

IPSWICH TOWN DEAL BOARD SUMMARY DOCUMENT

December 2020



Further Information

www.ipswich.gov.uk/about-the-towns-fund

Area of the Town Deal Bid

The whole of the Borough of Ipswich

Accountable Body for the Town Deal Bid

Ipswich Borough Council



IPSWICH TOWN INVESTMENT PLAN





TERRY HUNT
Chair,
Ipswich Town
Deal Board

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

Our Board (page 12) 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.

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.

But let me tell the *Ipswich Town Deal Story*.

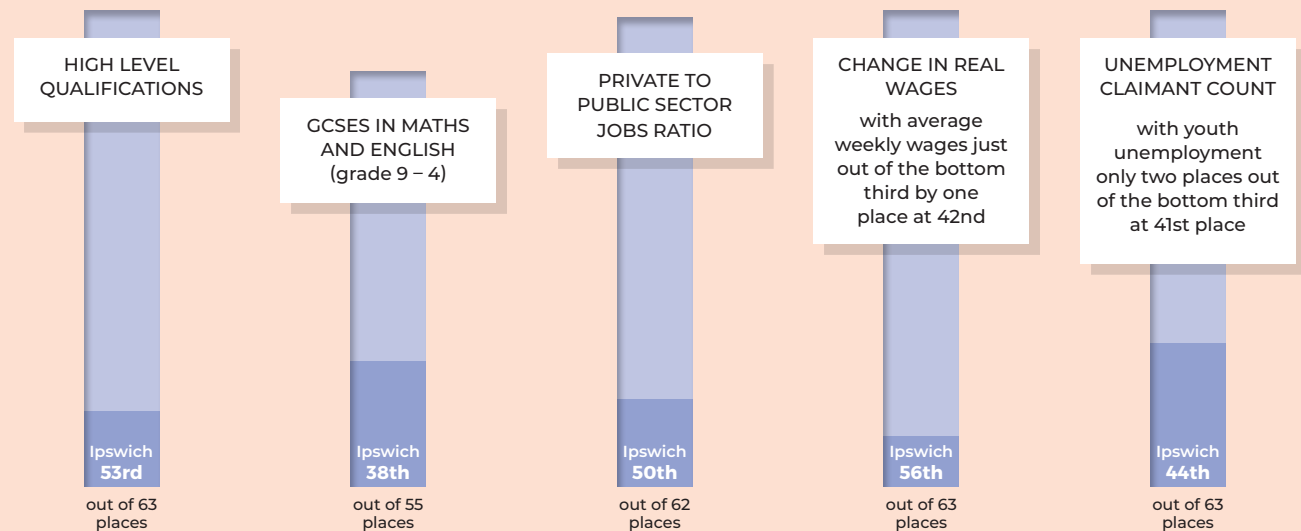
As a regional centre and county town of Suffolk, Ipswich plays an important role in the future growth of the East of England as an economic hub for business, a destination for visitors, and a place to live, work and study.

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. 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 including:



“a better town centre where more and more people choose to spend more and more time.”

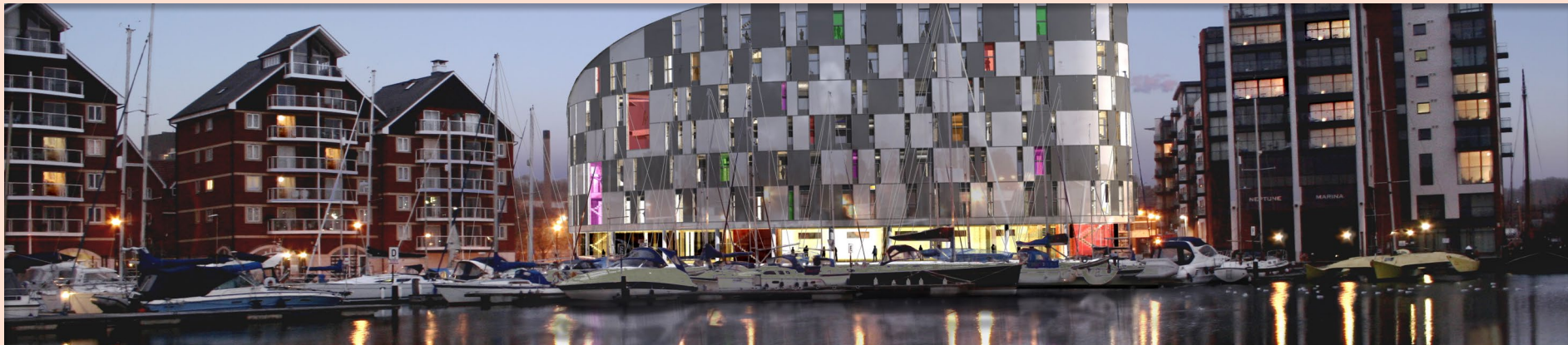


In terms of wider deprivation measures according to the 2019 Index of Multiple Deprivation, 14.1% of Ipswich is in the 10% most deprived areas nationally with a further 18.8% in the next decile meaning that 32.9% of Ipswich is in the top 20% most deprived areas nationally.

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 globally. Ipswich, once dominated by retail businesses, had failed to adapt to the pace of change elsewhere.

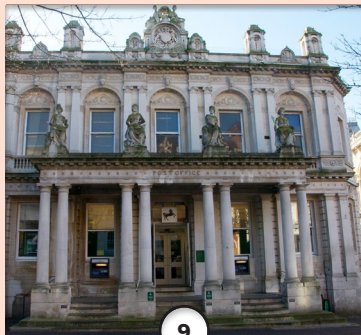
The ambition of the Vision has been to redevelop, regenerate, re-imagine and reconnect the central area with the marina and so create “East Anglia’s Waterfront Town Centre.” It has embraced change by remodelling a town centre ... “around linkages between the park, the railway station, the marina, and 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 a number of 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.”





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This 'better town centre' will embrace new trends, kick-start a new wave of regeneration, provide opportunities to enhance skills and health provision, enliven key areas, and help to make central Ipswich a more attractive destination for local people, together with those in wider Suffolk and beyond the county boundary.

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, including Arras Square, Lloyds Avenue and Major's Corner, each with a new public art installation.

Beyond these, a new **Ipswich Town Centre Regeneration Fund** will invigorate the centre of our town and respond to opportunities to stimulate new developments. Initially, these might include the creation of new housing and local amenities such as a health and well-being centre, an indoor foodhall to complement the existing street market, and selling fresh Suffolk-grown 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 will become ever more important as working patterns increasingly involve both home and office working.

Preparing a future workforce with skills relevant to both the town and a fast-changing world 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.



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The town centre experience will be enhanced with more things to attract people and more for visitors to do. 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. Before visiting, customers 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 screen for multi-purposes.

Our Ipswich Town Deal, building on the long-standing Vision project, can be transformational for Suffolk's county town. Over five years, our 12 projects will bring buildings and much-valued locations back to life, provide training and skills for the next generation, widen appeal with more things to do, and embrace new technologies. It will increase town centre living, employment and skills, and help to improve people's health and well-being. Ipswich will benefit from a more compact town centre which is used more intensively and thought of as a place of both opportunity and experience.



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This bid and the Town Fund programme provides an enormous opportunity for Ipswich. In rising to that opportunity, we also assure the Government that our arrangements for corporate governance are transparent and robust. We aspire to best practice in our Board governance and in defining, planning and delivering projects.

We have published agendas, minutes and papers of our meetings, and key facts about our Board members - including their declaration of interests. All this information is available at <https://www.ipswich.gov.uk/about-the-towns-fund>.



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We are proud that our plan has been developed with extensive public input, so we know it has widespread support in Ipswich. We are committed to continuing to be transparent and open in our decision-making and to sharing with and learning from others as we move forward. This plan will be made publicly available.

Our Board enthusiastically embraces the opportunity presented by the Town Fund to make a long-lasting and positive difference to our town.

I commend our proposals to you.


Terry Hunt, Chair, Ipswich Town Deal Board, 11th December 2020

- 2** Pedestrian / Cycle Bridge (etc.) @ Waterfront
- 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
- 14** Town Centre: Events, Lighting and Sound
- 18** Integrated Care Academy (University of Suffolk)
- 19** Tech Campus and Sustainable Construction Centre (Suffolk New College)
- 20** Academy of Yacht Building (Island Site)
- 21** Creating a digital town centre
- 24** Local shopping parades regeneration fund
- 25** Ipswich Oasis (Town Centre Greening)




Strategy


The Strategy for the Town Investment Plan 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:



**making the
Town Centre and
the Waterfront work
better together
and be better
linked**



**provide
opportunities to
enhance skills and
health provision
in the heart of
our town**



**make central
Ipswich a more
attractive destination
for local people, the
people of Suffolk and
people from beyond
our county
boundary**



**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**



**kick-start
regeneration of
key central sites –
whilst recognising the
changing nature of
town centres in the
post Covid-19
environment**

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.

Summary of all projects, including the total Towns Fund funding requested

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

The alignment between these projects and the nationally set 'Town Fund Categories' is set out in the table below:

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)



Community Engagement

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 website – the consultation sought comments on the Strategy, each of the 15 possible projects, gave the respondent the chance to identify their top 5 projects and gave them the chance to propose up to 3 new projects.

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 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.

In total the Board actively considered 26 different projects during the whole 'town deal process' – before deciding to submit the 12 projects – and the related funding amounts – as set out on the previous pages.



Community Engagement results

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

Ipswich Town Deal Board

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

PAUL WEST

Local Councillor and Cabinet Member for Ipswich at Suffolk County Council

The Town Investment Plan has been submitted to the Government. We hope to hear early in 2021 whether or not our bid has been successful and how much money the town will be granted from the national Town Fund pot.