

**Report to** Cabinet  
29 July 2020  
**Report of** Director of place  
**Subject** Norwich Town Deal Bid

**Item**

**7**

## **KEY DECISION**

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### **Purpose**

To seek delegated authority for the Director of Place, in consultation with the Leader of the Council, to submit the proposed Town Investment Plan by 31 July 2020.

### **Recommendation**

To delegate authority to the Director of Place and Leader of the Council to submit the Town Investment Plan by 31 July 2020.

### **Corporate and service priorities**

The report helps to meet the corporate priority Inclusive economy

### **Financial implications**

The council is submitting a bid for Towns' Fund investment monies in the sum of £25.2million. At this stage there is no formal funding commitment from the Council, any funding to support projects contained with the Towns' Fund bid is to be formalised during the second stage negotiations following submission of the bid.

**Ward/s:** All Wards

**Cabinet member:** Councillor Waters - Leader

### **Contact officers**

Ellen Tilney, Economic Development Manager

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### **Background documents**

None

# Report

## Background

1. The government launched the Towns' Fund prospectus in November 2019, inviting 101 towns to bid for up to £25million to drive forward long term economic and productivity growth via the development of a Town Deals Investment Plan. The eligible intervention area of Norwich for the purposes of the Town's Fund is the built-up area of Norwich as defined by the Office for National Statistics - map herewith:

[https://www.norwich.gov.uk/downloads/file/6734/norwich\\_built-up\\_area\\_subdivisions\\_map](https://www.norwich.gov.uk/downloads/file/6734/norwich_built-up_area_subdivisions_map)

2. The first stage of this process required Norwich to submit a "Readiness Checklist" by 19 December:  
[https://www.norwich.gov.uk/downloads/file/6735/readiness\\_checklist](https://www.norwich.gov.uk/downloads/file/6735/readiness_checklist)

And to establish a Town Deals Board, chaired by a member of the local business community no later than 31 January 2020. The initial Towns' Fund report to Cabinet in February 2020 covered and agreed the governance arrangements and Town Deal Board in more detail.

3. The Town Deals Board has met on a monthly basis, developing a number of proposals in line with the key themes and requirements of the funding (see 8,9,10 below) that will enable Norwich to deliver significant transformative regeneration and economic recovery in line with the objectives set out in the Norwich 2040 Vision and the Economic Strategy. Further information on the bid and following timeframe is provided below.

## 4. Introduction

5. The Towns' Fund and securing a Town Deal presents a tremendous opportunity to secure significant investment for transformative urban regeneration and economic development in Norwich.
6. Timeframe/key milestones:

Readiness checklist to be submitted	19 December 2019 ✓
Establish Town Deals Board	31 January 2020 ✓
Capacity Funding £173,029 Received	31 January 2020 ✓
Further guidance published	15 June 2020 ✓
Town Investment Plan bidding windows: 31 July 2020	Norwich is targeting the 31 July bidding window.

31 October 2020	
31 March 2021	
Decision Gateway 1 – Govt Team selects which part of TIP it will support. Heads of Terms agreed.	Up to 2 months
Decision Gateway 2 – detailed business cases for each aspect of the TIP developed and assured by S151 officer within LA.  Funding released	Up to 12 months
Town Deal Boards remain in place to drive and oversee delivery of TIP.	For the life of the projects

7. The Fund, which is a minimum of 90% capital funding, will support proposals to drive the economic regeneration of towns to deliver long term economic and productivity growth under three key objectives:
8. **Urban regeneration, planning and land use:** ensuring towns are thriving places for people to live and work including by: increasing density in town centres; strengthening local economic assets including local cultural assets; site acquisition, remediation, preparation, regeneration; and making full use of planning tools to bring strategic direction and change.
9. **Skills and enterprise infrastructure:** driving private sector investment and ensuring towns have the space to support skills and small business development.
10. **Connectivity:** developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity.
11. The Town Deal Board supported the development of the bid and associated business case template. The second stage of the process following submission of our bid will be to negotiate with government on which elements of the bid they are willing to support with Towns' Fund monies and then agreeing Heads of Terms prior to release of funding.
12. The Town Deal Board will remain in place to oversee the delivery of the programme, there is also the opportunity to add to the membership of the Board with specific expertise as required once we have agreement with government on which of the projects will receive funding to proceed. Minutes, agendas and supporting research etc. are published on the Norwich City Council website.

13. There will be a requirement to provide match funding/leverage against the Town's Fund monies for specific projects. Match funding will come from a number of different sources and will not be drawn solely from city council funds. The precise level of match funding to be contributed from City Council funds will be fully determined and agreed during the second stage of the process following submission of our initial bid.
14. Town Investment Plan Bid
15. This sets out Norwich's ambition and strategy to drive economic growth, supported by clear evidence and targeting investment into economic infrastructure building upon the aspirations published in the Norwich 2040 Vision and the Norwich Economic Strategy. The projects within the plan are also strongly aligned New Anglia Economic Strategy and with the Local Industrial Strategy, Local Plan and the government's clean growth objectives.
16. The "Town Deal grant" will be paid directly to lead councils and it will be the responsibility of the S151 officers to give final approval of project business cases, and to assure that value for money is delivered. Town Investment Plans must be supported by the Town Deal Board and the LEP but they will be the responsibility of the lead council as will the funding itself.
17. The Town Deal bid consists of two parts (see Annexe A and Annexe B) the first part is a narrative section (limited to 10,000 words) which sets out the context, narrative, ambition and strategy with a brief outline of each project and our proposed engagement and delivery plans. The second section (Annexe B) comprises a tabular section on each of the individual projects giving detail on budget, cost-benefit information and anticipated outputs/outcomes.
18. Projects
19. All the projects contained within the investment plan have a strong focus upon economic development, urban regeneration and city centre vitality to deliver against key 2040 Vision themes. It is not guaranteed that all the projects included within our bid will be approved and funded by government as a part of our Town Deal; each project can stand alone but the significant impact and potential that this offers to deliver major long term regeneration and support strong economic recovery will only be achieved if we are able to proceed with all of the projects submitted:
20. The ACE (Advanced Construction and Engineering) Centre, City College includes updating and refurbishment of a dedicated teaching lab to support apprenticeships and adult learning opportunities in automated engineering and manufacturing practices where efficiency and sustainability are key concerns. Providing modern facilities for advanced "clean" engineering, advanced construction and civil engineering, low carbon transport and digital engineering the centre can support new learners, upskilling existing employees and re-skilling for those seeking new careers.

21. The Digi-Tech Factory, City College will provide a modern, industry-standard and efficient environment to meet the skills shortages within the Digital industries, underpin the training of students in industries such as engineering and construction where digital skills are increasingly vital and recognise that Industry 4.0 will require digital skills to be at the heart of driving Norfolk and Suffolk's economy and enhancing productivity.
22. A revolving fund will be established to unlock stalled brownfield sites in order to deliver energy efficient, modern homes and workspaces to meet the needs of a growing and dynamic city economy.
23. Digital Hub will refurbish a city centre space to develop a new start up and grow on space for digital businesses in Norwich and provide a focal point for the sector as a whole.
24. Norwich has a major opportunity to accelerate the regeneration of East Norwich to create a new high-quality urban quarter. This project will develop a comprehensive masterplan for this important growth area of the City, enabling the City Council and partners to ensure that the new urban quarter becomes a high quality addition to the City, providing a base for the long-term growth of Norwich.
25. In partnership with the Norwich BID a project will establish a cohesive commercial proposition for Norwich as 'the place' for business and promote the city as one of the best places in the world to live, learn, work and succeed. A digital platform, Invest Norwich will act as a gateway for new businesses and people to understand what the city offers, articulating the distinctive opportunities in each of the eight districts. It will attract new business and welcome people into these social innovation networks, providing information and support to potential new businesses and individuals.
26. Improved public realm will regenerate some of the city's urban spaces improving connectivity and navigation over the next five years. Interventions will include enhancing squares and public gardens, improving traffic management and lowering car emissions, and creating new walking and cycling connections to promote liveability, connectivity and fairness within the city centre.
27. The Halls will see investment in the updating and refurbishment of the venue. As well as the development of a state-of-the-art making space for collaboration and high value cross sector partnerships between culture, digital and tech.

## **28. Next steps**

29. Subject to Cabinet approval, the bid will be submitted on 31 July. We are advised that the negotiation process of project approval and agreeing Heads of Terms is likely to take a further two to three months before we can be certain of the final financial award.

30. Further updates on the progress of this process and the final Towns' Fund award will be brought to Cabinet along with final details of match funding requirements.

## Integrated impact assessment



**NORWICH**  
City Council

The IIA should assess **the impact of the recommendation** being made by the report  
Detailed guidance to help with the completion of the assessment can be found [here](#). Delete this row after completion

### Report author to complete

<b>Committee:</b>	Cabinet
<b>Committee date:</b>	29 July 2020
<b>Director / Head of service</b>	Director of Place
<b>Report subject:</b>	Norwich Town Deal Bid
<b>Date assessed:</b>	16 July 2020

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The Towns Fund represents a significant opportunity to attract up to £25million to support economic development and urban regeneration projects in line with the Norwich 2040 Vision and Norwich Economic Strategy.
Other departments and services e.g. office facilities, customer contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ICT services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Economic development	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The opportunity to attract up to £25million will unlock the delivery of key objectives within the Norwich Economic Strategy and 2040 Vision. Funding to support additional programme management resource has also been included within the bid.
Financial inclusion	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	It has not been possible to quantify the impact upon financial inclusion at this stage but several of the projects within the final Town Deal bid will contribute positively to economic inclusion, skills support and job creation.
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Safeguarding children and adults	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<u>S17 crime and disorder act 1998</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Human Rights Act 1998	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Health and well being	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	It is not possible at this stage to evaluate the impact of Towns Fund projects on Health & Wellbeing but those contained within the bid have all been designed to support a positive contribution to this agenda via increasing economic participation and opportunity to benefit from economic and jobs growth resulting from the projects funded via the Towns' Fund.
<b>Equality and diversity (please add an 'x' as appropriate)</b>	<b>Neutral</b>	<b>Positive</b>	<b>Negative</b>	<b>Comments</b>
Relations between groups (cohesion)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Advancing equality of opportunity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	It is not possible at this stage to evaluate the impact of Towns Fund projects on equality but those contained within the bid have all been designed to support a positive contribution to equalities.
<b>Environmental (please add an 'x' as appropriate)</b>	<b>Neutral</b>	<b>Positive</b>	<b>Negative</b>	<b>Comments</b>
Transportation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Towns Fund bid does not include transportation projects due to the imminent announcement on the Transforming Cities bid and commencement of a significant range of transport projects within this programme

	Impact			
<b>Natural and built environment</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	It is not possible at this stage to evaluate the individual impact of Towns Fund projects on the natural and built environment but all of those included have been designed to support clean growth and regeneration of brownfield sites.
<b>Waste minimisation &amp; resource use</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Pollution</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Sustainable procurement</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Energy and climate change</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	It is not possible at this stage to evaluate the impact of Towns Fund project on energy and climate change but all of the projects included within the bid have been developed to support clean growth and development of skills associated with a transition to a carbon zero economy.
<b>(Please add an 'x' as appropriate)</b>	<b>Neutral</b>	<b>Positive</b>	<b>Negative</b>	<b>Comments</b>
<b>Risk management</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

## Recommendations from impact assessment

### Positive

The Norwich Town Deal bid represents a significant opportunity to attract substantial government investment in economic regeneration and skills infrastructure in Norwich in line with the Norwich 2040 Vision and the Norwich Economic Strategy. It is fully aligned with the New Anglia Economic Strategy and Local Industrial Strategy and will make a major contribution to delivering key priorities and outcomes outlined within these documents in partnership with a wide range of key stakeholders.

### Negative

### Neutral

### Issues