AGENDA

Brilliant Barrow Board Meeting

Friday 13th November 2020, 11:00am – 1:00pm

Item	Agenda Item	Time	P/R/V*
1	Introductions and opening comments from Chair	11:00	V
2	Apologies for absence	11:05	V
3	Declarations of interest	11:10	V
4	Matters arising not covered elsewhere in the agenda	11:15	V
5	Minutes of last meeting	11:20	R
6	Towns Deal – Heads of Terms	11:25	R
7	Allocation of Funding – Next Steps	11:40	R
8	Resourcing Scheme Development and Programming	12:00	R
9	Futures Forum Update	12:20	P
10	Communications and Engagement	12:40	R
11	AOB	12:55	V

* Presentation / Report / Verbal

BARROW-IN-FURNESS TOWN DEAL BOARD

Meeting: Friday, 24th July, 2020
at 10.00 a.m. (Virtual Meeting)

PRESENT:

Chairman: Steve Cole (BAE Systems), Sam Plum (Barrow BC), Michael Barry (Cumbria CC), Cllr Anne Burns (Cumbria CC), Suzanne Caldwell (Cumbria Chamber of Commerce), Chris Clouter (ABP), Steph Cordon (Barrow BC), Brad Crumbleholme (ABP), Neil Doherty (BAE Systems), Sami Falou (BEIS), Simon Fell (MP), Paul Hodgson (Barrow BID), Helen Houston (Barrow BC), Naomi Hollows (CLGU), Alison Hatcher (Cumbria CC), Tracey Ingham (Cumbria CC), Geoff Jolliffe (Morecambe Bay CCG), Jo Lappin (Cumbria LEP), Julie Mennell (University of Cumbria), Lauren Newby (Hatch Regeneris), Cllr Lee Roberts (Barrow BC), Heather (DWP) and Andrew Wren (Furness College).

ITEM	ACTION
54 – Introductions and opening comments from the Chair The Chairman welcomed everyone to the meeting and introduced Steph Cordon, the Director of People and Place. **55 – Apologies** Apologies for absence had been received from Janet Garner (BAE Systems), Ali Greenhalgh (Cumbria CVS), Rebecca Robson (Barra Culture) and Cllr Ann Thomson (Barrow BC). Neil Doherty (BAE Systems) and Cllr Lee Roberts (Barrow BC) had attended as substitutes for Janet Garner and Cllr Ann Thomson respectively for this meeting only. **56 – Declarations of Interest** Julie Mennell and Andrew Wren declared an interest in the Institute for Technology proposal. Cllr Ann Burns declared an interest in the Cumbria County Council bids as she was a Member of that Council. The Chair requested Official Board Members to return their completed Conflict of Interest paperwork as soon as possible.	

ITEM	ACTION
57 – Minutes of the Last Meeting The minutes of the meeting held on 26th June, 2020 were agreed as a correct record. **58 – Matters Arising** There had been no matters arising, which had not been covered elsewhere on the Agenda. **59 – Town Investment Plan** Michael Barry submitted a report providing an update on the Town Investment Plan. He advised that shaped by the Town Deal Board, good progress had been made and the Plan was ready to be submitted for the consideration of the Ministry of Housing, Communities and Local Government (MHCLG) by July 31st, placing Barrow amongst the very first in the Country to move forward. He added that progress in developing the Plan had been made in the absence of detailed MHCLG templates, in order to meet the planned submission date of July 31st. On 9th July, MHCLG published the Town Investment Plan template which highlighted the need for plans to be in two parts; the first providing programme and assurance information and the second focused on project specific information. Whilst slightly different in structure, the Barrow Town Investment Plan covered key information within parts one and two. He advised that if the current Town Investment Plan was to be re-worked to perfectly align with part one of the template, submission in July would be impossible, largely owing to Governance requirements. Part two was in effect a spreadsheet seeking scheme specific information to support the appraisal of the plan and it was proposed that those be populated using the project information already available. It had been noted that the Investment Plan itself made the case for investment in seven key projects which, combined and aligned to wider opportunities, had the potential to catalyse the transformation of the Town and the ability of Residents to see real benefit. Whilst offering a focus on individual schemes, the plan also sought to present a long-term ambition for the continued and inclusive growth within Barrow, as well a providing a confident perspective looking to build on the Town's strengths and opportunities to present a longer-term economic development strategy. In doing that, the Plan sought to reflect those specific elements that the Council wished to see funded through the Town Deal, alongside broader opportunities.	

ITEM	ACTION
The proposals also sought to lever, synergise and complement other funding streams and projects like the Future High Street Fund, Private Sector investment programmes, Electric Bus proposal, Low Carbon Barrow, ERDF and Growth Fund applications and the Marina Village. Michael advised that Government Policy had increasingly focused on securing the levelling-up of the UK economy with policy recognising that raising productivity and economic growth in the Towns and Cities of the North could help increase opportunities as well as support a strengthening of the UK economy. It had been noted that the development of the Town Investment Plan would come forward in two phases with the first phase focused on the submission of the Town Investment Plan containing a set of project proposals and then the agreement of Heads of Terms. The second phase would be a requirement to develop Full Business Cases through which delivery funding would be confirmed. Michael advised the Board that in acting as the accountable body, Barrow Borough Council must be able to manage an effective process; and that within the deal, £500,000 had been sought to support the accountable body role. A copy of the Town Investment Plan, as well as an update on progress to finalise the Strategic Outline Business Cases, had been appended to the report. Michael advised that the feedback received previously had been built on to create the final Plan and he presented a quick overview of the Plan to the Board. Lauren Newby of Hatch Regeneris presented details of each of the seven projects and a summary of their key outcomes (full details of which had been included in the Town Investment Plan which had been included in an appendix to the report), drawing particular attention to the following:- • **Community Wellbeing Hubs** – Each Hub would be tailored to the needs of each community that they were within. Further details would be included in the Full Business Cases as the project progresses; • **Housing Renewal** – This project would see improved efficiency in properties and a reduction in carbon emissions. She added that Working Groups had been busy working behind the scenes to develop Strategic Outline Business Cases.	

ITEM	ACTION
In return for the total £29.9M ask from the Town Deal Fund, there would be a £19.9M land value uplift, £20.7M social return, 810 tonnes of Co2 would be saved, £27.3M WEBTAG benefits and £63.2M in additional GVA. The Chair thanked Michael and Lauren for the presentation which was a very strong portfolio and provided comprehensive coverage of the objectives and he invited comments from the Board. Jo Lappin commented that a really good return on investment had been demonstrated and thanked the team for their hard work. She added that a few things could be sharpened prior to submission to a Government audience including:- • Details of Community and Private Sector engagement could be beefed up a bit so it comes across more strongly; and • There was a requirement to reassure people on the capacity, capability and deliverability of the projects. Cllr Burns commented that the plan was very robust and delivered what we want to see in our community. It would generate immense benefits for residents of the Borough and thanked everyone involved. Cllr Roberts commented that the Plan addressed generational issues in the Borough. He added that the BCR of the Marina Village project had been rated medium and stated that the submission needed to be clear of the benefits of the project as a stand alone project. Geoff Jolliffe thanked everyone for their hard work involved thus far and was happy to see the link in health inequalities being addressed within all of the projects. He stated that the Maria Village project would be a major development in attracting people to live and work in the Borough and could assist in attracting new NHS recruits. <u>Next Steps</u> Michael requested the Board to endorse the Town Investment Plan which would be considered at the meeting of the Barrow Borough Council Executive Committee on 27th July ahead of Full Council on 28th July. Following that, the deal would be ready for submission on 31st July, 2020. Within the submission it was intended that alongside the Investment Plan itself, the following evidence base documents would be provided:-	

ITEM	ACTION
• Socio Economic Narrative; • Stakeholder Engagement Report; • Project Prioritisation Report; • The Project Strategic Outlines Business Cases; and • The Town Investment Plan Part 2 template. In support of that, there had also been a requirement that each member of the Town Deal Board provided letters of support, confirming their endorsement of the Plan. The submission of the Town Investment Plan, whilst a significant milestone, did not signify the end of the process. The immediate focus would turn to addressing due diligence surrounding the deal whilst pushing for early agreement of the Heads of Terms. Following submission it was hoped that funding and projects could be realised as early as possible. This was important, especially as the Town continued to recover from the impacts of Covid-19. RESOLVED:- (i) To endorse the #BrilliantBarrow Town Investment Plan; and (ii) To provide letters of support for the proposals set out within the Town Investment Plan. **60 – Communication & Engagement Report** Steph Cordon submitted a report updating the Board on progress made in respect of communication and engagement. She advised that the Town Investment Plan had been shaped by Stakeholder engagement and feedback. A comprehensive process of engagement had supported the development of the Plan and associated Strategic Outline Business Cases for each of the shortlisted projects. There had been a strong response to digital engagement activity with over 960 unique posts and responses provided across the three phases of activity. This had been complemented with one-to-one consultations and focus groups. The feedback received had been overwhelmingly supportive, constructive and informative to guide the process of strategy development. It had been noted that the Communications and Engagement Group had been a Task and Finish Group established to support the work of the Town Deal Board, responsible for preparing and implementing communications activity. The Group had developed a Town Deal Stakeholder Engagement Plan which had been implemented in three stages as follows:-	

ITEM	ACTION
• **Phase 1 Engagement:** awareness raising activity through social media which encouraged initial views to be shared through the #MyTowns Government portal. A total of 140 unique posts had been provided. That had been complemented by social media analysis on activity related to Barrow and by c.25 one-to-one consultations with strategic delivery partners; • **Phase 2 Engagement:** launch of the #BrilliantBarrow campaign and website encouraging the community to 'have your say'. To date, over 230 individual posts had been shared; and • **Phase 3 Engagement:** development of project Stakeholder Engagement Plans and implementation through a mixed method approach including surveys and focus group activity. In total, 592 responses to the seven surveys had been secured to date. This had been in addition to qualitative feedback shared via meeting notes and correspondence. Covid-19 had changed the engagement planning dramatically, as traditional forms of engagement had been inappropriate due to lockdown and social distancing measures, with a shift to a more targeted and predominantly digital approach. Lauren Newby of Hatch Regeneris provided an overview of the key highlights from Stakeholder engagement as follows:- • **Barrow Learning Quarter** – Engagement had included a targeted survey at the University of Cumbria, Furness College and Businesses, as well as via 'Have your Say'; • **Community Wellbeing Hubs** – 81 responses had been received and a further 40 had been received on the consultation on the Earnse Bay Outdoor Centre; • **Business & Enterprise Support** – 15 responses had been received to date and a targeted survey was ongoing to increase response rate; • **Housing Renewal** – Consultation had taken place in the form of Focus Groups with Barrow Borough Council and Cumbria County Council, as well as via 'Have your Say'; • **Marina Village** – 93 responses had been received as part of a targeted survey; • **Place Development** – 159 responses had been received as part of the targeted survey; and	

ITEM	ACTION
• **Local Walking and Cycling Infrastructure Project** – 181 responses had been received, in addition to a virtual workshop and online survey. Full details of issues considered most important by respondents for each project had been detailed in the appendix to the report. <u>Next Steps</u> It had been noted that following the submission of the Town Investment Plan to Government on 31st July, there would be a need to maintain momentum and complete Phase 3 engagement between July and September. Once agreement on Heads of Terms had been secured, the implementation of further phases of engagement would get underway as follows:- • **Phase 4 Engagement:** raise awareness of the finalised Town Investment Plan and undertake tailored project development engagement to inform Full Business Cases; and • **Phase 5 Engagement:** engage Stakeholders in the implementation and delivery of projects. Steph advised the Board that a Future Stakeholder Engagement Plan, aligned to Phase 4 and 5 above, had been drafted which had been included with the Stakeholder Engagement Report attached as an appendix to her report. Councillor Roberts stated that community and engagement would continue through the project development, placing people at the centre of everything the Council does. Andrew Wren asked if there would be any advantage to being part of the Phase 1 submission. Sami Falou advised that there shouldn't be any advantage on the potential for approval but that it would be advantageous in that it would provide more time to put into the projects as they could start earlier if approved. Jo Lappin asked if there was any plan to have someone scrutinise the Town Deal request prior to submission and offered the help of the LEP. Michael Barry would liaise with Jo outside of the meeting. Steph Cordon asked if the LEP could support the Future High Street Fund Submission in the same manner. Jo agreed.	Michael Barry/ Jo Lappin Steph Cordon/ Jo Lappin

ITEM	ACTION
RESOLVED:- To endorse the Stakeholder Engagement Report and note that it would form a technical appendix to the Town Deal submission. **61 – Additional Funding – Accelerated Town Fund** Steph Cordon submitted a report informing the Board that the Council had been offered a grant of £750,000 to fund capital projects that could be delivered this financial year. She advised that funding had been allocated according to population size from the 2011 Census, using the Office for National Statistics' categorisation of small, medium and large towns. It had been noted that the Government were particularly encouraging projects that would support Towns in responding to immediate challenges, including:- • Improvement to, or new parks and green spaces and sustainable transport links; • Improvements to Town Centres including repurposing empty commercial properties; and • Demolition or site remediation where that would have an immediate benefit. She provided details of the suggested focus for use of the accelerated Towns Fund as follows:- • Acquisition of key sites that would support the regeneration of the Waterfront and enhance the gateway access to Marina Village (£130,000); • Revitalise and repurpose key spaces in the Town Centre through a programme of acquisition, demolition and site clearance. Plus, investment in outdoor infrastructure such as pop up stalls, event infrastructure to encourage footfall in Town Centres and support Covid-19 recovery (£570,000); and • Tackle health inequalities and enhance Barrow's outdoor activity offer through investment into new outdoor exercise facilities (£50,000). Steph advised that projects needed to fit within the Towns Fund Intervention Framework guidance and meet immediate challenges. Full details of how the proposals fit within the Town Fund Intervention Framework and how that would enable the projects within the Town Investment Plan to build on them had been included in a table appended to her report.	

ITEM	ACTION
Next Steps It had been noted that the next step would be for the Council to confirm to Government that it wished to accept the grant. This needed to include confirmation from the Council's Section 151 Officer that the spending would achieve good value for money and that the projects could be delivered this financial year. This process had to be completed by 14th August, 2020. Government would then review Barrow's proposals to ensure that they satisfied the requirements before releasing the funding. Barrow's ambitious approach to submitting the Town Investment Plan on 31st July, 2020 confirmed how the Council were building on the initial investment in advance of submission of the Accelerated Towns Fund amount to Government. Paul Hodgson advised that the Barrow BID Manager had been through the proposals which would be transformational for the Town Centre and tied in with the Future High Street Fund proposals. Simon Fell asked what sites had been identified within the Town Centre. Sam Plum advised that this information was commercially sensitive; not to be discussed within this meeting but more information would be provided in due course. RESOLVED:- (i) To note the additional grant funding that had been offered to Barrow; (ii) To support the proposed use of the grant in line with the strategic objectives of Barrow Town Deal; and (iii) To agree to the inclusion of the broad approach to this within the Town Investment Plan. **62 – Future High Street Fund** Helen Houston provided the Board with an update on the Future High Street Fund proposals including details of the key components proposed for each project as follows:- • **Barrow Market Hall** – Including enhanced and welcoming entrances, improvements to the appearance of the outside of the building including cladding, improved natural lighting, improved stall layout, creation of a Food Hall, quality toilet/changing facilities and prayer room, as well as event space, a children's soft play area and a cycle hub;	

ITEM	ACTION
• **Town Hall** – Including re-opening of a manned public reception desk, tourist information point, exhibition spaces (temporary and permanent) on the ground floor. Introduction of public sector services hub (including Police), opening of the Queen's Hall for events such as weddings, graduations and civic events as well as conferencing facilities. Relocation of the Registrar's service from the Nan Tait Centre into the Town Hall to complement the proposed wedding venue; • **Land to the south of the Town Hall** – Improvements to the existing space, to complement the events offer at the Town Hall, including gardens and outdoor event space for weddings and other events as well as public art and a play space. Car parking space to become multi-use for large outdoor events including a pavilion and stage; and • **Surrounding streets and bus improvements** – Improved connectivity of the Dalton Road retail core, Market Hall and Barrow Town Hall, linked with other FHSF projects including an improved network of bus services and walkable routes which would enable other FHSF projects to thrive. Creation of high quality bus stop between the Town Hall and the Market Hall, as well as improved short-term (20 mins) parking to access the Market Hall. Helen added that all seven elements of the Town Deal bid firmly aligned with the Future High Street Fund proposals. A collaborative approach had been undertaken to ensure that the principles of complementarity and added value had been embedded within the submission. The total ask for the Future High Street fund proposal was £21.7M made up of:- • £6.5M Accessibility and Public Realm; • £12.1M Market Hall • £3.1M Town Hall The proposals were due to be signed off by the Council's Executive Committee on 27th July, ahead of formal Council approval on 28th July with a deadline for submission being 31st July, 2020. The Chair thanked Helen for a comprehensive and clear overview of the project proposals which provided significant opportunities for the Town.	

ITEM	ACTION
RESOLVED:- To note the information. **63 – Future Meetings** The Chair advised the Board that following submission, we would be moving into a different phase. Michael Barry advised that in broad terms, following submission on 31st July, a due diligence process would be entered and he suggested that it would be appropriate to meet again towards the end of September. He added that it may be necessary to convene a meeting of the Board should any challenges be presented for example, re-prioritisation of projects or scaling back of projects if required. The Chair offered the support of the Board if required. Andrew Wren asked Michael if he was receiving support from the Communications and Engagement Group. Michael confirmed he had continued to receive support from them, as well as from the Planned Development Group. RESOLVED:- To note the information. **64 – Any Other Business** <u>Thanks</u> Sam Plum and the Chair wished to place on record their thanks and appreciation for all of the support received from Board Members and their organisations thus far. The meeting closed at 2.58pm.	

BRILLIANT BARROW BOARD	Agenda Item 6
Date of Meeting: 13th November, 2020	
Reporting Officer: Place and Enterprise Manager – Cumbria CC	

Title: Town Deal – Heads of Terms

Summary and Conclusions:

The Barrow-in-Furness Town Investment Plan was submitted to MHCLG on 31st July 2020. This is intended to provide a confident vision for the future of Barrow and the role of partners, the community and government investment in achieving this. Following submission of the plan an offer of £25m was made to enable the delivery of the plan.

The offer to Barrow is at the indicative ceiling and the allocation to the town represented the highest per capita sum of any of the first seven towns to receive an offer. However it should be noted that this is below the £29.4m sought within the submission.

The offer does come with a number of conditions and timescales and is clear around the need for the development of the business cases and assurance to be locally led.

The level of offer to Barrow is significant and has the potential to deliver transformational change and it is for this reason it is recommended that the Board support the deal.

Recommendations:

It is recommended that the Brilliant Barrow Board:

1. Agree to Heads of Terms for the Barrow-in-Furness Town Investment Plan; and
2. Agree for the continuation of dialogue with MHCLG around how resource support can be most effectively provided

Report

The Town Investment Plan

On July 30th 2020 the Barrow-in-Furness Town Investment Plan was submitted to MHCLG, part of the first wave of submissions. This is within a process whereby Town Investment Plans would be used to secure Town Deal

offers before locally assured businesses cases are utilised to draw down investment.

Guided by a clear vision and underpinned by clear evidence and a programme of business cases the Barrow-in-Furness Town Investment plan set out an ambitious £29.4m programme of investment.

Project	**Funding Requested**
Barrow Learning Quarter – Creation of new university campus and skills hub for Barrow	£13.4m
Community Wellbeing Hubs - Establishment of a network of community resilience hubs and a new outdoor skills and recreation facility on Walney.	£4.5m
Local Cycling and Walking Infrastructure - A transformative programme of walking and cycling infrastructure improvements within Barrow.	£4.5m
Housing Renewal Programme - A new housing market renewal programme focused on key areas of need.	£4m
Business & Enterprise Support - Developing a supportive business environment for Barrow to boost Barrow's enterprise overall,	£1m
Place Development – Culture and Tourism - A programme of activity to promote the town together with a programme of events and activities	£1m
Marina Village - The site would deliver high-quality housing alongside leisure, retail and cultural development.	£1m

Supporting these projects and in acting as accountable body, Barrow Borough Council must be able to manage an effective process and within the deal an additional £500,000 was sought to support this accountable body role.

Heads of Terms offer for Barrow

On the 27th of October 2020 it was confirmed that Barrow-in-Furness was to be offered £25m for the delivery of the investment programme (see **Appendix A**). The offer to Barrow is at the indicative £25m threshold and the allocation to the town represented the highest per capita sum of any of the first seven towns to receive an offer. However it should be noted that this is below the £29.4m sought within the submission.

Within the offer MHCLG outline key next steps for the development of the deal. It advises that following agreement of heads of terms there would be two-month period in which to provide the following information:

- Details of the projects being taken forward (including for each project the capital/revenue split and the financial profile);

- Overall capital/revenue split and financial profile for the Town Deal;
- The actions taken to address the conditions for selected projects (relating to Marina Village deliverability and the alignment of Place Development with Towns Fund intervention framework); and
- The outcome of actions taken to address TIP improvements i.e. a completed private sector engagement plan.

The Heads of Terms highlight that within 12 months of signing it will be necessary to complete business case development and appraisal submitting a Town Deal Summary Document including:

- A list of agreed projects (including BCRs);
- Details of business case assurance;
- An update on actions taken in relation to the Heads of Terms key conditions;
- A Delivery Plan (including details of the team, working arrangements and agreements with stakeholders);
- A Monitoring and Evaluation Plan;
- Confirmation of funding arrangements and financial profiles for each project;
- Confirmation of approval of planning applications;
- Undertaking Public Sector Equalities Duty analysis; and
- Letters of approval from the Town Deal Board and Lead Council.

The offer in response to the Town Investment Plan is significant, and although below the £29.4m sought; £25m would deliver significant change for the town.

In accepting the offer a number of challenges will need to be brought to the fore. Firstly, early consideration will need to be given to how an additional £4.4m of savings can be found from within the programme and options for this are discussed within a subsequent paper.

The second challenge surrounds funding to support programme management and continued engagement including the #BrilliantBarrow platform; given the onus on local assurance the absence of additional revenue support will create challenges. In this regard a conversation with MHCLG is ongoing and suitable resolution will be essential.

When the Town Investment Plan was submitted in Government in the July cohort it was considered important in securing early investment and benefit for the community. In this respect the approach has succeeded and with the level of funding offered to Barrow, there is now an opportunity to bring forward real change for the Town. And while less than £29.4m, the level of investment is very significant and the Town Investment Plan can be considered to have performed extremely well presenting a strong case for the town.

For these reasons it is recommended that the Brilliant Barrow Board agree the heads of terms while continuing dialogue with MHCLG around how resource support can be most effectively provided.

End.

Appendix A – Heads of Terms offer for Barrow

Ministry of Housing, Communities & Local Government

Ministry of Housing, Communities & Local Government

Fry Building
2 Marsham Street
London
SW1P 4DF

Tel: 0303 444 0000

www.gov.uk/mhclg

Steve Cole,
Chair, Barrow Town Deal Board

Sam Plum,
Chief Executive Barrow Borough Council

27 October 2020

Dear Sam and Steve

Barrow Town Deal

In September 2019, government announced the initial 101 places invited to develop Town Deal proposals as part of the £3.6 billion Towns Fund.

Barrow was included in this initial 101 places and we were pleased to receive Barrow's Town Investment Plan in July. We are grateful for your hard work, and that of your team and Town Deal Board, in developing this set of project proposals to deliver long-term and sustainable economic growth in Barrow.

I am delighted to be offering you a Town Deal for Barrow to a value of £25 million.
The Draft Heads of Terms for this deal are attached to this letter. A list of the projects that we are content to support within this funding envelope is also attached, with conditions as appropriate; it is for Barrow to choose which projects to proceed with.

I understand that you will need to secure the agreement of the Town Deal Board to take up this offer. I would therefore request that you do so and return to us with confirmation within the next three weeks or as soon as you are able, at which point we will issue the final document for your signature. My officials are of course on hand to answer any questions you may have.

This is an exciting opportunity to come together to drive long-term economic and productivity growth in Barrow, particularly as we meet the challenges presented by Covid-19. I look forward to working with you to make Barrow's plans a reality.

Yours sincerely,

THE RT HON ROBERT JENRICK

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Heads of Terms offer for Barrow

Introduction

Barrow is home to a growing economy predominantly based on advanced manufacturing, energy and maritime sectors. Surrounded by heritage sites and conservations areas, the town has rich natural capital it is keen to utilise. Barrow is faced with key challenges, including addressing the prominent skills gap, improving its quality housing infrastructure and diversifying its private sector through local business support. These issues are compounded by a declining population, high health deprivation and place perception issues.

Government will work with Barrow Borough Council and its Town Deal Board to support the delivery of a Town Deal, with the ultimate goal of ensuring all Barrow residents have a share in the town's success.

The commitment

This document lays out the Heads of Terms offer to Barrow, under the Towns Fund. This is not a contractually binding document and the offer is subject to various conditions being met. The Heads of Terms will act as a Memorandum of Understanding for the future development and delivery of your Town Investment plan and project proposals, and sets out our joint expectations as we enter the business case development phase.

Government will provide up to **a total of £25 million from the Towns Fund**, which will be used to fund Barrow's "Brilliant Barrow" vision for long-term and sustainable economic growth. This vision is underpinned by three cross-cutting pillars for the town; inclusive economy, clean growth and healthy places. These pillars feed into the broader Thematic Intervention Areas for long term investment, which include Nurturing People & Skills, Thriving Places, a Supportive Business Environment, Clean Growth Potential and Critical Infrastructure, which will all help address the key issues identified within the Town Investment Plan. Barrow has proposed a range of projects that will contribute towards achieving this vision. These include:

- The creation of Barrow Learning Quarter, which will comprise of both a University campus and a Skills Hub.
- The creation of Community Wellbeing Hubs & Earnse Bay Outdoor Centre that will serve as spaces to be used by local people to develop skills, access services and come together to build communities.
- The introduction of a Business & Enterprise Support project that will enable a comprehensive and supportive business environment to develop in Barrow.
- The development of a Housing Renewal Programme that will renovate a number of identified private and commercial properties.
- The remediation of a large brownfield site to create the foundations of a Marina Village.
- The introduction of a Brilliant Barrow Place Development scheme that will enhance the perception and cultural offer of Barrow alongside the ongoing economic developments.
- A new Local Cycling and Walking Infrastructure to promote clean growth and reduce congestion.

Barrow will need to prioritise these projects within the funding envelope being offered. Funding for individual projects will be subject to successfully completing Phase 2 of the Towns Fund process as set out in the Towns Fund Further Guidance. This includes detailed project development and business case assurance at local level.

Process, governance and assurance

Projects are locally led and owned, with the Town Deal Board and Barrow Borough Council. Local partners will work with government to demonstrate the feasibility, viability and value for money of their projects by developing and submitting the Town Deal Summary Document, including (as per the Further Guidance):

- A list of agreed projects (including BCRs)
- Details of business case assurance
- An update on actions taken in relation to the Heads of Terms key conditions
- A Delivery Plan (including details of the team, working arrangements and agreements with stakeholders)
- A Monitoring and Evaluation Plan
- Confirmation of funding arrangements and financial profiles for each project
- Confirmation of approval of planning applications
- Undertaking Public Sector Equalities Duty analysis
- Letters of approval from the Town Deal Board and Lead Council

Barrow should conduct project assurance in line with agreed routes for each individual project and should also provide a private sector engagement plan.

Barrow should confirm in writing with their local Towns Fund lead within two months of the deal being signed details of projects being taken forward and a plan for addressing key conditions relating to those projects and the overall Town Investment Plan.

You must complete business cases for the projects being taken forward and submit the Summary Document within 12 months of the deal being agreed. MHCLG will then provide funding up to the maximum agreed amount of **£25 million,** provided that all of the conditions are met.

Signed:

_____
Chair of the Town Deal Board

_____
Chief Executive of lead Council

_____
MHCLG Secretary of State / Minister

Date:

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ANNEX B: PROJECTS WITHIN SCOPE OF THE TOWN DEAL

Our Town Deal offer is a maximum of **£25 million** of MHCLG funding in total.

Within this maximum amount you may take forward all of the projects in your TIP for detailed development in phase 2.

This funding will be subject to successfully completing Phase 2 of the Towns Fund process as set out in the Towns Fund Further Guidance, including detailed project development and business case assurance at local level. It is also dependent on final spending profiles, including the RDEL/CDEL split being provided, and the further project-specific conditions set out below being met.

Project	Maximum funding offer	Match	Expected outputs and outcomes	Conditions	Fast track (Y/N)
Barrow Learning Quarter Development of a new site which will comprise of both a University campus and a Skills Hub.	£13.4m	£10m	Outputs: • Increase in capacity and accessibility to new skills facility (University Hub), • increase in capacity and accessibility to new skills facility (Skills academy), • increased and closer collaboration with key employers, • increase in the breadth of the local skills offer that responds to local needs. Outcomes: • 23,100 new learners assisted, • £59.7 million net additional GVA.	N/A	N
Community Wellbeing Hubs & Earnse Bay Outdoor Centre This project seeks to develop a network of three locally based community hubs, where local people are	£4.5m	£330k	Outputs: • 3 new community centres • 1 new sports facility. Outcomes: • £10.7 million social return on investment, • 51,600 residents/visitors	N/A	N

supported to develop skills, access services and come together to build thriving communities			with better place perceptions.		
Business & Enterprise Support A project designed to operate with and enhance the wider network and availability of business and enterprise support.	£1m	£50k	Outputs: • 4 schemes to support enterprise and business productivity. Outcomes: • 160 individuals supported to start own businesses • 130 SMEs supported • £3.1 million net additional GVA.	N/A	N
Housing Renewal Programme A programme that will renovate a number of identified private and commercial properties.	£4m	£400k	Outputs: • 220 homes improved, • 39 commercial properties improved, • 3500 sq m of new space delivered. Outcomes: • 51,600 residents/visitors with better place perceptions • £7.3 million social return on investment • 45 tonnes of CO2 savings per annum.	N/A	N
Marina Village The remediation of a large brownfield site for private sector investment.	£1m	£12.3m	Outputs: • 26 hectares of remediated land • 550 quality new homes • 3.3 hectares quality commercial space • 6.3 hectares public space-nature conservation land. Outcomes: • 51,600 residents/visitors	Assurances on deliverability and further information on private sector investment once remediation is complete.	N

			with better place perceptions • £19.9 million land value.		
Brilliant Barrow Place Development A scheme that will enhance the perception and cultural offer of Barrow alongside the ongoing economic developments.	£1m	£50k	Outputs: • New, upgraded or protected community centres, sports or athletics facilities, museums, arts venues, theatres, libraries, film facilities, prominent landmarks or historical buildings, parks or gardens. Outcomes: • 50,000 new visitors to arts, cultural and heritage sites across Barrow • 51,600 residents/visitors with better place perceptions • £2.4 million social return on investment.	Conversation required on alignment with the Towns Fund Intervention Framework	N
Local Cycling and Walking Infrastructure The proposed Local Cycling and Walking Infrastructure will look to link opportunity sites with the town through new cohesive, coherent, and connected infrastructure designed to the latest standards, encouraging greater uptake in cycling and helping to address the high levels of	£4.5m	N/A	Outputs: • 11.5km in new cycle paths. Outcomes: • 5,000 trips by purpose and main mode • £27.3 million in WEBTAG benefits.	N/A	N

deprivation and poor mental and physical health.					

General conditions

There are also the following requirements for the process and governance:

- **TIP improvements**: Barrow should conduct project assurance in line with agreed routes for each individual project, and should provide a plan for continued and varied private sector engagement.
- **Assurance**: The business cases for projects will be taken through Barrow Borough Council, following a Green Book compliant assurance process. You should liaise with your Towns Hub named contact to discuss the Brilliant Barrow Place Development project and its alignment with the intervention framework
- **PSED**: Crawley will undertake a Public Sector Equalities Duty analysis, any required Environmental Impact Analyses, securing required planning permissions, etc.

Within two months of the deal being signed you should provide the following information to your local Towns Fund lead:

- Details of the projects being taken forward (including for each project the capital/revenue split and the financial profile)
- Overall capital/revenue split and financial profile for the Town Deal
- The actions taken to address the conditions for selected projects
- The outcome of actions taken to address TIP improvements i.e. a completed private sector engagement plan

You must complete business cases for the projects you are taking forward and submit the Town Deal Summary Document within 12 months of accepting this offer. We expect the Lead Council to complete business cases following its usual assurance processes and in partnership with the Town Deal Board (guidance on business cases will be provided in due course).

If you wish to alter the projects being developed, change them for other projects, or otherwise depart from the conditions placed on the projects above, you will inform the Towns Hub as soon as possible setting out clear justifications and evidence. A form for requesting such changes will be made available, along with transparent criteria determining whether these requests will be granted.

BRILLIANT BARROW BOARD	Agenda Item 7
Date of Meeting: 13th November, 2020	
Reporting Officer: Place and Enterprise Manager – Cumbria CC	

Title: Allocation of Funding – Next Steps

Summary and Conclusions:

The Town Investment Plan for Barrow included projects valued at 29.4m. This submission was positively received with the heads of terms from MHCLG offering £25m to the town; giving the Board two months to confirm how it is proposing to allocate this allocation.

To secure the £4.4m saving a number of broad options have been identified and which will need to be considered working with project leads before bringing a recommendation to a January meeting of the Board.

Three broad options to achieve this have been identified:-

1. Share Reduction – reducing allocations by 15% across the board;
2. Scope Reduction – focusing reductions on specific projects; and
3. Scope and Share Reduction – a combination of the above approach.

It is proposed that these options would be explored with the project leads before delivering a further recommendation to the January meeting of the Brilliant Barrow Board.

Recommendations:

It is recommended that the Brilliant Barrow Board:

1. Note and feedback the options to achieve a £4.4m saving across the Town Investment Plan programme.

Report

The Town Investment Plan for Barrow included projects valued at 29.4m. This submission was positively received with the heads of terms from MHCLG offering £25m to the town; giving the Board two months to confirm how it is proposing to allocate this allocation.

To secure the £4.4m saving a number of broad options have been identified and which will need to be considered working with project leads before bringing a recommendation to a January meeting of the Board.

In total three broad options have been identified:

1. **Consistent Share Reduction**

   Under this option projects would each receive a 15% reduction in funding to be provided, this would require some descoping or bringing forward match funding from other sources. While providing a simplistic solution this approach may lead to deliverability challenges for some projects, in particular those that have already seen descoping.

2. **Scope Reduction**

   Under this approach consideration would be given to opportunities to reduce the funding to specific projects based on their ability to be effectively scaled back or availability of alternative funding with an initial focus on the do minimum options presented within business cases. While being more focused it would be expected to have a disproportionate impact on some projects.

3. **Scope and Share Reduction**

   Under this option a hybrid approach would be taken, seeing some project receiving a larger reduction with any residual overspend spread across the remaining projects. This option would be considered most flexible but would equally bring forward some of the respective disbenefits of options 1 and 2.

An indicative example of how these scenarios may operate is provided in **Appendix A**. It is proposed to work with each project leads and further interrogate business cases in order to understand the implication of these options with a recommendation to be presented to the January meeting of the Brilliant Barrow Board.

With respect to option 2 and 3 it is worth noting that at the June meeting of the Board an increase in cost of the Learning Quarter from £10.4m to £13.4m was discussed. Given the impact of this on the funding profile and the risk that it would not be possible secure funding above £25m the project lead was asked to *"explore how they could achieve further efficiencies or alternative funding, should the top up not be achieved"* and this scenario is considered within **Appendix A**.

End.

Appendix A – Indicative Project Allocation Options

Barrow Town Investment Plan - Indicative Project Allocation Options

Project Details						Indicative Project Allocation Options (to £25m Allocation)					
Based on Full £29.4m 'ask' in Town Investment Plan						**Option 1** Share reduction (-15%) on pro-rata basis across all projects		**Option 2** Initial starting point - 'Revert to 'Do Minimum' Option shown in each project Business Case (SOBC). *Note - in some business cases, alternative options relate to delivery approaches rather than funding.*		**Option 3** 1. Reduce Learning Quarter to SOBC Alternative Option 2. Share remaining reduction equally across remaining projects	
TIP Theme	Project Title	Lead Body	Identified Cost (£m)	TIP Funding Request (£m)	Other Funding (£m)	Reduced TIP Allocation (£m)	Reduction (£m)	Reduced TIP Allocation (£m)	Reduction (£m)	Reduced TIP Allocation (£m)	Reduction (£m)
SKILLS & ENTERPRISE	Barrow Learning Quarter	University of Cumbria (in collaboration with Furness College)	23.4	13.4	10.0	11.39	-2.01	10.4	-3.0	10.4	-3.0
	Community Wellbeing Hubs & Earnse Bay Outdoor Centre	Cumbria County Council (in collaboration with Barrow Borough Council)	4.83	4.5	0.33	3.83	-0.67	4.5	0.0	4.11	-0.39
	Business & Enterprise Support	Barrow Borough Council (in collaboration with Cumbria LEP)	1.05	1.0	0.05	0.85	-0.15	1.0	0.0	0.91	-0.09
URBAN REGENERATION & LAND USE	Housing Renewal Programme	Barrow Borough Council	4.4	4.0	0.4	3.40	-0.60	3.0	-1.0	3.65	-0.35
	Place Development – Culture and Tourism	Barrow Borough Council	1.05	1.0	0.05	0.85	-0.15	0.78	-0.22	0.91	-0.09
	Marina Village	Barrow Borough Council	12.3	1.0	11.3	0.85	-0.15	1.0	0.0	0.91	-0.09
CONNECTIVITY	Local Cycling and Walking Infrastructure	Cumbria County Council	4.5	4.5	0.0	3.83	-0.67	4.5	0.0	4.11	-0.39

TIP Theme	TIP Funding Request (£m)	Reduced TIP Allocation (£m)	Reduction (£m)	Reduced TIP Allocation (£m)	Reduction (£m)	Reduced TIP Allocation (£m)	Reduction (£m)
Skills & Enterprise	18.9	16.1	-2.8	15.9	-3.0	15.4	-3.5
Urban Regen & Land Use	6.0	5.1	-0.9	4.8	-1.2	5.5	-0.5
Connectivity	4.5	3.8	-0.7	4.5	0.0	4.1	-0.4
TOTAL	**29.4**	**25.0**	**-4.4**	**25.2**	**-4.2**	**25.0**	**-4.4**

BRILLIANT BARROW BOARD	Agenda Item 8
Date of Meeting: 13th November, 2020	
Reporting Officer: Place and Enterprise Manager – Cumbria CC	

Title: Scheme Development and Programming

Summary and Conclusions:

To secure delivery funding for the projects identified as part of the Town Deal, there will be a requirement for the preparation of Business Cases in line with the Treasury 5 Case Model.

It is proposed that the development of the seven business cases would be centrally procured as a package. Sitting beneath these, there would nonetheless be a requirement for scheme development activity to be undertaken and it is proposed that this would be procured by the scheme lead.

Work is now ongoing to understand scheme development costs and ensure effective resources are in place to support the progression of scheme development and business cases.

Recommendations:

It is recommended that the Brilliant Barrow Board:

1. Note and feedback on the approach to scheme and business case development; and
2. Agree to commence the procurement of consultant support for the development of business cases

Report

To secure delivery funding for the projects identified as part of the Town Deal, there will be a requirement for the preparation of Business Cases in line with the Treasury 5 Case Model.

To support the delivery of the cases within the 12 month period, it is proposed that the development of the seven business cases be centrally procured as a package. This should ensure consistency of approach and assist the accountable body in undertaking appraisal activity.

Sitting beneath these, there would nonetheless be a requirement for scheme development activity to be undertaken, for example around the development

of buildings or design of junctions. For this work it is proposed that individual project leads would procure the technical support required, with the outputs of this being fed into business cases undergoing development. It should be noted that consistent with other deals it is anticipated that development spend after Heads of Terms should be eligible for Town Deal but spent ‘at risk’ until Investment Decision.

Work is now ongoing to quantify the costs of scheme and business case development and to understand what resources are already in place.

A funding gap is anticipated and in response and alongside the exploration of other options including dialogue with MHCLG and the potential for the submission of an application to the LEP Capital Development fund. This fund being used for the development schemes to be repaid when at the point of scheme delivery.

As with the Town Investment Plan, pace and programming will be critical. Given this, it is proposed to commence the procurement of consultant support for the development of the business case programme.

It is anticipated that that development of the consultant brief will be supported by the project leads and coordinated through the Plan Delivery Group as set out within the Town Investment Plan.

End.

BRILLIANT BARROW BOARD	Agenda Item 10
Date of Meeting: 13th November, 2020	
Reporting Officer: Chief Executive – Barrow Borough Council	

Title: Brilliant Barrow Board – Communications and Engagement Plan

Summary and Conclusions:

This paper provides the Board with an outline of how the Communications and Engagement Group will plan and deliver engagement activities for the wider Town Deal submission and the individual projects.

Recommendations:

To note the report and receive updates at future meetings.

Report

1 Background

Following submission of the Town Investment Plan, the Town Deal Communications and Engagement group continue to meet on a regular basis to manage and deliver community consultation to inform and support the development of the holistic Town Deal project and the individual project components.

As the Coronavirus national crisis continues the group will continue to deliver engagement through predominantly digital- platforms until the time face-to-face engagement is possible.

2 Progress and engagement to date:

Details of the engagement activity delivered prior to submission is contained in the Barrow Town Investment Plan - Stakeholder Engagement Report - July 2020, which formed a part of the submission to Government.

Since submission, activity has continued with the #BrilliantBarrow social media accounts continuing to post engaging and positive messages.

Engagement and activity post-submission:

1. University Campus:
   - Brilliant Barrow media release shared on both websites with new top line to reflect organisation involvement; https://www.furness.ac.uk/college-backed-brilliant-barrow-project-wins-25million-funding/ https://www.cumbria.ac.uk/about/news/articles/articles/university-backed-brilliant-barrow-project-wins-25m-funding-.html
   - Brilliant Facebook gif posts shared on Furness College/Barrow Sixth Form College/UoC pages;
   - Twitter posts tagging @CumbriaUni shared on both Furness College and Barrow Sixth Form College;
   - Instagram post on Furness College site;
   - Linkedin post on Furness College/Barrow Sixth Form pages; and
   - Internal comms - staff and board across both organisations.

2. Community Hubs:
   - Each community resilience community health and wellbeing hub is at a different progression stage. As part of service delivery within Bram Longstaffe the project group agreed that communication and engagement be undertaken to look at service provision;
   - Communication and engagement has therefore been ongoing since the first round of Town Deal and this approach can be replicated across the 3 other community wellbeing hubs;
   - The aim in terms of developing hub service delivery is ensuring that the services/support that partners provide in Bram Longstaffe meets community need. There also needs to be a managed programme of consultation with the community in order not to raise expectations of provision within the hubs that partners are unable to then deliver;
   - There are three themed key stakeholder groups set up involving partners that had either fed back as part of the first Town Deal consultation or had expressed an interest in delivering outreach services within the hubs;
   - The themed stakeholder groups formed are Skills, Employment & Finance (DWP, CAB, Probation, CCC Community, Learning & Skills, Age UK, Cumbria CVS Building Better Opportunities). Health & Wellbeing (Lead GPs, Integrated Care Communities, Morecambe Bay CCG, Barra Culture tbc). Children & Families (organisations tbc);
   - The formation of the themed stakeholder groups allows firstly more manageable engagement with the stakeholders and secondly consultation on the questions they feel are relevant for the community to be consulted in the next round of consultation and engagement on Barrow Island.
   - The information received from the community would then allow the partners to shape in parallel with the community service delivery in Bram Longstaffe;
   - To date there have been two stakeholder groups engagement with Skills, Employment & Finance and Health & Wellbeing. Once the final stakeholder engagement group (Children & Families) has been

engaged the questions can then be developed into a questionnaire/survey. This will then be sent to all the stakeholder groups for consideration.;

- It is acknowledged that themes do interlink eg finance affects health & wellbeing and children & families. One key question to be included is 'How has COVID impacted the individual/family'. This intelligence can be used to feed into Barrow Local Resilience Forum to understand community concerns and is also useful for future funding opportunities;
- As part of the communication and engagement process the survey would also be undertaken by stakeholders in Bram such as the Nursery provision, CCC Community Learning & Skills, CCC Health & Wellbeing Coaches with their service users. There was also a planned event in Bram in partnership with the ICC to engage residents in a safe and socially distanced coffee morning;
- In the interim the Morecambe Bay CCG Harri Bus was due to be in Barrow on 12th November and questions had been developed around health & wellbeing as an opportunity to gather intelligence;
- Due to national lockdown opportunities to engage as originally planned are now on hold or limited;
- In addition to the above, engagement has been undertaken with organisations through the Bram Longstaffe Project Group and as part of COVID response work eg proposal for a Wellfed Club being delivered by The Well. Opportunities to utilise outdoor space at Bram for gardening/green space projects. Utilisation of Bram to engage Egerton Court tenants where there is a proposal to undertake outreach work in partnership with CCC Health & Wellbeing Coaches and The Well; and
- Communication and Engagement will continue with stakeholders and organisations so that the survey/questionnaires are finalised in readiness for the next round of consultation and engagement.

3. Earnse Bay Hub:
    - During the school summer holidays Barrow AFC Community Trust and Victoria Academy delivered free of charge childcare to primary school aged children from vulnerable families across the town. The Comms and Engagement Group were asked to deliver a presentation on the Earnse Bay hub and its proposed outdoor education provision. The session was used to ask the young people what they would like to see as part of the hub in respect of physical activities, nature and wildlife; camping/glamping/sleeping outdoors and learning/education. The session was interactive and the young people provided a large number of creative and fun ideas.

4. Marina Village:
    - There has been ongoing engagement with stakeholders in support of the continued project development work including the erection of the perimeter fence and access to the Marina Village site.

5. Cycling and Walking
    - The continued development of a Local Cycling and Walking Infrastructure Plan for the town has seen a number of stakeholder workshops. These focused on clarifying the strategy for the plan and establishing key corridors to support implementation.

#BrilliantBarrow Social Media statistics:

Table 1, below, provides engagement statistics for the #BrilliantBarrow social media channels:

TWITTER	**Total**	**Since Submission**
Followers	380	96
Impressions	204,579	58,979
Engagements	9942	2375
Mentions	399	144
Profile Visits	3887	1059
Retweets	786	158
Link Clicks/Web Traffic	1282	26
Likes	1586	607
FACEBOOK		
Page Likes	1095	60
Post Reach	141,374	37,189
Engagement	13,506	2886

Table 1 - Engagement statistics for the #BrilliantBarrow social media channels

3 Planning the next phase:

The Communications and Engagement Group will produce a post-submission engagement strategy, including private sector engagement plan, which will be presented to the next Board Meeting. Broadly, the plan will build on the

successes that were achieved pre-submission and take the following direction:

1. Each comms lead will liaise with the relevant project manager to:

    a. Review engagement to date;

    b. Identify key issues and trends from feedback;

    c. List key subjects to engage on;

    d. Identify target groups and methodology to deliver c. (above);

    e. Identify key engagement strands that run through their individual project and are also relevant to other projects and the wider aims of the Barrow Town Investment Plan; and

    f. Have regular contact to shape future engagement opportunities and activities;

2. The Group will work together to identify the key messages and engagement requirements for the holistic bid. Whilst this strand should be considered "stand alone" from the individual project plans, there will be a requirement to ensure that the plans run concurrently and are mutually beneficial;

3. Identify common questions that will be used in all engagement activity, reviewing them regularly to ensure relevance;

4. Identify where the gaps in engagement are, ensuring that vulnerable and hard to reach groups (such as those covered by the Equality Act 2010) are given full opportunity to participate and shape the projects;

5. Help develop and further establish the Futures Board's role in engagement to ensure that young people are at the very centre of engagement activity and that their voices are strong in the development of all projects;

6. A monthly engagement summary will be produced and shared with project leads, and summarised for each Board meeting; and

7. In line with the conditions associated with the town deal heads of terms; a private sector engagement plan will be developed.

End.