below. The stage at which they fell out of consideration and, in most cases, an explanation of the rationale (etc) for that decision can be found within the publicly available Board minutes. For example, More Safe Spaces for Young People (Project 22) and An Outdoor Teaching space (Project 23) were removed as they weren't considered to fit with the national town deal programme aspirations or the Ipswich TIP Strategy (paragraph 26) and the Princes Street Public Space project (Project 8) was removed as it wasn't popular with the public (and public realm improvements can still be delivered to benefit the town centre within the main Public Realm Improvements project (Project 9)).

PROJECT NUMBER	PROJECT DESCRIPTION	BOARD MEETING DECISION (date)
1	North-west Ipswich Park and Ride (P&R)	25th September
3	River Cycle Path	25th October
4	South-east Ipswich Park and Ride (P&R)	25th September
5	Public Wifi	18th September
8	Princes Street Public Space	25th October
10	Town Centre Health Clinic	27th November
12	Waterfront Play Area	25th September
13	Chantry Park Event Entrance	25th September
15	Landmark Public Art	25th September
16	A New Town Centre Music Venue	27th November
17	Regent Theatre	25th September
22	More Safe Spaces for Young People	25th September
23	An outdoor teaching space	25th September
26	Indoor Foodhall	27th November

38. A number of these projects did gather widespread support and would be beneficial to the town – they could therefore form a good pipeline of future projects as and when other funding opportunities become available.
39. In terms of engagement with the business community, it should be noted that the business community are represented on the Town Deal Board via representatives from:
- All About Ipswich (our local Destination Marketing Organisation)
 - Ipswich Central Ltd (our Business Improvement District)
 - Ipswich and Suffolk Small Business Association
 - New Anglia Local Enterprise Partnership
 - Suffolk Chamber of Commerce
40. All organisations represented on the Board were encouraged to canvas opinion of their respective 'memberships' prior to prior to Board meeting – as well as encouraging people to individually take part in the public consultation exercise.
41. Community engagement has long been important in the development of the town – and will remain so. In the last decade community engagement has helped shape numerous major projects: 'The Hold' (a new Records Office for the County), our current Heritage Lottery Fund supported schemes at Ipswich Museum and Broomhill Lido and major refurbishments of two of our principle parks (Christchurch and Holywells). Engagement also continues to shape our plans for enhancing the public realm of the town centre – particularly in terms of identifying the areas most in need of improvement.
42. The Ipswich Town Deal Board are open to prioritising the projects in the event that request is made by Government – for instance if there were to be a need to demonstrate local priorities if the view was taken centrally that the bid should be reduced to no more than £25m. This should be done at a Board meeting in January.

Future Community Engagement

43. When agreement has been reached with Government on the final extent of our Town Deal Programme we will ensure we have a community engagement specialist in place with the skills to ensure ongoing community engagement and stakeholder management related to the suite of projects that will be delivered. Our plans in this area are set out briefly in Appendix 2. The Board paper and minute from January will be sent to Government for information – and to demonstrate progress on future community engagement plans.



BUSINESS CASE DEVELOPMENT

44. The templates at Appendix 4 provide the information required for this stage of the process. A number of projects are developed up to a greater degree of detail than what is required for this stage of the Town Deal process.
45. It is recognised that the Borough Council (as Accountable Body) will need to work with Government and develop these plans further – to whatever project mechanism / appraisal standard is required (e.g. the in accordance with the 2020 Green Book Review). The Council has experience in this area – as do many of its partners – such as Suffolk County Council, University of Suffolk and Suffolk New College.
46. It is anticipated that there will be a three stage process for each project – and most are already at the initial stage – with some further through the process.
- (i) Stage 1: Strategic Outline Business Case
 - (ii) Stage 2: Outline Business Case
 - (iii) Stage 3: Full Business Case.
47. Each project will have Gateway Review points, risk management logs and strategies that will be reported to the Town Deal Board on a quarterly basis.
48. Whilst the Town Deal Board will remain central to steering and guiding the work (and making recommendation on some projects – especially the Town Regeneration Fund (project 11) and the Local Shopping Parades Regeneration Fund (project 24), an ‘Investment Plan Programme Team’ will be established to act as the over-arching ‘client’ function to lead, manage and monitor all projects between Board meetings. It is likely that the existing ‘Town Deal Operations Group’ will take on this role (supplemented by additional experts related to needs associated with the final project list that will be agreed by Government). The Group is chaired by the Managing Director of New Anglia Local Enterprise Partnership and includes the Chief Executive of the Borough Council (who will be the senior responsible officer for the entire programme within the Accountable Body).
49. The Borough Council’s constitution will ensure appropriate public procurement rules are followed with key decisions being made formally by the Borough Council’s Executive (i.e. Cabinet).
50. Ultimately though, the Accountable Body is aware that there will almost inevitably be some form of central control and system that will need to be consistent across the 101 Town Deal locations and that that will be imposed by the Government. As soon as that is in place then the Council will adapt to it and the processes associated with the Ipswich Town Deal will be tailored accordingly.

Delivery Plans

51. The various business case stages set out in paragraph 46 will identify the delivery plans for each project – building on the headline details contained with the Templates (at Appendix 4).
52. It is expected that the delivery of many projects will start during 2021/22 with most completed by the end of 2022/23. An indicative programme is set out in paragraph 29.
53. In the event that there is a clear contractual position between the Government and the Accountable Body (Ipswich Borough Council) then it is possible that the Council might be able to forward fund some additional projects where delivery could potentially happen earlier than Government funding allows for.
54. The clear intention with the largest project – the Town Regeneration Fund (project 11) – is that this should start a long-term sustainable commitment to the revival of the centre of Ipswich and that this will form

a central component of the legacy of the Town Deal programme for Ipswich – and ensure that the Town Deal Board has purpose and a focus for years to come.

54. The Council has considerable experience in managing, procuring and delivering schemes and projects such as those bid for. It has significant expertise in the property and development fields and a strong track record of delivery. However, it is recognised that resources may need to be increased in order to ensure delivery of the Ipswich Investment Plan alongside the Council's own capital programme.

TOWN INVESTMENT PLAN TEMPLATES

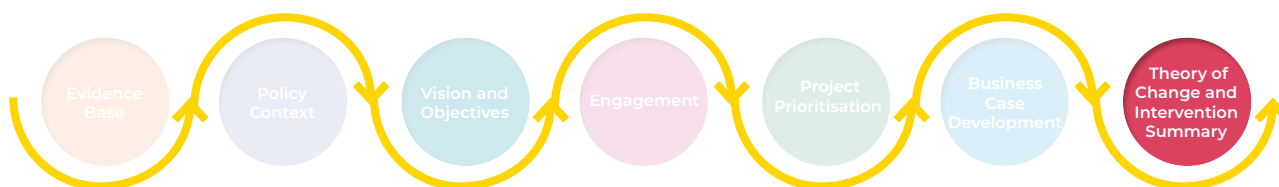
Confidentiality

55. There is some confidential information (to third parties rather than the accountable body) in some of the templates. So, the templates should all be treated as confidential until further notice. However the whole of this document (other than the templates) will be put in the public domain – once the Plan is submitted - via the Ipswich Town Fund web-page:

<https://www.ipswich.gov.uk/about-the-towns-fund>

This means all the proposed projects and the amount bid for each is transparently in the public domain.

56. The completed templates are set out in Appendix 4..



THEORY OF CHANGE AND INTERVENTION SUMMARY

57. Town Deal provides a huge opportunity for Ipswich.

58. We are determined to get it right and maximise this opportunity.

59. Yes Covid-19 has provided huge challenges, but Town Deal should provide a stimulus for the Town in 2021 and beyond.

60. We are proud that our Plan has been developed by a Board representing so much of the town – and beyond ‘just’ the normal figures. If we are honest – this has been promoted by the Town Deal process and is a first for Ipswich – 15 people coming together from an array of backgrounds to work to a collective goal – making a great bid that will make a huge difference.

61. We were really delighted with the level of public engagement that we received to our Town Deal consultation and have listened carefully to public view and adapted our plans accordingly.

THEORY OF CHANGE

62. We have had regard to the Theory of Change throughout the production of our Plan but it seemed most appropriate to include the Theory of Change diagram below in this concluding section – since it provides a good summary of our proposal and the interventions we are advocating. Each diagram shows the theory of change for each Town Deal theme:

KEY ISSUES	<ul style="list-style-type: none"> • Air quality • Connectivity between town centre and Waterfront Orwell Bridge (A14) • East West Connectivity south of Stoke Bridge
INTERVENTION	Local Transport
PROJECT	Project 2: Pedestrian / Cycle Bridge (etc.) @ Waterfront Note: Project 25: Ipswich Oasis (Town Centre Greening) also provides outcomes that assist with air quality
OUTPUTS	<ul style="list-style-type: none"> • 1 bridge linking waterfront/University to Island Site /Spirit Yacht Academy • 1,500m foot / cycle route added to create a wider cycling and pedestrian infrastructure
OUTCOMES	<ul style="list-style-type: none"> • Reduced carbon emissions • Modal shift from vehicle to walking / cycling for short journeys • Promotion of cycle / walk / running route will increase footfall and use of the Wet Dock, assisting viability of leisure uses in this area. • Crossing will create viewing point over the Wet Dock • Improved segregated foot / cycle network. • Bridge will be an attraction in its own right

KEY ISSUES	<ul style="list-style-type: none"> • Increasing town centre vacancies • Retail area too large • Waterfront not complete • 1980s (mainly) town centre paving / public realm • High levels of deprivation
INTERVENTION	Urban regeneration, planning and land use
PROJECT	<p>Project 6: Former Paul's Building Silo (@ the Waterfront)</p> <p>Project 7: Re-using the Old Post Office (on the Cornhill)</p> <p>Project 9: Public Realm Improvements (Arras Square etc.)</p> <p>Project 11: Town Centre Regeneration Fund</p> <p>Project 24: Local Shopping Parades Regeneration Fund</p> <p>Note: Project 2: Pedestrian / Cycle Bridge (etc.) @ Waterfront will also contribute to the completion of the waterfront development</p>
OUTPUTS	<ul style="list-style-type: none"> • 2 or more key buildings returned to use • 100 full-time jobs created • 1 climbing wall • 1 new cultural space • 3 new / improved public realm spaces • 15 shopping parades improved • 15 local community spaces upgraded • 15 quality commercial spaces in key locations • 5 new, upgraded community gardens • 1 new scheme to support business productivity and growth
OUTCOMES	<ul style="list-style-type: none"> • Number of visitors to arts, cultural and heritage events and venues • Number of start-ups and/or scale-ups utilising business incubation, acceleration and co-working spaces • Perceptions of the place by businesses/residents/visitors • Programmes of grants to local SMEs or employers in key sectors (retail) • Land values • Business counts • Number of enterprises utilising high quality, affordable and sustainable commercial spaces • Increase in the amount (and diversity) of high quality, affordable commercial floor space • Increased occupancy rate at neighbourhood shopping centres • Remediation and/or development of abandoned or dilapidated sites • Delivery of quality residential & commercial space in key locations (town centres, gateway areas, employment sites) • Delivery of new public spaces • New, upgraded or protected community centres, prominent landmarks & historical buildings, parks & gardens • New, upgraded or protected community spaces • Increased and closer collaboration with employers
KEY ISSUES	Lack of infrastructure to use the Cornhill and other community spaces for events
INTERVENTION	Arts, culture and heritage
PROJECT	<p>Project 14: Town Centre: Events, Lighting and Sound</p> <p>Note: Project 7: Re-using the Old Post Office (on the Cornhill) will also add to the change of use of the Cornhill And, Project 21: Creating a Digital Town Centre will provide outputs that will support events</p>
OUTPUTS	<ul style="list-style-type: none"> • Availability of new specialist equipment • Additional events held by Council, local businesses, arts organisations and community partners • 1 new scheme to support enterprise and business productivity and growth • Increased and closer collaboration with 25 arts and community organisations • Thousands of additional event attendees • £000s generated for local economy
OUTCOMES	<ul style="list-style-type: none"> • Increase number of trips to community spaces • Improved perceptions of the place by businesses / visitors/residents • Increase in number of visitors to arts, cultural and heritage events and venues • Increased benefit for the public education over the long term • Increase in the amount of shared innovation facilities

KEY ISSUES	<ul style="list-style-type: none"> • Low skills achievements • Low wage levels • 70 languages spoken in schools
INTERVENTION	Skills infrastructure
PROJECT	<p>Project 18: Integrated Care Academy (University of Suffolk)</p> <p>Project 19: Tech Campus and Sustainable Construction Centre (Suffolk New College)</p> <p>Project 20: Academy of Yacht Building (Island Site)</p>
OUTPUTS	<ul style="list-style-type: none"> • 1,450 level 4 qualifications • 390 level 5 qualifications • 7 subject areas provided with specialist digital technologies to meet the needs of specific sectors <ul style="list-style-type: none"> - Physiotherapy - Paramedic Science - Nursing Sports - Science Diagnostic - Radiography - Therapeutic Radiotherapy - Psychology • 1 Remediation and/or development of abandoned or dilapidated sites • 1 Delivery of quality commercial space in key locations (town centres, gateway areas, employment sites) • 4,500 sqm refurbished skills and clinical space including consulting rooms • 1,200 sq m Remediation and/or development of abandoned or dilapidated sites • 5 Upskilled system leaders in the regional integrated care system • 1 Additional research professorial posts • 1 PhD student per annum • Increase in the breadth of the local skills offer that responds to local skills needs: <ul style="list-style-type: none"> - 30 Physiotherapy graduates pa - 10 Advanced practitioners pa - 5 Upskilled system leaders in ICS • Increased growth in University of Suffolk workforce: <ul style="list-style-type: none"> - 12 Academic staff - 4 Support staff • First level 5 qualification in UK for yacht building
OUTCOMES	<ul style="list-style-type: none"> • Improved average wage • Increase in capacity and accessibility to new or improved skills facilities • Increase in breadth of local skills offer that responds to local skills needs • Increased and closer collaboration with employers • Increase in capacity and accessibility to new or improved skills facilities • Increased benefit for the public education over the long term
KEY ISSUES	<ul style="list-style-type: none"> • Town Centre lacks green spaces • Low innovation • Low wages • High part time working • Impact of Pandemic on employment
INTERVENTION	Other
PROJECT	<p>Project 25: Ipswich Oasis (Town Centre Greening)</p> <p>Note: Project 18: Integrated Care Academy (University of Suffolk), and Project 19: Tech Campus and Sustainable Construction Centre (Suffolk New College), and Project 20: Academy of Yacht Building (Island Site) will also create outcomes that will assist.</p>
OUTPUTS	<ul style="list-style-type: none"> • 3220 m2 of new or upgraded green walking trail • Greening of 8 abandoned or dilapidated sites • 5 new greener public spaces • 13 upgraded community parks or gardens • Collaboration with 25 employers
OUTCOMES	<ul style="list-style-type: none"> • Perceptions of the place by residents/visitors • Remediation and/or development of abandoned or dilapidated sites • Delivery of new public spaces • New, upgraded or protected community parks or gardens • New, upgraded or protected community hubs, spaces or assets, where this links to local inclusive growth • Increased and closer collaboration with employers

KEY ISSUES	<ul style="list-style-type: none"> • Lack of adequate digital infrastructure provision in town centre. • Reduced spending in town centre due to short dwell times
INTERVENTION	Digital
PROJECT	<p>Project 21: Creating a Digital Town Centre</p> <p>Note: Project 25: Ipswich Oasis (Town Centre Greening) also provides outcomes that assist dwell times, as do Project 6: Former Paul's Building Silo (@ the Waterfront), and Project 7: Re-using the Old Post Office (on the Cornhill), and Project 9: Public Realm Improvements (Arras Square etc.) and Project 11: Town Centre Regeneration Fund</p>
OUTPUTS	<ul style="list-style-type: none"> • Thousands of residents and visitors will have 5G access • 1,500 businesses with improved access to the internet • 1,500 businesses able to better market their goods and services • Thousands of customers will be better understand the offers available within the town. • Many digital screens will facilitate the delivery of quality virtual commercial space in key locations
OUTCOMES	<ul style="list-style-type: none"> • Perceptions of the place by businesses • Number of people who work remotely at least some of the time • Broadband speeds • Perceptions of the place by residents/visitors • Encouraging increased footfall and dwell times • Increased spending within the town centre, additional revenue to businesses and further opportunities for local employment. • Enable new, upgraded community hubs, spaces or assets, where this links to local inclusive growth • Improved technology will allow increased and closer collaboration between the LA the public and local employers

LEGACY BEYOND 2020

63. If we secure a large Government investment now then the Town will be a radically better place in the years to come.
64. The Town Deal Board are committed to this process and these projects and will ensure that they – and it – create a long-term legacy for our Town

Community Engagement Results

1. The table at paragraph 36 of the main submission is set out (again) below:

Project Description	Project No.	Public % 'Like'	Public % in Top 5
Former Paul's Building Silo (@ the Waterfront)	6	78	46
Re-using the Old Post Office (on the Cornhill)	7	80	45
Town Centre Regeneration Fund	11	76	41
Pedestrian / Cycle Bridge (etc.) @ Waterfront	2	72	41
Integrated Care Academy (University of Suffolk)	18	72	39
Local shopping parades regeneration fund	24	70	37
Tech Campus and Sustainable Construction Centre (Suffolk New College)	19	71	34
Academy of Yacht Building (Island Site)	20	68	30
Public Realm Improvements (Arras Square etc.)	9	63	23
Town Centre: Events, Lighting and Sound	14	52	19
Creating a digital town centre	21	50	17
Ipswich Oasis (Town Centre Greening)	25	N/A	N/A

- This provides the headline outcomes of the consultation that was undertaken over a 2 week period from 29th September to 13th October 2020.
- Survey work was led by the local media – with online and written responses collated by the East Anglian Daily Times and the Ipswich Star – and with regular bulletins (including interviews with the Town Deal Board Chair) on the breakfast show of BBC Radio Suffolk.
- In addition, Ipswich Borough Council ran a matching survey via its website.
- In total, 1879 responses were received – 611 of these were to the Borough Council website and 1,268 to the local papers (the majority of which were via an online survey but around 15% were in writing). The paper submissions were all personally assessed and tabulated by the Town Deal Board Chair.
- The Borough Council survey focussed on – initially – asking people what they thought of a draft Strategy that was put forward. 441 respondents replied and the overwhelming majority were positive. Some comments that were overwhelmingly positive include:

"Sounds sensible and forward thinking"

"Excellent - Ipswich has so much potential that isn't being utilised currently!"

"I think it is a positive and necessary strategy for Ipswich."

"I am very pleased with the strategy, a progressive, proactive improvement will benefit the area."
- In addition, there were a number of caveated positive comments such as:

"Good to see money being spent on the Town Centre as it does need a boost. The second bullet could be more explicit in saying that regeneration of the town centre needs to be moving away from shops and into housing with appropriate amounts of leisure, services and even a few shops!"

"It feels like there nothing in there for non-central areas and it won't improve sustainability or the environment. Missed opportunity!"

"This sounds good, but I would also like to stress the importance of keeping things local also. There is a current strategy for people to be able to access what they need locally (schools, everyday food shopping (perhaps even focussing again on butchers, green grocers, bakers), post office, take-aways, doctors, health centre, sports facilities) all within a 10-15 min. walk. Transport should be sufficient & accessible cost-wise and work should be, say, within a 20 min. cycle ride. This builds communities & is sustainable."

"Sounds very positive. Anything that can link the waterfront and the physical town centre will benefit us all. I think some work needs to be done on the dock road area, too many buildings in a state of disrepair and dilapidation which detract from the atmosphere on the dock itself."

8. These comments have been taken account of in shaping the projects – particularly the Local Shopping Parades Regeneration Fund and the Town Centre Regeneration Fund. A number of the comments in this section of the survey helped prompt the inclusion of the Ipswich Oasis project within the final project list.
9. A few comments (less than 5% of the total received) were clearly negative and / or dismissive, of the draft Strategy.
10. Then both surveys moved on to ask people to say whether they 'liked' or 'disliked' each project and it also asked people to select their favourite five projects from the list of 15 projects that were put forward (note: people were not asked to rank these 5 projects (i.e. from 1 to 5) – they were just asked to identify their favourite five).
11. The survey sought views on 15 projects – the 15 included all 11 in the table at paragraph 1 above but didn't include Ipswich Oasis (Town Centre Greening). The other 4 projects consulted upon were:
 Project 3: A River Cycle Path;
 Project 8: Princes Street Public Space;
 Project 10: Town Centre Health Clinic; and
 Project 16: A New Music Venue for the Town Centre.
12. The descriptions of those four projects are available online at:
<https://www.ipswich.gov.uk/ipswich-towns-fund-project-list>
13. The comparable results for those projects to those set out in the table above are shown in the table below:

Project Description	Project No.	Public % 'Like'	Public % in Top 5
A New Music Venue for the Town Centre	16	69	39
Town Centre Health Clinic	10	66	34
A River Cycle Path	3	71	33
Princes Street Public Space	8	52	13

14. Survey respondents – to the Borough Council survey - were also given the opportunity to identify up to 3 additional projects that people thought the Board should consider. 488 suggestions were put forward.

15. An analysis of the results of the 'additional suggestions' question led to the following table being produced showing the 'top' ten themes:

Rank	Theme	No of mentions	%
1	Traffic / Congestion / Park & Ride	81	17
2	Cycling / Pedestrian / Accessibility infrastructure	61	13
3	Arts, Culture & Heritage	60	12
4	Regeneration	55	11
5	Community hubs / youth hubs	37	8
6	Environmental sustainability / tree planting	35	7
7	Bringing empty properties back in use / compulsory purchases	28	6
8	Public transport	21	4
9	Appearance of the town - cleanliness, lighting, signage	16	3
10=	Homelessness and Housing	13	3
10	Improvements to the Waterfront	13	3

16. In analysing the detailed submissions further, it was clear that there was strong link between many of the existing projects and the 'new' ideas put forward (e.g. many were similar to the Town Centre Regeneration Fund). In addition, some of the new ideas weren't really suited to the national aspirations of the Town Deal – or were 'revenue' projects – such as the suggestions around public transport, cleanliness and homelessness.
17. The Board decided to introduce 2 new projects to its list at that stage of the process following the analysis of the results. These were:
 Project 25: Ipswich Oasis (Town Centre Greening); and
 Project 26: Indoor Foodhall.

[Note (1): During further stages of the Board deliberations Project 26 was 'dropped' from the final list for submission. Its detailed description is / was:

This project would see the introduction of a new retail concept – an indoor foodhall – to Ipswich. It is envisaged that it would operate a minimum of 6-days a week and focus on the sale of fresh food and drink from individual stalls / units - with extensive seating available for the public. The emphasis of the concept will be to provide fresh Suffolk-grown produce and it will have space to include café(s) and/or restaurant(s) providing food made from products sold in the new foodhall. It will complement the existing street market which, on the days that it operates, will be promoted as part of an overall widened town centre offer.

To deliver the project, a significant ground floor space will be secured in the heart of the town centre within which will provide at least 15 units at its opening, with space available for future expansion as patronage builds. It is intended that a commercial operator would be appointed to run the venue. The marketing and promotion of the provision will emphasise its healthier eating ethos.]

[Note (2): The fact that it entered the process as a result of the public consultation exercise does mean that Project 25 wasn't subject to the same degree of public engagement as the other 11 projects that are part of the final submission.]

18. The Ipswich Borough Council survey also asked respondents a number of questions about them. The results have been assessed and are summarised in the table below:

		Town Deal Survey Respondents	Ipswich Borough Population	England Population
Gender	Female	57%	50%	51%
	Male	39%	50%	49%
	Other	0%		
	Prefer Not to Say	4%		
Age	Under 18	0%	21%	21%
	18-24	6%	5%	6%
	25-34	16%	12%	14%
	35-44	19%	11%	13%
	45-54	24%	13%	13%
	55-64	22%	14%	14%
	65+	12%	24%	19%
Ethnicity	White British	83%	83%	80%
	All Other White	5%	6%	6%
	Mixed / Multiple Ethnic Groups	2%	5%	3%
	Asian / Asian British	1%	4%	9%
	Black / African / Caribbean / Black British	1%	2%	4%
	Other Ethnic Group	1%	1%	1%
	Prefer Not to Say	8%		

<https://www.suffolkobservatory.info/population/report/view/17e45add2fd547c38a1a20bc2635673b/E07000202/>

19. Finally, the Borough Council survey also sought address data by postcode. All 600+ respondents provided this information. Postcodes IP1 to IP4 approximately represent the Ipswich Borough area (i.e. the Town Deal area). The responses can be summarised as:

Postcode	Area Description	% Respondents
IP1	North West Ipswich	27%
IP2	South West Ipswich	9%
IP3	South East Ipswich	14%
IP4	North East Ipswich	27%
IP5	Kesgrave	3%
IP6	Needham Market	4%
IP9	Capel St Mary	2%
IP12	Woodbridge	3%
IP14	Stowmarket	2%
All Other IP Postcodes Combined (individually all less than 10 respondents)	The rest of Suffolk	7%
All CO Postcodes Combined	North Essex / Colchester	1%
All CB Postcodes Combined	Cambridgeshire	0.1%
All NR Postcodes Combined	Norfolk	0.6%

20. From published evidence available online it would appear that the extent of public input and engagement has been greater in the Ipswich Town Deal submission than in many other bids. However, it is recognised that this engagement should be on-going rather than one-off.
21. The Town Deal Board will consider an on-going engagement plan at their next Board meeting in January. In particular, it is recognised that further engagement will be needed with young people – especially as the Local Shopping Parades Regeneration Fund and the Town Centre Regeneration Fund projects are taken forward. It should be noted that significant engagement with young people has previously taken place (pre Covid-19) as part of the work of Ipswich Vision partners and that that work fed into the list of projects that were the starting point for the list referred to in Step 1 at paragraph 33 of the main submission.

Future Community Engagement Proposals

1. The Town Deal Board will consider a paper at its Board meeting in January that will address how the Board will be involved as the Town Investment Plan is taken forward following submission.
2. It is anticipated that the Board will have a clear role in monitoring and reviewing progress and in signing off Business Cases prior to final agreement being reached with Government.
3. In particular, the Board has already made clear that it expects a particularly heavy involvement in four specific projects – primarily as these projects don't have a specific or single site or building associated with them at this stage. These projects are:
 - Public Realm (Arras Square etc) (Project 9)
 - Town Centre Regeneration Fund (Project 11)
 - Local Shopping Parades Regeneration Fund (Project 24)
 - Ipswich Oasis (Town Centre Greening) (Project 25).
4. It is acknowledged that these projects, in particular, will require community and stakeholder involvement going forward to shape the plans and the investment decisions.
5. As a result, when agreement has been reached with Government on the final extent of our Town Deal Programme we will ensure we have a community engagement specialist in place with the skills to ensure ongoing community engagement and stakeholder management that relate well to the suite of projects that will be delivered.
6. It should though be noted that some of our projects will require more engagement than others. The four at point 3 above will be at the 'more engagement' end of the scale but more or less all of the projects will need more engagement - and in advance of – any that is required by any statutory engagement processes (such as via planning applications). The January Board meeting papers will set this out in more detail.
7. Lessons will be learnt from Cohort 1 locations and any information that is made available via Town Fund Delivery Partners and via the Town Fund website: <https://townsfund.org.uk/>.

Project 2: Pedestrian / Cycle Bridge (etc.) @ Waterfront

The project would result in the completion of a circular route around Ipswich Wet Dock and help facilitate the broader regeneration of Ipswich Waterfront. At its centre is a proposal to provide public access across the Wet Dock lock onto the Ipswich Island site via an attractive pedestrian and cycle bridge that will be - in its own right - an attraction to view / visit.

In addition, the scheme would secure the links from the two ends of the new bridge to public rights of way and ensure signage to and from the bridge and around the Waterfront – thereby creating a new Maritime Mile trail with key features being the Isaac Lord complex, the University of Suffolk, Spirit Yachts, the Custom House and DanceEast.

It is intended that this project acts as a catalyst to the regeneration and re-use of the 8+ hectare Island Site where a second bridge will be funded (outside of Town Deal sources) to connect the east bank of the river to the west bank - which will then help facilitate the delivery of a residential led mixed use scheme on part of the 8+ hectares.

Project 6: Former Paul's Building Silo (@ the Waterfront)

Ipswich Borough Council has, in recent years, acquired many of the western gateway sites to Ipswich Waterfront. These are important parts of the historic character of the town and a focus for future regeneration.

This project focusses, first, on the only remaining traditional large concrete grain silo in the Port via the decontamination of the R&W Paul silo (the silo with Digby the blue octopus on the side) and the provision of a 'climbing wall' and compound on west side of the silo. The inside of the silo would be found a separate arts and cultural temporary use while redevelopment plans are produced (these redevelopment plans are outside the scope of the Town Deal project). This would create an attractive entrance to the Waterfront and a destination in its own right.

Second, the accessibility of the Waterfront will be enhanced by the relocation of the pedestrian crossing from Stoke Bridge onto a more preferred desire line and the creation of a new public space / park to the west of the silo adjacent to the Novotel roundabout and incorporating a small existing area of green space. These changes will improve pedestrian and cycle connectivity between Ipswich Station and the Waterfront and between the Waterfront and the key route into the town centre core via St Peters and St Nicholas Street.

Project 7: Re-using the Old Post Office (on the Cornhill)

The 1881 listed former post office sits on the south side of the town square (the Cornhill) and is the most prominent vacant building in the town centre. The Borough Council is currently spending over £600k on restoring the external fabric of the building and has found a potential tenant to take on the entire building and reuse it as a quality restaurant and bar.

This project would help deliver this proposal and help achieve / secure this new use - which will hopefully be open by summer 2021 and provide a significant boost for the town centre's daytime and night-time economies - especially in the light of the wider impact of Coronavirus.

Project 9: Public Realm Improvements (Arras Square etc.)

Ipswich Borough Council has committed £1.5m to improving the public realm in the town centre (e.g. the design and delivery of the Arras Square scheme and development of Majors Corner and Lloyds Avenue (south end) schemes). This commitment is conditional upon match funding being secured.

These three sites came top in a recent public consultation exercise (as part of the production of a local Public Realm Strategy) for areas that need improvement. The Arras Square scheme is currently being designed by architects and is envisaged to be undertaken in 2021/22 and cost around £1m. Schemes could potentially include a landmark piece of public art.

Project 11: Town Centre Regeneration Fund

The fund will kick-start regeneration across the town centre that is ready to respond to any opportunities that will arise. It is intended that it will enable vacant buildings - or vacant floorspace - to be acquired, refurbished, right-sized and re-let for whatever uses are appropriate to stimulate development. The fund will help lead the revival of the town centre following Covid-19.

This is likely to involve significant areas of conversion from retail and commercial to residential use at upper floors and new uses at ground floors. In terms of the latter the Town Deal process has shown significant support for the following uses to be introduced to Ipswich Town Centre – a music venue, a health clinic and an indoor foodhall. The suitability and viability of buildings for these three uses will be considered as Fund proposals are taken forward.

The fund would be 'recycling' with a view to starting with one site and then moving on - at an appropriate time to the next site. It could also support the re-use of historic buildings and the re-housing of key local amenities.

The Town Deal Board will be central to the decision-making process – alongside the accountable body – as to which proposals are pursued and taken forward.

Project 14: Town Centre: Events, Lighting and Sound

This project would ensure the continuity of the annual events programme that has taken place here over the last 2 years and is the only 'revenue' bid within the Ipswich Town Investment Plan. The plan is to have a major events programme in 2022 – following the Covid-19 pandemic.

In addition, the town centre would benefit from a bespoke lighting and acoustic system - utilising key buildings and bringing forward innovative lighting, screening and sound projects. This will be complimented via the purchasing of staging that is designed to fit the Cornhill space and a second set that could be relocated in various other sites around the town / and town centre to further diversify the events programme opportunities

Project 18: Integrated Care Academy (University of Suffolk)

The Academy, developed in partnership with NHS and Social Care employers and based at the University of Suffolk, will be the first of its kind in the country that will give local people an increased opportunity to be part of the local health and care workforce.

The Academy will enable the development of larger and better specialist spaces for the education of health and social care students. We will double the number of places for students wishing to study as nurses, paramedics and radiographers as well as starting a new course in physiotherapy. For people already working in health and care, the Academy will offer further development, concentrating on leading our health and care provision to work more effectively together to benefit the health of the Ipswich community.

The Academy will also offer clinics in physiotherapy, counselling and psychotherapy, and sports massage and these will be accessible to the wider community in our town.

As the only Integrated Care Academy in the UK and beyond, this will give Ipswich the opportunity to demonstrate to the country and the world the benefits for the community of a partnership that offers more student places and develops leadership for health and social care.

Project 19: Tech Campus and Sustainable Construction Centre (Suffolk New College)

Suffolk New College will expand existing Digital programmes with the launch of the new Tech Campus in 21/22. This specialist new build, Tech Campus, will be located alongside the College in Ipswich. The new Tech Campus building will offer a wide range of digital courses. The centre will lead to relevant progression onto higher level qualifications or to expand existing skills through professional courses, meeting employer needs. Successful achievement of digital courses at a high level will enable students to progress onto the new University of Suffolk campus at Martlesham or the Ipswich Waterfront Innovation Centre.

The College has a vibrant and successful construction provision. However, there is a need to invest into facilities and equipment that will enable students to study sustainable construction. The project will link to a potential Decarbonisation Academy via New Anglia LEP. The focus of these courses will be to design and build using renewable energy technologies to minimise energy use and carbon emissions, resulting in aiding the construction sector to reduce the environmental footprint as well as operational costs.

Investment into both digital and construction skills in Ipswich, will have a direct impact on improving the social mobility of young people in Ipswich. The range of provision will provide for apprenticeships, full time courses, part time adults, and the development and progression of employed individuals.

Project 20: Academy of Yacht Building (Island Site)

This project will refurbish the historic Public Warehouse No.1 on the Island Site as an 'Academy of Yacht Building' in partnership with Spirit Yachts. Ipswich has a strong maritime history and Spirit Yachts are a world leading maker of modern classic laminar wooden yachts, combining the finest craftsmanship, design and build quality.

The company uses wood as a fully sustainable material combined with cutting edge technology to engineer what are widely recognised as amongst the finest yachts in the world. The University of Suffolk and Suffolk New College are working with Spirit Yachts and Associated British Ports, to create a world leading academy dedicated to teaching the next generations of craftsmen and women in all aspects of contemporary wooden yacht construction to a standard not currently available anywhere.

In addition to the main 2-year courses for local young people that are at the heart of this project, an extensive leisure learning programme is proposed to build on Spirit's world class reputation. The skills learnt would be transferable to many occupations – particularly those involved in making (or repairing etc) anything using wood.

The Town Deal funding would secure the refurbish and shell fit out of a long-vacant heritage building for use as the base for the Academy – the financial risk around the establishment of the courses / academy fall outside the town deal proposal and will be taken by others,

The Academy would form a key feature of the proposed new Maritime Mile trail (project 2)

Project 21: Creating a digital town centre

Ipswich Central (BID) and All About Ipswich (DMO) have invested to prove the concept of a digital presence increasing the appeal of the town centre. Their 'All About Ipswich' website promotes venues and events to users and allows visitors to plan their stay. The website achieves over 500,000 views a year and the brand has gained East Anglia's largest social media following of its type. 84% of Ipswich's catchment use smart devices, which includes 99% usage amongst the under 35's.

However, in keeping with so many towns and cities footfall has been declining and perceptions of the town centre as "unsafe" / "unappealing" are common, particularly amongst the young.

The digital project will build upon the work undertaken by providing simplified information for users and visitors to access all aspects of the town centre as well as technology to enhance people's experience when visiting. The project will be overseen by a digital user panel, consisting of local residents and young people,

who will be encouraged to draw upon examples where digital projects have transformed the fortunes of major centres (e.g. Berlin, Zurich, Manchester and Edinburgh).

Art, culture and heritage will be brought to life as people move around, for example, allowing them to see inside the town's most treasured buildings and engage in a 'try-before-you-buy' shopping experience (e.g. Abbey Road Studios). People will be able to redeem Ipswich loyalty points against future visits, products and experiences (e.g. BP Me Rewards).

The project will specifically address concerns amongst young people for whom the town centre may appear unwelcoming, even unsafe. The project will, therefore, be designed to provide young people with a network of safe and appealing places to visit and the plan includes a digital hub to provide young people with a safe place to meet.

All of this will be conveniently available in people's own homes or whilst in town - enabled through a new free public wi-fi (e.g. Stockholm); and replicated on new digital screens throughout the town centre, including one giant screen for multi-use purposes including for screenings, presentations, events and promotions (e.g. Salt Lake City).

Project 24: Local shopping parades regeneration fund

Local shopping parades provide essential shops and services in many parts of the town as well as an important focus of community activities. The local shopping parades scheme will help the residents and small businesses of Ipswich know that the Towns Fund Deal is there for everyone in the town, and will touch everyone's lives. It will help provide investment into some of the most deprived areas of the town that can often be overlooked, but which are just as important economically and socially for the local communities that they serve.

The Local Shopping Parades Regeneration Fund will support economic regeneration and growth, deliver public realm improvements and help develop a sense of civic pride (pride in place) in many of Ipswich's diverse local communities. The fund will be used to renovate and regenerate the external facade of local shops, including (but not limited to) improvements to the wider public realm such as improved pedestrian access, better parking, and tree planting. It is anticipated that around 90% of the fund will be used within shopping parades – with the final 10% used to enhance important locally based community facilities that lie close to these shopping parades.

This scheme will be of greatest benefit to some of Ipswich's most deprived areas, including Chantry, Gainsborough, Priory Heath, Westgate, Whitehouse and Whitton, which would be over-looked if the focus of the Town Deal bid were entirely on town centre concentrated regeneration schemes. The Local Shopping Parades Regeneration Fund will initially aim to support 12-15 shopping parades with a budget of around £200,000 per parade (as required). Where parades require further investment, this should be made available within reason, based on a strategic assessment of the investment needed.

This investment will help to create a greater sense of community pride in local shopping parades, and will help support their economic viability by making them more attractive places to shop and visit.

Project 25: Ipswich Oasis (Town Centre Greening)

At the heart of Ipswich Oasis is a green trail in and around the town centre and waterfront showcasing the diversity of methods available to introduce trees, planters, containers and living walls into towns and cities acting as a trailblazing model of excellence across the UK. A landmark 'living' or green wall will act as a destination and focal point of the 'green' route.

The three main aims are: (i) greener spaces to improve the Waterfront and town centre environments, making Ipswich a more attractive destination; (ii) encouraging people to engage in healthy, outdoor and communal activities creating a vibrant and inclusive atmosphere; and, (iii) improving links and footfall between the town centre and waterfront.

The main elements of the proposal are: (i) a green trail of approximately 5K linking the town centre and Waterfront, alongside which businesses and residents will be encouraged to enhance their outside environments; funding could provide grants towards trees, plants, containers and living wall infrastructure; (ii) supporting businesses will be listed on the Green trail map and publicly celebrated for their commitment; (iii) sponsorship opportunities will exist for businesses not on the trail; the map will highlight existing significant landmarks such as ancient / notable trees, plants and historical buildings; and, (iv) a survey of pavements and streets will explore new opportunities for enhancing the public realm with attractive planting and associated traffic calming measures.

Outdoor activities are proposed along an 'activity' mile featuring exercise equipment and, perhaps, a basketball court thus maximising potential health benefits.

The project should be co-produced with local people and VCS partners such as Greenways, Green Light Trust, Brickmakers Wood, The Peoples Community Garden Project, Friends of the parks, Suffolk Wildlife Trust, The Woodland Trust and also potentially link with local high-profile celebrities.

Ipswich's newly buzzing, eco-friendly, and attractive town centre will have a positive socio-economic impact as it will be more attractive to shoppers, day trippers and potentially also businesses looking to relocate.