

**Report to** Cabinet  
11 March 2020  
**Report of** Director of place  
**Subject** Towns Fund and Norwich Town Deals Board

**Item**

**7**

## **KEY DECISION**

### **Purpose**

To advise on the Towns' Fund and the opportunity to secure a Town Deal in 2020/21.

### **Recommendation**

To:

- 1) agree outline the timetable for production of a Town Investment Plan and note the proposed use of £173,029 revenue funding to support its development; and
- 2) endorse the membership of the Town Deal Board and its Terms of Reference.

### **Corporate and service priorities**

The report helps to meet the corporate priority inclusive economy

### **Financial implications**

The council has received £173,029 revenue funding to support the production of a Town Investment Plan, at this stage there are no funding requirements from the Council.

**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/download/2565/town\\_deal\\_fund](https://www.norwich.gov.uk/downloads/download/2565/town_deal_fund)
2. The first stage of this process required Norwich to submit a "Readiness Checklist" by 19 December ([https://www.norwich.gov.uk/downloads/download/2565/town\\_deal\\_fund](https://www.norwich.gov.uk/downloads/download/2565/town_deal_fund)), and to establish a Town Deals Board, chaired by a member of the local business community no later than 31 January 2020.
3. Further progress and information on key actions and timeframe provided below.

## Introduction

4. The Towns' Fund and Town Deals present a tremendous opportunity to secure significant investment for transformative urban regeneration and economic development in Norwich.
5. 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	April 2020
Town Investment Plan produced	End Summer 2020 latest
Town Deal agreed	During 2020/21

6. The Fund will support proposals to drive the economic regeneration of towns to deliver long term economic and productivity growth under three key objectives:
7. **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.
8. **Skills and enterprise infrastructure:** driving private sector investment and ensuring towns have the space to support skills and small business development.
9. **Connectivity:** developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity.
10. The Town Deal Board will advise and support the development of a Town Investment Plan, informing the second stage of agreeing a Town Deal, which will include completing a business case. Capacity funding of £173,029 has been provided to support the development and costs associated in convening a Town Deal Board and preparing the Town Investment Plan and business case.
11. There will be a requirement to provide match funding/leverage against the Town's Fund monies, as yet the ratio of match funding required has not been confirmed but this funding could come from a number of different sources and does not have to be drawn solely from city council funds.

## **Towns Fund Board and #MyTown Campaign**

12. The governance structure and membership of the Board must be made public, together with a statement of how the board will engage stakeholders and agree decisions; this will include setting out clear Terms of Reference and agreeing a Code of Conduct with board members required to adhere to the Nolan Principles.
13. The government is developing a communications and community engagement toolkit to be complemented by a media campaign entitled the #MyTown campaign.
14. Town Deal Boards can build upon pre-existing governance structures and relationships; they must also include certain statutory bodies and local MPs. The 2040 Vision Group forms the basis of Norwich's Town Deal Board, there are some additional members in line with the government requirements and also the flexibility to co-opt additional members where specific expertise is required, membership below:

Andrew Dernie, Aviva (Chair)  
Minnie Moll, Jarrold  
Chris Sargisson, Norfolk Chamber of Commerce  
Stefan Gurney, Norwich Business Improvement District  
Graham Nelson, Norwich City Council  
Stephen Evans, Norwich City Council  
Cllr Alan Waters, Norwich City Council  
Cllr Mike Stonard, Norwich City Council  
Sarah Steed, NUA  
Helen Lewis, UEA  
Phil Courtier, SNDC/Broadland District Council  
Vince Muspratt, Norfolk County Council  
Chris Starkie, New Anglia LEP  
Chloe Smith MP  
Clive Lewis MP  
Julia Nix, Jobcentre Plus  
Linn Clabburn, Cambridge Norwich Tech Corridor  
Shan Lloyd, Cities & Local Growth Unit

15. The Board will meet monthly (minutes, agendas etc. of the Board's meetings, including the two meetings already held are published here [https://www.norwich.gov.uk/downloads/download/2565/town\\_deal\\_fund](https://www.norwich.gov.uk/downloads/download/2565/town_deal_fund)).

## **Town Investment Plan**

16. This will set out investment priorities to drive economic growth, supported by clear evidence and targeting investment into economic infrastructure. Plans should complement existing strategies and build on these. It is important that the Plan aligns with the Local Industrial Strategy, Local Plan and the government's clean growth objectives.
17. The plan should focus upon high value for money interventions with capital projects at its core including activity that can be locally funded, other public investment and ambitions for private sector investment with high level cost estimates. 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.

## **Developing Projects**

18. A number of potential projects are currently at an early stage of development for the Town Investment Plan with a strong focus on economic development, urban regeneration and city centre vitality to deliver against key 2040 Vision themes. It is unlikely that all of the current ideas under consideration will be able to be included in the final Town Investment Plan; at present, all require further work to assess their viability, strategic fit and what outcomes they will deliver.

## **Next steps**

19. Further formal guidance on the process and format of Town Investment Plans along with information on the capital/revenue split of funding is scheduled for publication in April. This guidance will further inform which projects are taken forward for more detailed work.
20. Further updates on the development of the Town Investment Plan will be brought to Cabinet along with final approval of the Plan before submission.

## Integrated impact assessment



**NORWICH**  
City Council

### Report author to complete

<b>Committee:</b>	Cabinet
<b>Committee date:</b>	11 March 2020
<b>Director / Head of service</b>	Director of Place
<b>Report subject:</b>	Towns Fund and Norwich Town Deals Board
<b>Date assessed:</b>	27 February 2020

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input type="checkbox"/>	x	<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.
Other departments and services e.g. office facilities, customer contact	x	<input type="checkbox"/>	<input type="checkbox"/>	
ICT services	x	<input type="checkbox"/>	<input type="checkbox"/>	
Economic development	<input type="checkbox"/>	x	<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.
Financial inclusion	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	It has not been possible to quantify the impact upon financial inclusion at this stage but it is likely that several of the projects within the final Town Deal bid will contribute positively to economic inclusion.
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"/>	
Human Rights Act 1998	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Health and well being	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
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 it is highly likely that the final bid will contain projects that will make a positive contribution to equalities.
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Towns Fund bid is unlikely to 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
Natural and built environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Waste minimisation & resource use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pollution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Energy and climate change	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Risk management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Recommendations from impact assessment
<p><b>Positive</b></p> <p>The Towns Fund provides an opportunity to attract significant funding to deliver a programme of economic development and urban regeneration in line with the objectives set out in the Norwich 2040 Vision and Norwich Economic Strategy.</p>
<p><b>Negative</b></p>
<p><b>Neutral</b></p>
<p><b>Issues</b></p>



## Norwich\* Town Deals Board – Terms of Reference

### Purpose:

To help drive forward long term, inclusive economic and productivity growth in Norwich\* via the development of a Town Deals Investment Plan. Identifying additionality and key measures of success for each intervention and ensuring that progress is communicated to and co-ordinated with the activities of other key economic stakeholders and groups in Norwich.

### Responsibilities

Contribute to the development of the Town Investment Plan in line with the opportunity presented by Town Deals no later than summer 2020. Identify evidence requirements, and draw on existing evidence as appropriate to support the development of a Town Investment Plan. Advise on the recommended actions or interventions to address priorities within the Town Investment Plan. Advise the Town Deals Board of other strategic economic interventions across Norwich to ensure coordinated and effective delivery, and to identify gaps and opportunities and to drive forward new initiatives. Influence stakeholders to ensure there is sufficient resources and co-investment to deliver the Town Investment Plan. Champions the potential Norwich has to significantly contribute to New Anglia Local Industrial Strategy and Economic Strategy growth targets.

### Membership and Appointment

The Board will comprise up to 20 members to include:  
 MP for Norwich North  
 MP for Norwich South  
 Norwich City Council  
 Chair of Norwich 2040 Vision  
 Aviva  
 Jarrold  
 Norwich BID  
 South Norfolk/Broadland District Council  
 UEA  
 NUA  
 Norfolk Chamber of Commerce  
 Cities & Local Growth Unit  
 Jobcentre Plus

It may be desirable to add additional members to the Board or to co-opt individuals who have specific expertise to offer in the development of the Town Deals Investment Plan from time to time. As such, this may be discussed when necessary by the Board and names put forward by the Chair to the Board for approval.

**Attendance of non-members at meetings**

The Board will be supported by senior management at Norwich City Council, including Director of Regeneration and Development and other officers where appropriate.

**Meeting Frequency**

The meetings will be monthly, but can move to quarterly if the Board decide this is more appropriate.