Barrow-in-Furness Town Deal Board

Drawing Room, Town Hall,
Barrow-in-Furness
Friday 28 February 2020, 10.00pm – 12.00pm*

Item	Agenda Item	Time	P/R/V**
1	Introductions and Opening comments from the Chair	10:00	V
2	Apologies for absence	10:05	V
3	Declarations of interest	10:07	V
4	Matters arising not covered elsewhere in the agenda	10:10	V
5	Minutes of Last Meeting	10:15	R
6	ToR and Code of Conduct	10:20	R
7	Town Deal Vision and Objectives	10:25	R
8	Communications Plan	10:45	R
9	Procurement of Economist Support	11:05	V
10	Creation of Futures Board	11:10	P
11	Future High Streets Fund Update	11:30	P
12	Town Investment Plan Programme	11:50	R
13	AOB	11:55	V

Future Meetings

Friday 17th April 10am	Friday 15th May 10am
Friday 26th June 10am	Friday 31 July 10am

*Light Lunch to follow meeting
** Presentation / Report / Ver

BARROW-IN-FURNESS TOWN DEAL BOARD

Meeting: Thursday, 23rd January, 2020
at 1.00 p.m. (Banqueting Hall)

PRESENT:

Cllr Ann Thomson (Barrow BC), Sam Plum (Barrow BC), Michael Barry (Barrow BC), Cllr Anne Burns (Cumbria CC), Alison Hatcher (Cumbria CC), Suzanne Caldwell (Cumbria Chamber of Commerce), Chris Clouter (ABP Port of Barrow), Simon Fell (MP), Janet Garner (BAE Systems), Ali Greenhalgh (Cumbria CVS), Jo Lappin (Cumbria LEP), Rebecca Rawlings (Barra Culture), Julie Routledge (DWP – Partnership Manager), Andrew Wren (Furness College). Julie Mennell (University of Cumbria)

ITEM

1 – Apologies

Apologies for absence had been received from Steve Cole (BAE Systems), Sami Falou (BEIS), Paul Hodgson (Barrow BID) and Geoff Jolliffe (Morecambe Bay CCG).

2 – Introductions

Everyone present introduced themselves to the first meeting of the Barrow-in-Furness Town Deal Board.

3 – Purpose of the Board

Sam Plum reported that on 6th September 2019 the Government had announced that Barrow-in-Furness had been identified as one of 100 places which would be invited to develop proposals for a Town Deal. Barrow was one of five places in Cumbria that would be able to bid for up to £25m of public investment funding as part of a £3.6bn national fund.

It had been noted that the guidance for the funding set out a process for the preparation of a deal including the stipulation that by January 2020, Barrow Borough Council, as the Accountable Body/Lead Authority, must host the initial meeting of a Town Deal Board which would include a number of prescribed attendees from across the Public and Private Sector.

The initial role of the board would be to oversee the development of the Barrow Town Investment Plan for agreement and submission to MHCLG by Barrow Borough Council during Summer 2020.

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Recognising the immediate pressure developing a deal created, it had been proposed that the initial board membership would remain in situ until the submission of the Town Investment Plan, after which a review of membership could be undertaken.

RESOLVED:- To note the information.

4 – Terms of Reference, Code of Conduct and Selection of Chair

A draft copy of the Terms of Reference for the Board had been appended to the report, along with a copy of the Code of Conduct and Conflict of Interest Policy. Sam Plum invited comments on the draft Terms of Reference which would be formally approved at the next meeting of the Board. The Board had been requested to agree the proposed Code of Conduct and Conflict of Interest Policy.

Andrew Wren advised the Board that whilst he was a Board Member of Cumbria LEP, he attended this Board as a representative from Furness College.

It had been noted that there was a requirement for the Board to operate in a transparent manner and in recognising that, it had been proposed to provide a webpage on the Barrow Borough Council website wherein key information surrounding the Town Deal and associated Governance would be hosted.

Sam Plum advised that Government advice had been that the Chair should be drawn from the Private Sector membership. To that end, she nominated Steve Cole of BAE Systems and added that in his absence he was aware of the nomination. This had been duly seconded by Councillor Anne Buns. Sam further moved that Councillor Ann Thomson be nominated as Deputy Chair which would provide a good Private/Public Sector balance, this had been duly seconded by Councillor Anne Burns and it was,

RESOLVED:-
(i) To appoint Steve Cole as Chair of the Barrow-in-Furness Town Deal Board.

(ii) To appoint Councillor Ann Thomson as Deputy Chair of the Barrow-in-Furness Town Deal Board.

(iii) To provide feedback on the proposed Code of Conduct and Conflict of Interest Policy.

(iv) To provide feedback on the proposed terms of reference.

ITEM

COUNCILLOR ANN THOMSON IN THE CHAIR

5 – Developing the Town Investment Plan

Michael Barry advised that the principal role of this Board was to prepare the Town Investment Plan required to articulate a clear vision for Barrow and to define interventions for which Town Deal funding would be sought. He added that the use of the Town Deal

funding was prescribed, limited to the urban area of Barrow-in-Furness and for the following purposes:-

- Urban regeneration, planning and land use;
- Skills and enterprise infrastructure; and
- Connectivity.

The timescales for the preparation of the Deal were challenging, necessitating the early progression of work to ensure essential resources could be put in place and further scoping activity could progress. The suggested approach to the development of the Town Investment Plan had been included in an appendix to the report. Michael provided a presentation to the Board including a SWOT analysis and possible options for projects and programmes to be developed as part of the Town Investment Plan. He advised that these were ideas, not conclusive plans and were intended as a conversation starter.

It had been noted that a Barrow Major Projects Board had been established with the purpose of co-ordinating a scheme of development and delivery to maximise opportunities, remove barriers, align investment and develop effective synergies across the following locations:-

- Town Centre;
- BAE Shipyard;
- Marina Village;
- Waterfront Business Park; and
- Barrow Port.

This had been considered to act as an anchor to the creation of a successful Town Deal.

Michael Barry advised the Board that the Plan needed to be realistic and deliverable and needed to move forward at pace. In support of the development of a Town Deal, the need had been highlighted to establish two groups which would feed back to this group, namely:-

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- A Plan Development Group – to oversee drafting and the coordination of activity around the preparation of a plan, including the definition of programmes; and
- A Communications and Engagement Group – to oversee the development and implementation of a communication and engagement plan.

Board Members had been requested to consider how they may be able to support the operation of these groups including the provision of staff resources and to nominate people from their respective organisations accordingly. Janet Garner asked what skills sets would be required. Michael Barry advised that the following skills sets would be required:- project management, policy development, ability to write well and sound understanding of the sector they represent.

In respect of the Communications and Engagement Group, Sam Plum advised that once appointed, the Council's Policy and Engagement Officer would be part of that group, as

well as Alison Meadows of Cumbria County Council. Andrew Wren had suggested that it may be appropriate to include some representatives from the shadow FEDF Board which included a number of young people. Jo Lappin had suggested that it may be appropriate to include members of a LEP group for 18-35 year olds.

In recognising the need for a technical support, it had been proposed to procure a Consultant to support the development of economic assessment, narrative and appraisal.

RESOLVED:- (i) To agree the proposed approach to the delivery of the Town Investment Plan including the formation of the Plan Development Group and the Communications and Engagement Group.

(ii) To agree to the procurement of consultant support with respect to economic assessment, appraisal and scheme development; and

(iii) To agree the proposed initial programme of the Town Investment Plan.

6 – Establishing a Vision for the Barrow-in-Furness Town Deal

Michael Barry provided a presentation including a number of Visions from Partner Organisations including:- Barrow BID, UHMBT, Cumbria County Council Local Committee, Cumbria CVS, Furness College and University of Cumbria.

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He asked the Board's views on what they considered Barrow Town Deal's Vision should be focused upon i.e. community, business, visitors, economy, growth, deprivation. This was discussed at length and the general consensus was that the vision should be short and snappy and place-based. It was considered that further details of the underlying objectives of the Vision could be included as bullets underneath the short, snappy hashtag able Vision.

Sam Plum suggested that setting the Vision could be the first piece of work for the Plan Development and Communications and Engagement Group.

7 – Future High Street Fund Update

Michael Barry provided the group with an update on the Future High Street Fund. He advised that the fund allows Authorities to seek £25m of capital investment to support the future vitality of high streets.

He advised that the fund was oversubscribed, however, Barrow had been shortlisted and were required to produce a business case with extremely tight deadlines. A public engagement exercise had been initiated last week and the consultation period ends in February. The draft submission date to MHCLG was 15th March, 2020.

Michael presented a number of emerging options to the Board including:-

- Improved way finding between the Station and Dalton Road;
- Strengthening the Market;
- Strengthening the Town Hall/Forum/Town Square as a centre of leisure and culture to better connect with the Docks/Waterfronts; and
- Strengthening integration of bus routing.

He invited comments and views from the Board.

Sam Plum commented that the high street was changing and it was a national issue, not just local. The focus was no longer on shopping and the high street needed to provide alternative uses and facilities.

Rebecca Rawlings had suggested the possibility of offering Wi-Fi connectivity in specific areas to draw people there to meet, take lunch breaks etc.

ITEM

Michael thanked the Board for their positive comments and suggestions and requested members to share details of the consultation amongst their contacts.

8 – Future Meetings

Sam Plum commented that whilst the Terms of Reference stated that the Board would meet typically on a two monthly basis, she proposed that the Board should meet on a monthly basis from now until the Summer, on a Friday. Exact dates to be established and circulated.

The meeting closed at 2.17pm.

BARROW-IN-FURNESS TOWN DEAL BOARD	
Date of Meeting: 28th February 2020	
Reporting Officer: Interim Assistant Director Regeneration and Built Environment – Barrow Borough Council	

Title: Town Deal Board Terms of Reference and Code of Conduct

Summary and Conclusions:

At the meeting of the Town Deal Board on January 23rd 2020, the board discussed the draft terms of reference and code of conduct. As part of this invited in final comments were invited ahead of final sign off at the February meeting of the Board. These reports are now appended for agreement.

Recommendations:

It is recommended that the Town Deal Board:

1. Agree the Terms of Reference and Code of Conduct documents
2. Members undertake the completion of Register of Interest Form supplied as part of Appendix B.

Report

At the meeting of the Town Deal Board on January 23rd 2020, the board discussed the draft Terms of Reference and Code of Conduct and Conflict of Interest Policy. Following this final comments were invited on documents ahead of final sign off at the February meeting of the Board.

Through this some minor changes were made to the Terms of Reference were made to ensure attendees were adequately reflected.

Both documents are appended to this report for agreement. Following agreement Members are requested to complete the Register of Interests Form supplied as part of the Code of Conduct and Conflict of Interest Policy.

End.

Appendix A – Terms of Reference
Appendix B – Code of Conduct and Conflict of Interest Policy

TERMS OF REFERENCE FOR BARROW-IN-FURNESS TOWN DEAL BOARD

PURPOSE

The Barrow-in-Furness Town Deal Board will be responsible for developing the vision, strategy and Town Investment Plan for Barrow-in-Furness, in consultation and collaboration with the community of Barrow-in-Furness.

The Town Investment Plan will respond to the challenges and opportunities relevant to Barrow-in-Furness in order to create a sustainable future for Barrow-in-Furness, its communities, businesses and people.

It will operate as an advisory body to Barrow Borough Council, the Lead Council for the Barrow-in-Furness Town Deal.

ROLES AND RESPONSIBILITIES

The Barrow-in-Furness Town Deal Board will:

Strategy

1. Complete an evidence review for Barrow-in-Furness to ensure that the Town Investment Plan is fully evidential.

2. Ensure that a vision is developed, this should be both ambitious and grounded in Barrow-in-Furness, so that it is authentic and of place.

3. Develop the Barrow-in-Furness Town Investment Plan, which outlines the actions that will be necessary to deliver transformative change by increasing economic growth, regenerating neighbourhoods, improving transport and digital (broadband and mobile) connectivity, developing skills and talent and strengthening the cultural offer.

4. Ensure that the Town Investment Plan aligns with Cumbria's Local Industrial Strategy, Cumbria Infrastructure Plan, Cumbria Local Transport Plan, Barrow Borough Local Plan and the commitment to net zero carbon. It should seek to maximise wider value and explore opportunities for community wealth building working with the voluntary and community sectors.

5. Develop a programme of interventions to effectively deliver the Town Investment Plan, which are specific, measurable and fully costed.

6. Support the commissioning of underpinning plans and interventions as the Town Investment Plan is implemented.

7. Develop responses to new and emerging government policy in relation to towns and the associated themes of economic growth, urban regeneration, land use planning, skills and enterprise and transport and digital (broadband and mobile) connectivity.

8. Identify emerging best practice from other Town Deals and ensure that this informs the future activities of the Board.

9. Develop a community engagement strategy that implements the priorities of the MyTown campaign.

10. Ensure complimentary with the Barrow-in-Furness Future High Street Fund areas.

11. Set priorities for and receive updates from the Plan Development and Communication and Engagement groups.

Investment

12. Identify planned public sector investments in Barrow-in-Furness and ensure alignment opportunities are identified and implemented.

13. Identify planned private sector investments in Barrow-in-Furness and ensure alignment opportunities are identified and implemented.

14. Ensure that the investment aspects of the Town Investment Plan are effectively delivered and that contingency arrangements are in place should any wider public or private sector investment not materialise.

15. Identify appropriate investment sources and develop proposals to access these, including emerging UK Shared Prosperity Fund, private sector or the alignment of other public investment.

Delivery and Co-ordination

16. Support Barrow Borough Council to develop investment guidance and appraisal mechanisms, which are compliant with the highest standards of public accountability.

17. Support Barrow Borough Council to develop effective appraisal and programme management arrangements.

18. Support the development of a project pipeline that effectively delivers the Town Investment Plan.

Advocacy

19. Act as ambassadors in championing Barrow-in-Furness as an excellent location to live, work and invest.

20. Develop responses to national consultations, Select Committees, APPGs etc. on issues that are relevant to the Towns Deal initiative and the opportunities and challenges relevant to Barrow-in-Furness.

Community Engagement

21. Implement the community engagement strategy ensuring that all communities have the opportunity to become involved in the Towns Deal.

22. Set priorities and received updates for the Communication and Engagement Group

Risk

23. Develop a risk register that Identifies key relevant delivery risks and the necessary actions to mitigate these.

Standards and Compliance

24. Ensure that the Board and all of its members comply with Barrow Borough Council's policies on whistle-blowing, conflict of interest, complaints and procurement regulations with respect to the activities of the Town Deal Board.

MEMBERSHIP

Appointment

Members of the Barrow-in-Furness Town Deal Board will be appointed for a one year period, following invitation to join the Board by Barrow Borough Council. MPs and representatives from private sector businesses will be invited in a personal capacity; whereas invitees from other bodies will attend in a representational capacity.

Membership

The membership of the Group is as follows:

- Steve Cole (Chair)
- Cllr Ann Thomson representing Barrow Borough Council (Deputy Chair)
- Ali Greenhalgh representing Cumbria CVS
- Andrew Wren representing Furness College
- Cllr Anne Burns representing Cumbria County Council
- Chris Clouter representing ABP
- Geoff Jolliffe representing NHS

- Gill Doyle representing Jobcentre Plus
- Julie Mennell representing University of Cumbria
- Jo Lappin representing Cumbria Local Enterprise Partnership
- Paul Hodgson representing Barrow Business Improvement District
- Rebecca Rawlings representing Barra Culture
- Sam Plum representing Barrow Borough Council
- Simon Fell Member of Parliament for Barrow and Furness
- Suzanne Caldwell representing Cumbria Chamber of Commerce

Members will be expected to represent the views of their organisation/sector, whilst ensuring that any potential conflict of interest is effectively managed, and that the code of conduct and conflict of interest policies are adhered to at all times. During the meetings all members will be expected to operate in the best interests of Barrow-in-Furness, its economy, its businesses and people.

MEETINGS

Frequency

Meetings will typically take place on an two monthly basis. The Chair of the Barrow-in-Furness Town Board will determine whether these need to occur more or less frequently as business determines.

Meeting Papers

The Secretariat function for the meeting will be undertaken by Barrow-in-Furness as Lead Council. Meeting papers will be circulated at least 5 working days in advance of the meeting.

A note of the meeting will be produced by Barrow Borough Council. This will record the key points of discussion, decisions made and actions agreed. The note of the meeting will ordinarily be circulated in 10 working days, following agreement by the Chair. There will then be a 10 day response period for members to raise any issues with accuracy or content.

Written Procedures

Occasionally, it may be necessary to seek the views of the Town Deal Board on an urgent basis, outside of the ordinary meeting cycle. In these circumstances a paper will be issued, which provides a minimum of 5 working days for a response.

Attendance Policy

All members will be expected to attend meetings, other than in exceptional circumstances. Those members acting a representative capacity may be able to nominate a Deputy to attend, subject to the agreement of the Chair. Any member failing to attend for three consecutive meetings will be invited to consider their ongoing membership of the Town Board.

Conduct

All members will be expected to operate in line with the Town Deal Board's Code of Conduct and in a professional, courteous and productive manner and in a way that is consistent with building consensus and fostering productive partnership working. Members who do not adhere to these standards will be invited, by the Chair, to consider their ongoing membership of the Town Deal Board.

Conflict of Interest

Although the Town Deal Board does not have decision making responsibilities, it does have significant responsibility in that it is an advisory body to xxx as Lead Council. It also has access to privileged information about future investment opportunities. It is therefore essential that any member who may have pecuniary or non-pecuniary benefit from any discussions in the Town Deal Board declare these in line with the Declaration of Interest policy.

Delegated Authority

The Town Deal Board will not have any delegated financial authority, as project investment decisions are the responsibility of Barrow Borough Council. The Town Deal Board will however have responsibility for supporting the development of the Investment Plan, projects, work programme etc. and as such will need to adhere to the Declaration of Interest policy.

COLLABORATIVE WORKING

The Towns Deal Board will work collaboratively with all local bodies and organisations and with other Town Deal Boards across Cumbria to ensure that commonality of challenges and opportunities are identified and joint working takes place on shared issues.

ACCOUNTABILITY

The Towns Deal Board is directly accountable to Barrow Borough Council the Lead Council.

CODE OF CONDUCT AND CONFLICT OF INTEREST POLICY

Introduction

This Code is intended as a guide, to indicate the standards of conduct and accountability, which are expected of members of the Barrow-in-Furness Town Deal Board to assist them in carrying out their role.

This Code is not intended to be a definitive or authoritative statement of the law or good practice.

All Towns Deal Board members have an obligation to act in the best interests of the Barrow-in-Furness and the Board and in accordance with its governing documents. Conflicts of interests may arise where an individual's personal, organisational or family interests and/or loyalties conflict with those of the Towns Deal Board. For example, when a Board member is a shareholder in a company that is a potential beneficiary of grant funding. Such conflicts may create problems which can:

- Inhibit free discussion;
- Result in decisions or actions that are not in the interests of the Town Deal Board and
- Risk the impression that the Town Deal Board has acted improperly.

The aim of this policy is to protect both the organisation and the individuals involved from any appearance of impropriety, to maintain Barrow Borough Council high ethical standards and protect our reputation against any allegations of conflict of interest.

The Policy

Introduction

1.1. You are a member of the Barrow-in-Furness Town Deal Board hence you shall have regard to the following principles – selflessness, integrity, objectivity, accountability, openness, honesty and leadership in your conduct at all times.

1.2. All members of the Barrow-in-Furness Town Deal Board agree to accept the provisions of this Code, and sign up to this Code on commencing their Board membership

2. Public Service Values

2.1. Public service values are at the heart of the (insert lead Council) purpose. High standards of personal and corporate conduct are expected, based on

the principles laid down by the Nolan Committee on Standards in Public Life for those holding public office, namely:

- selflessness
- integrity
- objectivity
- accountability
- openness
- honesty
- leadership

2.2. An extract from the report of the Nolan Committee setting out these Principles in more detail can be found in Annex 1. These principles form the basis upon which this Code of Conduct operates.

2.3. Accordingly, when acting in your capacity as a member of the Town Deal Board:

- You must act in a manner consistent with Barrow Borough Council's equality and diversity strategy and treat your fellow Board Members, members of staff and others you come into contact with when working in their role with respect and courtesy at all times.
- You must act solely in the public interest and should never improperly confer an advantage or disadvantage on any person or act to gain financial or other material benefits for yourself, your family, a friend or close associate.
- You must not place yourself under a financial or other obligation to outside individuals or organisations that might be reasonably regarded to influence you in the performance of your official duties.
- When carrying out your duties you must make all choices, such as making appointments, awarding contracts or recommending individuals for rewards or benefits, based on evidence.
- You are accountable for your decisions and you must co-operate fully with whatever scrutiny is appropriate to your position. You must be as open as possible about both your decisions and actions and the decisions and actions of the Town Deal Board. In addition, you should be prepared to give reasons for those decisions and actions.
- You must declare any private interests, both pecuniary[1] and non-pecuniary,[2] including membership of any Trade Union, political party or local authority that relates to your Board duties. Furthermore, you must take steps to resolve any conflicts arising in a way that protects the public interest. This includes registering and declaring interests in a manner conforming with the

[1] The definition of a pecuniary interest is as set out in the Localism Act 2011 and the relevant authorities (Disclosable Pecuniary Interests)

[2] A Non-Pecuniary interest is any interest which is not listed in the Schedule to the Relevant authorities (Disclosable Pecuniary Interests) Regulations 2012 (No 1464)

procedures set out in the section 'Registering and declaring pecuniary and non-pecuniary interests'.

- You must, when using or authorising the use by others of the resources of your Board, ensure that such resources are not used improperly for political or personal purposes (including party political purposes).
- You must promote and support high standards of conduct when serving on the Board, in particular as characterised by the above requirements, by leadership and example.

3. **Registering and declaring pecuniary and non-pecuniary interests**

3.1. You must, within 28 days of taking office as a Board Member notify your Lead Council of any disclosable pecuniary interest, where the pecuniary interest is yours, your spouse's or civil partner's, or is the pecuniary interest of somebody with whom you are living with as a spouse, or as if you were civil partners.

3.2. In addition, you must, within 28 days of taking office, notify Barrow Borough Council of any non-pecuniary interest which your Board has decided should be included in the register or which you consider should be included if you are to fulfil your duty to act in conformity with the Seven Principles of Public Life. These non-pecuniary interests will necessarily include your membership of any Trade Union.

3.3. Board members should review their individual register of interest before each board meeting and decision making committee meeting. They must declare any relevant interest(s) at the start of the meeting. If an interest has not been entered onto the Board's register, then the member must disclose the interest at any meeting of the Board at which they are present, where they have a disclosable interest in any matter being considered and where the matter is not a 'sensitive interest[3]'.

3.4. Following any disclosure of an interest not on the Board register or the subject of pending notification, you must notify the [insert name]of the interest within 28 days beginning with the date of disclosure.

3.5. Unless dispensation has been granted, by the Chair of the meeting, and with the agreement of the Board, you may not participate in any discussion of, vote on, or discharge any function related to any matter in which you have a pecuniary interest. Additionally, you must observe the restrictions your Board places on your involvement in matters where you have a pecuniary or

[3] A 'sensitive interest' is described in the Localism Act 2011 as a member or co-opted member of an authority having an interest, and the nature of the interest being such that the member or co-opted member, and the authority's monitoring officer, consider that disclosure of the details of the interest could lead to the member or co-opted member, or a person connected with the member or co-opted member, being subject to violence or intimidation.

non-pecuniary interest as defined by your LEP.

3.6. Consideration of conflicts of interest is not reserved for formal decision making meetings and should be applied to any activity or involvement of the Board member in the workings of CLEP.

3.7 A declaration of interests form is provided at Appendix 1 for this purpose, listing the types of interest to be declared. To be effective, the declaration of interests will be updated at least annually and also when any changes occur. The Executive will review the register of interest every six months and updated regularly. At the same point each Board member will be invited to sign an updated declaration confirming their acceptance of the code of conduct.

4. Conflict of Interest

4.1. Members should seek to avoid putting themselves in a position where there is a conflict (commercial, actual or potential) between their personal interests and their duties to the Town Deal Board. They should not allow any conflict of interest to arise which might interfere with the exercise of their independent judgement. This policy covers all three types of conflicts of interest.

4.2 Members should not receive gifts, hospitality or benefits of any kind from a third party which might be seen to compromise their personal judgement or integrity. For further information in relation to the receiving of gifts, hospitality and other benefits please see (refer to hospitality register).

4.3 The (insert who) will maintain a Register of Members' Interests which will be open for public inspection and be made publically available on the Council's website. Members must disclose routinely to the Board all business interests, financial or otherwise, which they may have, for entry on the Register. For further information on the Register of Member's Interest please see Appendix 1.

5. Procedure for Managing Conflicts

5.1 When an interest materially affects a member's ability to vote without prejudice, this will be deemed to be non-trivial and a conflict of interest. In such circumstances the member will withdraw from the meeting while the discussion and vote takes place.

5.2 Upon the declaration of any conflicts of interest at a meeting of the Board, the non-conflicted members will:

- assess the nature of the conflict;

- assess the risk or threat to member decision-making;
- decide whether the conflict is non-trivial (that is, it is material or has the potential to be detrimental to the conduct or decisions taken by the members); and
- decide what steps to take to avoid or manage the conflict.

5.3 The conflicted member must not take part in the discussion or decision

5.4 The non-conflicted members will consider whether it is necessary to seek the advice of the Barrow Borough Council on whether the conflict is nontrivial and/or on how to manage the conflict declared.

5.5 Subject to the provisions set out in this policy, if the non-conflicted members consider that the declared conflict is trivial, they may agree that the conflicted Member may continue to participate in discussions and the decision-making process.

5.6 If the non-conflicted members consider that the conflict is non-trivial, the non-conflicted members will determine what action is appropriate in light of the nature and extent of the conflict. A number of steps can be taken to deal with the conflict, including:

- excluding the conflicted member from discussions in relation to the matter to avoid inadvertently influencing the non-conflicted members;
- excluding the conflicted members from decision-making in relation to the matter while the conflict exists;
- delegating the matter to a sub-committee of non-conflicted members;
- seeking independent advice to help with a decision;
- appointing an alternative, non-conflicted member;
- resignation of the conflicted member where the conflict is acute or pervasive; and/or
- applying to the court for directions.

5.7 The Chair of the Board will inform the conflicted member of the non-conflicted members' decision. The secretary to the Board will note in the minutes of the meeting the conflict declared, an outline of the discussion and the actions taken to manage the conflict.

6. Collective Responsibility

6.1 The Town Deal Board operate by members taking majority decisions in a corporate manner at meetings. Therefore, a decision of the Board, even when it is not unanimous, is a decision taken by the Members collectively and each individual Member has a duty to stand by it, whether or not he or she was present at the meeting when the decision was taken.

6.2 If a Member disagrees with a decision taken, his or her duty is to have any disagreement discussed and recorded in the minutes.

7. Openness and Confidentiality

7.1 Because of the Council's public accountability, as a general principle, agendas, minutes and other papers relating to meetings of the Board are normally available for public inspection, once they have been approved for publication by the Chair.

7.2 There will be occasions when the record of discussions and decisions will not be made available for public inspection; for example, when the Board considers sensitive issues or named individuals and for other good reasons. Such excluded items will be circulated in confidence to relevant Members. Some confidential items are likely to be of a sensitive nature for a certain period of time only (for example information relating to a proposed commercial project). The relevant Board should consider how long such items should be treated as confidential and such items should be regularly reviewed to consider whether the confidential status should be removed or whether the public interest in disclosure outweighs that confidential status and the item made available for public inspection.

7.3 It is important that the Board has full and frank discussions in order to take decisions collectively. To do so, there must be trust between members with a shared corporate responsibility for decisions. Members should keep confidential any matter which, by reason of its nature, the Chair or Members of the Board are satisfied should be dealt with on a confidential basis.

7.4 Members should not make statements to the press or media or at any public meeting relating to the proceedings of the Board without first having obtained the approval of the Chair. It is unethical for Members to publicly criticise, canvass or reveal the views of other Members which have been expressed at meetings of the Board.

8. Non Compliance

Board Members

8.1 If Barrow Borough Council or Chair becomes aware of an allegation that a Board Member has acted in breach of this policy, a fact finding exercise to establish the validity of the allegation will be undertaken, before undertaking any further action. Minor, vexatious or unsubstantiated allegations will be dismissed at this point.

8.2 Where there is evidence to support the allegation, the Board Members who are considered to be in breach of the policy will be invited to a one to one meeting with the Chair, to discuss the situation. Further action being

dependent on the level of the breach. The Chair will determine what further action is necessary depending on the seriousness of the alleged breach. The Chair may reach a resolution of minor breaches of the Code with the Board member at this stage and will report the action taken to the next meeting of the Board.

8.3 If the breach relates to a failure to register or declare a registrable interest at a meeting, as opposed to manage a conflict of interest, the Chair will invite the board member to comply with the policy within 14 days of the discussion. Should the Board member fail to comply with the request, then the Chair will consider impeachment action, in line with the Board's terms of reference. The Board's decision is final. If the alleged breach is serious and/or complex in nature, for example a failure to declare a pecuniary interest or to properly manage any conflict of interest, the Chair will commission further investigation.

8.4 Following receipt of the report of the investigation, the Chair will invite the Board member to a meeting to discuss the findings and where appropriate the resolution of the breach. The Chair will report the outcome of the meeting to the next meeting of the Board. Where a serious breach of the Code has been established, the Chair will consider impeachment action, in line with the LEP Board's terms of reference.

8.5 In the instance of more serious breaches for example failure to manage a conflict of interest or adhere to the code of conduct, the Chair will invite the Board meeting to a one to one meeting to discuss the breach. If it becomes clear that there is no satisfactory explanation then the Chair will consider impeachment action, in line with the Board's Terms of Reference. The Board's decision is final.

Annex 1

Extract from the Second Report of the Nolan Committee on Standards in Public Life, May 1996.

SELFLESSNESS
Holders of public office should take decisions solely in terms of the public interest. They should not do so in order to gain financial or other material benefits for themselves, their family, or their friends.

INTEGRITY
Holders of public office should not place themselves under any financial or other obligation to outside individuals or organisations that might influence them in the performance of their
official duties.

OBJECTIVITY
In carrying out public business, including making public appointments, awarding contracts, or recommending individuals for rewards and benefits, holders of public office should make choices on merit.

ACCOUNTABILITY
Holders of public office are accountable for their decisions and actions to the public and must submit themselves to whatever scrutiny is appropriate to their office.

OPENNESS
Holders of public office should be as open as possible about all the decisions and actions that they take. They should give reasons for their decisions and restrict information only when the wider public interest clearly demands.

HONESTY
Holders of public office have a duty to declare any private interests relating to their public duties and to take steps to resolve any conflicts arising in a way that protects the public interest.

LEADERSHIP
Holders of public office should promote and support these principles by leadership and example.

Appendix 1

REGISTER OF MEMBERS' INTERESTS

January 2020 to March 2021

As a Board Member of the Barrow-in-Furness Town Deal Board, I declare that I have the following disclosable pecuniary and/or non-pecuniary interests. ***(Please state 'None' where appropriate, do not leave any boxes blank).***

NOTIFICATION OF CHANGE OF CIRCUMSTANCES

Each Board Member shall review their individual register of interests before each board meeting and decision making committee meeting, submitting any necessary revisions to Barrow Borough Council at the start of the meeting. Any recorded interests relevant to the meeting should also be declared at this point.

Even if a meeting has not taken place a Member must, within 28 clear working days of becoming aware of any change to the interests specified below, provide written notification to the Barrow Borough Council, of that change.

*__SPOUSE/PARTNER__ – In the notice below my spouse or partner means anyone who meets the definition in the Localism Act, i.e. my spouse or civil partner, or a person with whom I am living as a spouse or a person with whom I am living as if we are civil partners, and I am aware that that person has the interest having carried out a reasonable level of investigation. Where your spouse or partner has recently been involved in any activity which would have been declarable, this should be mentioned, with the date the activity ended.

SECTION 1	ANY EMPLOYMENT, OFFICE, TRADE, PROFESSION OR VOCATION CARRIED ON FOR PROFIT OR GAIN	MYSELF	SPOUSE/PARTNER*
1.1	Name of: o your employer(s) o any business carried on by you o any other role in which you receive remuneration(this includes remunerated roles such as councillors).		
1.2	Description of employment or business activity.		
1.3	The name of any firm in which you are a partner.		
1.4	The name of any company for which you		

	are a remunerated director.		
SECTION 2	**SPONSORSHIP**	**MYSELF**	**SPOUSE/PARTNER**
2.1	Any financial benefit obtained which is paid as a result of carrying out duties as a Member. This includes any payment or financial benefit from a Trade Union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992 (a).		
SECTION 3	**CONTRACTS**	**MYSELF**	**SPOUSE/PARTNER**
	Any contract for goods, works or services with the Barrow Town Deal which has not been fully discharged by any organisation named at 1.1.		
	Any contract for goods, works or services entered into by any organisation named at		

	1.1 where either party is likely to have a commercial interest in the outcome of business being decided by the Town Deal Board.		
SECTION 4	**LAND OR PROPERTY**	**MYSELF**	**SPOUSE/PARTNER**
	Any interest you or any organisation listed at 1.1 may have in land or property which is likely to be affected by a decision made by the Town Deal Board. This would include, within the area of the Town Deal: o Any interest in any land in the areas, including your place(s) of residency o Any tenancy where the landlord is the Council and the tenant is a body in which the relevant person has an interest o Any licence for a month or longer to occupy land owned by the Council. For property interests, please state the first		

	part of the postcode and the Local Authority where the property resides. If you own/lease more than one property in a single postcode area, please state this.		
SECTION 5	**SECURITIES**	**MYSELF**	**SPOUSE/PARTNER**
5.1	Any interest in securities of an organisation under 1.1 where:- (a) that body (to my knowledge) has a place of business or land in the area of the Town Deal; and (b) either – (i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body; or		

	(ii) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which has an interest exceeds one hundredth of the total issued share capital of that class.		
SECTION 6	**GIFTS AND HOSPITALITY**	**MYSELF**	**SPOUSE/PARTNER**
	Any gifts and/or hospitality received as a result of membership of the Town Board (above the value of £50).		

OTHER INTERESTS

Membership of Organisations

I am a member of, or I am in a position of general control, a trustee of, or participate in the management of:

1. Any body to which I have been appointed or nominated by the Board:

2. Any body exercising functions of a public nature (eg school governing body):

3. Any body directed to charitable purposes:

4. Any body, one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union):

5. Any local authority (please state any interests you hold as LA leaders/cabinet members for LA land, resources and the LA's commercial interests):

6. Any other interest which I hold which might reasonably be likely to be perceived as affecting my conduct or influencing my actions in relation to my role.

MEMBER'S DECLARATION AND SIGNATURE

I confirm that having carried out reasonable investigation, the information given above is a true and accurate record of my relevant interests, given in good faith and to the best of my knowledge;

Date	
Member's Name *(Capitals – in full)*	
Signature	

RECEIPT BY

Date received by the Town Deal Board	
Signature	

RECEIPT BY S151/S73 OFFICER

Date received by the S151/S73 Officer	
Signature of S151/S73 Officer	

BARROW-IN-FURNESS TOWN DEAL BOARD	
Date of Meeting: 28th February 2020	
Reporting Officer: Interim Assistant Director Regeneration and Built Environment – Barrow Borough Council	

Title: Town Deal Vision and Objectives

Summary and Conclusions:

The key initial role of the Barrow Town Deal Board is to prepare the Town Investment Plan required to articulate a clear vision for Barrow and to define interventions for which Town Deal funding would be sought.

A key first step in this respect concerns identification of a vision and objectives for the plan. The Plan Development Group has met to consider this and set out within this paper is the recommended vision and objectives to guide development of the Town Investment Plan.

Recommendations:

It is recommended that the Town Deal Board:

1. Consider and provide comment on the proposed vision and objectives in support of the Town Deal.

Report

The development of the Town Investment Plan will need to take place on a staged basis, with the Government being clear that the development of the plan should be guided by a clear vision.

Recognising this at the January 23rd meeting of the Town Deal Board it was agreed to establish a Plan Development Group. It was agreed that a key initial role for this group was to develop a vision and objectives for the plan. These will be important in setting the direction of travel for subsequent development of the plan and proposals within it.

Developing the Vision and Objectives

While a primary role of the Town Investment Plan will be to secure Town Deal Funding for Barrow, in shaping proposals it will seek to consider all major funding programmes across the town (private and public) in order to present a comprehensive approach for the use of Town Deal Investment.

Mindful of this wider approach and following consideration of strengths, opportunities and challenges faced by the town, the Town Development group have proposed the following vison for the Town Investment Plan:

"To build on our economic strengths, rich heritage, natural beauty and sense of community to create a town that is economically dynamic and diverse, sitting at the forefront of innovation, viewed as great place to live, work and visit and home to a population that can deliver an exciting, inclusive and compassionate future"

Sitting beneath this and expanding upon this vision a total of 10 objectives have been defined

- ***To achieve an outward looking, inclusive and confident town positively perceived as a place to live, work and visit with more younger people choosing to stay in or move to Barrow***
- ***To help people achieve access to opportunities and are prepared/equipped take full advantage of these***
- ***To reduce deprivation and improve the health and well being of our community***
- ***To be a better connected and accessible town supporting active travel and public transport***
- ***To build on our strengths to help Barrow become a centre of excellence an innovation for advanced manufacturing and clean growth***
- ***To achieve the greater diversification of our economy and to provide a wider range of employment opportunities***
- ***To deliver a more diverse and attractive housing offer while ensuring the continued renewal of our existing stock***
- ***To achieve a vibrant town centre, leisure, cultural and service offer supporting the role of Barrow as a regional centre and preserving our rich heritage***
- ***To become a University Town with campus, part of a dynamic and integrated approach to higher and further education***
- ***To put communities at the centre of public service delivery***

When agreed it is intended that these, together with the outcomes of engagement activity, will support the scoping of options for the deal.

It should be noted that the vision and objectives are somewhat technical reflecting their role in supporting the development of the deal. Sitting alongside this and supporting communications activity will be the theme ***"Better Barrow"*** and the snapshot ***"Building a Better Barrow"***. The approach to communications is covered within the subsequent report addressing the proposed Communications Plan.

End.

BARROW-IN-FURNESS TOWN DEAL BOARD	
Date of Meeting: 28th February 2020	
Reporting Officer: Chief Executive – Barrow Borough Council	

Title: Town Deal Board – Communications and Engagement Plan

Summary and Conclusions:

This paper sets out the proposed approach to communication and engagement in support of the Town Investment Plan. The approach proposed seeks to reach the widest number of stakeholders in a quality manner and in so doing help to ensure the creation of a well rounded set of proposals.

Appended to this report is a draft communications and engagement plan which will be moved to finalisation following receipt of the Government Communications Toolkit.

Recommendations:

It is recommended that the Town Deal Board:

1. Consider and provide feedback on the draft communications plan including the approach to engagement in March as set out within this report and Appendix A.

Report

Background

As part of Town deal there is an expectation that plans are developed in consultation with the community looking to understand "what they love and how they want to see it grow" (Towns Fund Prospectus).

Recognising this, and as was agreed at the last meeting of the Town Deal Board, we have formed a Communications and Engagement group tasked with the preparation and implementation of a communications and engagement plan.

Appendix A to this report contains a draft of this plan, setting out the proposed approach to consultation and engagement including techniques and timescales. It is intended that this would be a live document subject to

evolution and change in response to emerging information and changing circumstances including publication of the Government's awaited communications Toolkit.

Overview

The draft plan is intended to act as a live document and at this stage gives particular focus to the approaches to be followed as part of an initial consultation scheduled to commence on March 9th. In so doing it seeks to identify the key stakeholders, key messages and a timeline / calendar of communications and engagement activity to ensure that the whole community has an understanding and input into the creation of the town investment plan. Central to this will be social media with a video to introduce the consultation undergoing preparation.

The proposed approach to communications and engagement is based on good practice and looks to be mindful that engagement activity will influence the reputation and perception of Barrow-in-Furness and local partners. As part of this, a number of key messages have been developed, these are intended to focus thoughts on the story we want to convey; they also help to prevent mixed messages. These are also intended to be clear about the opportunity presented to the town, the need for local input, the limitations faced and the process we will follow.

It is intended that the overall campaign would be framed by the theme "Better Barrow" and the heading "Building a Better Barrow". It is anticipated that this would be carried across engagement activity including social media and should present a simple tool to guide the development of the deal.

While engagement will be important, it will be essential that feedback received is of a high quality and can be recorded and used in meaningful way to support the development of the Town Investment Plan. Building on this, significant onus is being placed on effective reporting to help shape the preparation of the plan while also ensuring the Town Deal Board remain informed on key feedback.

End.

Appendix A – Draft Town Deal Communications Plan

Communication and Engagement Programme

Last updated: **Version No: 1**

Project	
Overarching outcome	Barrow-in-Furness has been identified as one of 100 places which will be invited to develop proposals for a Town Deal. This could see up to £25m of public investment funding being delivered to Barrow as part of the £3.6bn national fund. The principal role of the Barrow Town Deal Board is to prepare the Town Investment Plan and is required to articulate a clear vision for Barrow and to define interventions for which Town Deal funding would be sought. The use of Town Deal funding is prescribed, limited to the urban area of Barrow-in-Furness and for the following purposes: • Urban regeneration, planning and land use; • Skills and enterprise infrastructure; and • Connectivity. Community stakeholder communication and engagement is essential to support the effective delivery of the Towns Deal. This plan identifies the key stakeholders, key messages and a timeline / calendar of communications and engagement activity to ensure that the whole community has an understanding and input into the creation of the town investment plan. This communications plan will be considered a live document and subject to evolution as more information comes available or as proposals develop. Mindful of this, the report is currently orientated to the consideration of initial stakeholder consultation due to commence in mid-March.

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Core Narrative and key messages	Throughout the development of the Plan, key messages include: • Barrow has been identified as one of 100 places that can secure access to the £3.6bn Towns Fund • This is to be allocated through Town Deals which can see up to £25m of new investment being delivered to Barrow • This potential level of funding, alongside other opportunities within the town, presents a real chance to support economic development, and critically, our ability to achieve an inclusive form of growth to benefit all residents • The Town Deal is very much focused on the operation of towns. Funding secured through the Town Deal can be spent on the built up parts of Barrow-in-Furness, including Walney. • Other parts of Barrow Borough, including Dalton-in-Furness, will not be eligible to receive funding. Through the Borderlands Inclusive Growth Deal there will be an opportunity to develop a separate investment programme for Dalton-in-Furness. Cumbria County Council are currently exploring next steps around this. • To access town deal funding, there is a requirement to prepare a Town Investment Plan. The investment priorities would be defined with Barrow Borough Council acting as the accountable body • The Government have been clear that town deal funding can be used to support regeneration, skills and accessibility improvement • The Town Deal can only do so much, it cannot address every challenge in Barrow but feedback received will be recorded and used to support thinking across the board. It is intended that the overall campaign would be framed by the theme “Better Barrow” and the snapshot “Building a Better Barrow”. It is intended that this would we be carried across engagement activity including social media and should present a simple tool to guide the development of the deal.

Insight

The proposed approach to communications is based on good practice and seeks to be mindful that activity influences the reputation and perception of Barrow-in-Furness and local partners. We will be aware of this in all our communication and engagement initiatives, actions and publications:

- Every contact we make or receive provides an opportunity to engage with stakeholders. We will pay attention to all ‘touch points’;
- We recognise the need to be open and transparent, where possible, about how the deal is progressing. Managing expectations and listening to local people; and
- Communication and engagement are essential to understand how people are experiencing the changes in the local community and what their priorities are.

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In keeping with these principles our communication and engagement activity should be:

- Clear, timely and accurate
- Targeted and appropriate avoiding a 'scatter-gun' approach, which can be less effective
- Accountable to the Town Deal Board
- Planned, consistent and professional
- Two way – with feedback considered in every interaction

It should also:

- Build a consistent and clear story of the Town deal and other town centre improvement schemes
- Take a coordinated Barrow-wide approach
- Be put into context and linked into the 'bigger picture' (with Barrow Borough Council Strategic vision in mind when creating messages)
- Use all available channels and techniques that are appropriate to the audience
- Be meaningful and provide a feedback mechanism at all times
- Be mindful of all the partners when sharing information

Key Questions

In engaging the public, key initial questions will surround:

- What do you like to do in your spare time?
- Where do you do these things?
- What would make your neighbourhood a better place to live?
- What would make Barrow a better place to live and work?
- What would encourage you to spend more time in Barrow?

It is considered that these questions are appropriate to support the initial development of plan with new questions developed in support of subsequent consultation activity.

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Media and Promotion

Social Media

- We aim to set up a social media profile for the Better Barrow Campaign. The Better Barrow Facebook profile will be able to engage and respond to the community in real time. It will give us the ability to engage with a huge cross section of the community at once including a video which can be used across networks.
- To measure awareness of the Better Barrow activity we will use metrics like volume of likes and members of the page
- To measure engagement we will measure metrics around retweets, comments, replies, and participants. How many people are participating.
- It would be good to also engage with Huddlehub – a local online news site with over 18,000 members. We hope they will help launch and share the video
- We will have a likes, share and comments competition on the video – anyone who likes the video, shares it and adds a comment will have the opportunity to win a prize? Perhaps we can link up with local sports teams, or the leisure centre to offer a family prize if you are the winner. Each comment must be relevant to what the people of Barrow would want to see in their area. We can ask them what part of Barrow they live in (Roose, Hindpool etc) to see where we are getting the most responses online and see where we need to add more focus

Print Media

- Following the launch of the Town Deal Video we would like to engage the local print media to print regular small case studies on the participants of the video – each with their relevant strapline of Better Barrow. This would help to keep focus on the Mytown Portal too with all case studies referencing the Facebook profile and the Mytown portal.

Board Members

- In addition to media activity, members of the board will be encouraged to promote the role of the deal within their respective organisations and wider networks.

Audience and activities

Audiences/Stakeholders	Outcome	Message	Channels	Evaluation & feedback
Town Deal Board	Update on progress Agreement of communication & engagement plan activities	Engagement progressing as planned. Highlight any key issues.	Emails Meetings	Record meetings Clear actions & outcomes Strategic direction

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Audiences/Stakeholders	Outcome	Message	Channels	Evaluation & feedback
Plan Development Group	Update on progress. Agreement of communication & engagement plan in line with activity and programmes.	Undertake preparation of the Town Investment Plan. Drafting & co-ordination of activity around preparation of a plan including definition of programmes. Engagement progressing as planned. Highlight any key issues.	Emails Meetings	Record feedback Lessons learnt at project close.
Businesses and Employers	Quantitative / qualitative information. Engage a cross-section of employers in Barrow to explore gaps and improvements based on business needs.	Understand key opportunities and challenges as identified by business.	Existing networks, meetings, consultation	Collate and theme and feedback as required
Skills, Education and Training providers	Quantitative / qualitative information. Engage a cross-section of skills, education and training providers	Understand key opportunities and challenges as identified by providers.	Existing networks, meetings, consultation	Collate and theme and feedback as required
Community based groups/partnerships	Quantitative/qualitative information. Engage with cross-section of people in Barrow. Highlight existing uses, gaps and improvements based on community expressions and needs.	Understanding how people spend their time, how to improve their neighbourhood and spending time in Barrow.	Community meetings, coffee mornings, tenant & resident groups, consultation	Collate and theme and feedback as required.

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Audiences/Stakeholders	Outcome	Message	Channels	Evaluation & feedback
Service experiences e.g. hairdressers, beauty	Quantitative/qualitative information. Engage with cross-section of people in Barrow. Highlight existing uses, gaps and improvements based on community expressions and needs.	Understanding how people spend their time, how to improve their neighbourhood and spending time in Barrow.	Community meetings, consultations	Collate and theme and feedback as required
Hospitality - Pubs/clubs	Quantitative/qualitative information. Engage with cross-section of people in Barrow. Highlight existing uses, gaps and improvements based on community expressions and needs.	Understanding how people spend their time, how to improve their neighbourhood and spending time in Barrow.	Community meetings, consultations	Collate and theme and feedback as required
Leisure & sport services	Quantitative/qualitative information. Engage with cross-section of people in Barrow. Highlight existing uses, gaps and improvements based on community expressions and needs.	Understanding how people spend their time, how to improve their neighbourhood and spending time in Barrow.	Community meetings, consultations	Collate and theme and feedback as required
Early Years/Schools/College/Alternative provision	Quantitative/qualitative information. Engage with cross-section of people in Barrow. Highlight existing uses, gaps and improvements based on community expressions and needs.	Understanding how people spend their time, how to improve their neighbourhood and spending time in Barrow.	Community meetings, consultations	Collate and theme and feedback as required

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Audiences/Stakeholders	Outcome	Message	Channels	Evaluation & feedback
Charities/Third-sector providers including groups for equality & diversity	Quantitative/qualitative information. Engage with cross-section of people in Barrow. Highlight existing uses, gaps and improvements based on community expressions and needs.	Understanding how people spend their time, how to improve their neighbourhood and spending time in Barrow.	Community meetings, consultations	Collate and theme and feedback as required
Business workers including public sector	Quantitative/qualitative information. Engage with cross-section of people in Barrow. Highlight existing uses, gaps and improvements based on community expressions and needs.	Understanding how people spend their time, how to improve their neighbourhood and spending time in Barrow.	Community meetings, drop in sessions, , consultation	Collate and theme and feedback as required
Health facilities eg GPs, Dentists	Quantitative/qualitative information. Engage with cross-section of people in Barrow. Highlight existing uses, gaps and improvements based on community expressions and needs.	Understanding how people spend their time, how to improve their neighbourhood and spending time in Barrow.	Community meetings, coffee mornings, drop in sessions, consultation	Collate and theme and feedback as required

Feedback and Measurement

As with all projects we must continuously monitor and evaluate our engagement – to ensure is suitability and ultimately its success. By setting clear targets for engagement we can measure our effectiveness. A successful communications campaign will

- Engage 10% of the population over Barrow over the engagement period
- Collect 1000 formal feedback questionnaires
- Aim for 200 responses on the mytown online portal
- Engage 1000 views through social media coverage of the launch video
- 1000 shares of the Town Deal Video
- 100 Comments on the video

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High Level Activity timeline

9th March 2020	Initial Consultation
9nd March – 6th April 2020	Initial Consultation Activity
April 6th – 11th	Preparation of Initial Consultation Report
April 13th - May 4th	Preparation of consultation material
May 18th – June 8th	Consultation Activity
June 15th – July 6th	Finalisation of Consultation Report

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BARROW-IN-FURNESS TOWN DEAL BOARD	
Date of Meeting: 28th February 2020	
Reporting Officer: Interim Assistant Director Regeneration and Built Environment – Barrow Borough Council	

Title: Town Investment Plan Programme

Summary and Conclusions:

The paper asks that the board note progress in the development of the Town Investment and key actions over the next six weeks.

Recommendations:

It is recommended that the Town Deal Board:

1. Note the interim programme and priority activity over the coming six weeks.

Report

Since January 2020 work as being ongoing to progress the development of our Town Investment Plan. This has seen governance arrangements being put in place, the town deal boundary being agreed, a vision and objectives progressed, economist support subject to a tender exercise and a draft communications strategy developed.

Notwithstanding this it should be noted that guidance on the timescales and processes in developing the plan has been somewhat scant. The Government recognise this and we have been advised that further guidance is considered imminent.

Appendix A to this report contains the latest interim programme supporting the development of the town investment plan. It is intended that this will remain under review pending the receipt of further guidance from MHCLG.

Pending this further advice and mindful of the need to maintain momentum, over the next six weeks the following priority actions have been identified:

- Progression of engagement activity and finalisation of the communications plan;

- Development of an economic narrative and evidence in support of our town deal;
- Definition of prospective projects and programmes for inclusion within the town deal; and
- Establishment of an appraisal framework for the consideration of prospective proposals.

At the April meeting of the Town Deal Board it is intended that the outputs and options emerging from these activities will be considered.

End.

Appendix A – Interim Town Investment Plan Programme

BARROW-IN-FURNESS TOWN DEAL BOARD	
Date of Meeting: 28th February 2020	
Reporting Officer: Interim Assistant Director Regeneration and Built Environment – Barrow Borough Council	

Title: Town Investment Plan Programme

Summary and Conclusions:

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Recommendations:

It is recommended that the Town Deal Board:

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- Progression of engagement activity and finalisation of the communications plan;

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- Definition of prospective projects and programmes for inclusion within the town deal; and
- Establishment of an appraisal framework for the consideration of prospective proposals.

At the April meeting of the Town Deal Board it is intended that the outputs and options emerging from these activities will be considered.

End.

Appendix A – Interim Town Investment Plan Programme


Sand
North Sea
Sand
North Sea