

10 March 2023 Your reference: Our reference: LAS/ZB Ask for: Zuber Bapu

Member Services
Resources Directorate
Town Hall
Lancaster Road
Preston PR1 2RL

www.preston.gov.uk tel. 01772 906309 z.bapu@preston.gov.uk

To: Members and Officers of The City of Preston Town Fund Board

Dear Sir/Madam

City of Preston Town Fund Board - 13 March 2023

You are requested to attend a meeting of the City of Preston Town Fund Board to be held on Monday, 13th March, 2023 at 10.30 am on MS Teams.

Members are reminded of their responsibility to declare any personal interest or disclosable pecuniary interest in respect of matters contained in this agenda.

The Agenda for the meeting is set out overleaf.

Yours faithfully

Jackie Wilding

Director of Resources

.

City of Preston Town Fund Board Monday, 13 March 2023

AGENDA

- 1. **Declaration of Interests**
- 2. **Minutes** (Pages 1 4)

To confirm the minutes of the Board meeting held on 18 January 2023.

3. **Towns Fund Implementation Report** (Pages 5 - 84)

Report and presentation attached.

City of Preston Town Fund Board

City of Preston Town Fund Board 18 January 2023

Present: Mr J Chesworth in the Chair: Mrs R Connor, Vice Chair: Councillor

M Brown, Councillor Borrow, Ms A Parkinson, Mr P Thomas, M Close

and Mr R Binns

Also in attendance:

Mr C Hayward – Director of Development and

Housing

Mr C Blackburn – Assistant Director (Head of City

Growth and Regeneration)

Mr L Hurst – Assistant Director (Head of Financial

Services)

Mr M Cowburn — Cowburn Watson

Ms N Billington – Head of Policy and External

Relations

Ms Palmer – Regeneration Manager

Mr M Gregory - Limitless PR
MS C Stephenson - Limitless PR

Mr M Fleming – TIG

Mrs C Alldrick – Secretary

Apologies: Ms J Anthony, Ms K Illingworth - Turner and Sir M Hendrick, MP, Mr

A Phillips and Ms J Wilding

CD53 Declaration of Interests

There were none.

CD54 Minutes

Resolved – That the minutes of the previous meeting be agreed as an accurate record.

The Board wished to give it's thanks to Beckie Joyce for all her hard work in helping to progress the programme so far. Beckie will still be involved in the programme, but Matthew Cowburn will now attend the Board meetings going forward.

City of Preston Town Fund Board

CD55 Implementation Report

Mr M Cowburn provided the monitoring report for Phase 3a/b Towns Fund projects and a general update on the Towns Fund work programme. The report was more concise than previous months due to the Christmas break.

The following matters were discussed:-

- Animate There have been some local press articles about there being no electric vehicle charging points in the car park. The Board were advised that due to the parking being within a building, a fire safety certification could not be obtained. Nationally, the fire service has had a number of fires in underground car parks started by electric charging points. The scheme will however contain the infrastructure and conduit for these bays to be available at such a time they can be achieved within fire safety regulations. Discussions are taking place with LCC regarding the possible installation of electric charging points in other city centre car parks.
- Amounderness House Press release will be issued soon regarding the appointment of W_rkspace as the management company.
- Educate Preston The unit lease in the Guildhall Arcade is now subject to a review towards end March. No other units are available within the Harris Quarter so pressing on with the online offer ahead of the physical presence.
- Youth Zone The Board would like to ascertain if any additional improvement works are planned to Preston Bus Station to improve user experience, including access to the Youth Zone and wider Harris Quarter. Peter Thomas to pick up with LCC.

Mr C Cowburn confirmed the Monitoring and Evaluation submission was submitted to central government on 16 December. He presented a snapshot of the level of detail to be included in future Board reports.

The Board approved the Monitoring and Evaluation format for future board reports but suggested the inclusion of any slippage.

Resolved - That the Board

- (i) Noted the December Monitoring Updates;
- (ii) Approved the updated Terms of Reference for the refreshed TIG/M&E meeting; format clear and concise.

CD56 Towns Fund Assurance update

Mr M Cowburn provided a report on the Harris Quarter. The Board were informed that City Of Preston Towns Fund Board is overseeing the implementation of the £200m Harris Quarter Towns Fund Investment Programme.

City of Preston Town Fund Board

The City Council as Accountable Body is recommended to approve the additions to the Towns Fund Assurance Framework at Full Council and the Board is requested to do the same.

Resolved - That the Board

- (i) Approve the updates to the Assurance Framework set out in 2.6 (i) to (iv) of the report.
- (ii) Consider the supplementary guidance from DLUHC as highlighted in 2.6 (v) of the report for discussion at the next Board meeting.

CD57 Presentation of the comms plan for year 1

Mr M Gregory gave a presentation on the year 1 plan of the Harris Quarter.

The Board made the following observations and comments:-

- Inclusion of economic output, what this project is delivering and the inclusion of any case studies;
- Engagement with Preston's diverse communities;
- Unique cultural offer for the City. There was a suggestion that whilst the Harris building is closed there is the potential to use live mobile events going out into communities and getting live engagement with the public.
- Ambition and where Preston is going. Trajectory looking forward.
- Suggestion that the Board be briefed prior to any press releases.
- It was noted that the BBC interviewed the BID before Christmas about Preston but there was no mention of Animate. Need to ensure partners are aware of what's happening with clear consistent messaging.
- Harris team have a series of workshops both internal and external with different cultures and backgrounds. Diary of events to be shared with Board when finalised.

Resolved - That the Board noted the presentation.

This page is intentionally left blank

Towns Fund Board Meeting to be held on 18 January 2023

TOWNS FUND IMPLEMENTATION REPORT

APPENDICE '1' and '2' and '3'

1. Summary

1.1 This report provides the monitoring report for Phase 3a/b Towns Fund projects and a general update on the Towns Fund work programme.

2. Decision Required

- 2.1 The Towns Fund Board is recommended to:
 - (i) Note the review into the introduction of the LUF M&E Board merging with the Towns Fund Board
 - (ii) Note the move to a mobile Educate Preston Delivery Model, verbal updated provided by Mark Flemming;

3. Information

3.1 Background and Advice

- 3.1.1 The City of Preston Towns Fund Board (the Board) submitted a City Investment Plan (CIP) to Government at the end of July 2020. In March 2021, Preston Towns Fund Heads of Terms were signed by the Board Chair and Chief Executive of the City Council as Accountable Body (AB). The Harris Quarter Investment Programme comprises six projects with a total Towns Fund grant allocation of £19.9m, which combined with the Harris Quarter Pop Ups project form a total investment programme of over £200m. The six projects are Renewal of Harris Quarter Assets; Animate; Illuminate and Integrate; Educate Preston; Preston Youth Zone; and Harris Your Place.
- 3.1.2 At meetings in December 2021 and March 2022 the Board considered and approved investment recommendations for the Towns Fund projects following the preparation and appraisal of treasury compliant "Green Book 5 case" business cases. In March 2022 the Summary Plans were submitted to Government. In June 2022 the Accountable Body received confirmation that the Summary Plan was approved by Government and the Accountable Body is now in receipt of Towns Fund grant.

4. Monitoring

4.1 TIG Update

4.1.1 A presentation on progress will be made at the Board meeting and there are no matters arising from the December monitoring report which require Board decisions. Please find slides attached in Appendix 1

4.2 Grant Funding Agreements

4.2.1 The latest position on the GFA/MoU's is as follows

Project	Type/ Description of agreement	Target Date Required	Date Closed	Status	
Animate	MoU	Aug-22	Sep-22	Complete	
Educate Preston (CEIAG)	GFA	Aug-22		In Progress	
Harris - Your Place	MoU	Apr-22	Jul-22	Complete	
Illuminate and integrate	MoU	Aug-22	Sep-22	Complete	
Renewal of Harris Quarter Assets	MoU	Jul-22	Sep-22	Complete	
Youth Zone	Pre Construction GFA	June	07/06/2022	Complete	
Youth Zone	Main Construction GFA	Nov-22		In Draft	

- 4.2.2 Educate Preston GFA to be reviewed and updated in connection to new mobile option.
- 4.1.3 Youth Zone Lawyers for On-side have requested updated documents but there's ambiguity around their request, meeting arranged to resolve asap.

5. Monitoring and Evaluation

5.1 The M&E team met on 28th February with all projects report a clean bill of health and no issues needing escalation.

5.2 Assurance Framework Update

For context the Assurance Framework was originally agreed in December 2021. The changes reported to last Towns Fund Board will now be taken to the Councils next meeting in April for approval. To note, the changes that were implemented where already being undertaken by the Towns Fund team by way of good practice so the update does not affect the on-going delivery of the projects. Once approved by Council the updated assurance framework will be uploaded to the Council website and then shared with the Towns Fund Board at the next meeting.

5.3 Levelling Up Funding

5.3.1 It has been suggested from PCC that as the Assurance Framework for the Levelling Up Funding (LUF) is the same as the Towns Fund, we could possibly merge the Monitoring and Evaluation teams for both elements to increase efficiencies across to two programmes. Matthew Cowburn is working through the mechanic of this with the teams to ensure this is a viable solution.

6. Towns Fund Communications

6.1 Limitless Update

6.1.1 Please see Appendix 2 for an update on the Media Coverage of the Towns Fund Programme providing metrics across views, engagement and audience size.

6.2 **PCC Comms Update**

- 6.2.1 Limitless are making good progress and attached are the first three months reports and a link to the coverage received so far can be accessed here Towns Fund Communication
- 6.2.2 Limitless are working on a series of media briefings with the local, regional and national press regarding the Towns Deal projects. These briefings will be one-to-ones with members of local, regional and national media regarding the Towns Fund and the wider regeneration of Preston.

There will be a maximum of three representatives at the meetings and the objective is to build a more free flowing communication between the Towns Fund board, PCC and the developers particularly when its relating to a particular project. We want the media to form a strong understanding of what's happening in Preston. The aim is for these briefings to happen regularly particularly with the locals, to stem any knee-jerk press and bad reporting. Our objective is to get to a point where there are strong networks in place which cultivate mutually beneficial relationships.

6.2.3 The team are also looking at a setting up a series of outreach opportunities through a 'community roadshow' for Councillors to speak directly with community leaders/groups to present plans to deliver a social, economic and physical regeneration of Preston. These meetings will promote advocacy, promote the benefits of regeneration, showcase the

- Preston Model, provide an opportunity to talk about the City Investment Plan and the long term vision for the city and other strategies that directly affect Preston communities.
- 6.2.4 Leader of Preston City Council Cllr Matthew Brown took part in a lively and engaging panel discussion in the Place North West Lancashire Development Update event on 9 February at Preston North End. Coverage on the event can be read here: https://www.placenorthwest.co.uk/lancashire-development-update-photos-and-summary/
- 6.2.5 Preston City Council have agreed to take a stand at UK REiiF in May at Leeds Royal Armouries, in collaboration with Marketing Lancashire and three other Lancashire Local Authorities final confirmation awaited. This will provide the city with an opportunity to showcase our key regeneration projects and investment opportunities to over 6,500 delegates over three days.
- 6.2.6 Talks are ongoing to secure further sponsorship from the private sector to support a Preston Round Table event hosted by NW Insider magazine on 21st June. Details on event location and theme for the event are still being worked up. Please get in touch with the corporate comms team or Limitless if you are interested in sponsorship opportunities or taking part in the event.
- 6.2.7 Preston City Council also secured representation on the Invest North roundtable on 6 March, which was well attended by representatives from the public and private sectors across Lancashire to discuss broadly the region's economic prospects.
 - The event was one of 11 roundtables across the North of England to delve into the details of the economic strengths and investment opportunities that can help the North unleash its full potential and was hosted and led by TheBusinessDesk.com where coverage of the event will be published.
- 6.2.8 A Towns Fund PR protocol has been established and agreed by Preston City Council, Limitless PR and the Towns Fund Chari and communications lead, which sets out processes and structure for approvals, spokesperson comment and event participation. With a large number of stakeholders involved in six different large projects, it is important to set out procedure for all projects. **This is circulated in appendix 3.**
- 6.2.9 A summary of the period since the January Board is set out below:

Animate:

Further opportunities coming up with be the piling on site w/c 13 March and a photo opportunity will be available for issue to the local and regional business press. Steelwork is due to commence on site early May.

A separate plan for the 'Feathers' statue will be developed to maximise a series of PR opportunities and dovetail with the national launch of the next Aardman film to be launched in 2024. EWG will introduce Ian Rankin to Limitless to work on a full plan.

Another PR opportunity is being developed regarding the appointment of an artist to incorporate Preston's textiles heritage into cladding for the Cinema building.

Preston Youth Zone:

Onside submitted a planning application to Preston City Council in November and the team are still awaiting a decision. An announcement on further funding being secured for the project is anticipated in the coming weeks and the corporate comms team and Limitless are liaising with onside's PR team to issue a joint release.

The Harris:

The team are currently researching a news story on social value in collaboration with Conlon and Eric Wright Group. Coverage was gained on the appointment of a new fit-out contractor in February.

Amounderness House:

Good coverage was received for the appointment of W_rkspace and a planning application is being prepared for submission. The team will liaise with the Project Lead on timelines for submission.

Business Newsletter:

Recent issues of the February Preston Business newsletter can be read here: Preston Business eNewsletter - Preston City Council

Social Media Content:

Limitless is working on a social media strategy and content plan to share with all partners. This will be circulated for approval at the end of March.

It will include fast facts and 'killer' stats regarding the wider regeneration of Preston.

The Towns Fund Board is requested to:

- (i) Note the December Monitoring Updates;
- (ii) Note the Year 1 comms plan;
- (iii) Approve the PR Protocol (Appendix 3)

Appendix 1 – Project Monitoring Updates – Feb TIG Update

FEB 23 TIG Slides.pptx

Appendix 2 – Comms Update

Link to report here:-

https://cowburnwatsonbox-my.sharepoint.com/:b:/g/personal/matt_cowburnwatsonbox_com/EcUOar3NSypOgG9RWrh26ekB14-Y2X9dVIN7I_sOFI_6EQ?e=ejInpP

Appendix 3 – TOWNS FUND (TF) FUNDING ANNOUNCEMENTS /PR PROTOCOL

PR Protocol for TD Board .docx

10 March 2023

TOWNS FUND (TF) FUNDING ANNOUNCEMENTS /PR PROTOCOL

For the attention of:
Towns Fund Board
Council Officers
Limitless PR

Overview:

The overall objective of the Towns Fund PR campaign is to create a unified voice about the regeneration of the city centre. Collaboration is key between public and private sectors, all communicating the same, positive messaging about the extensive investment in the city.

Limitless PR, overseen by the Towns Fund Board, is leading on the PR programme and will concentrate their focus on the positive messaging around the TF projects. Limitless will work closely with the council's corporate communications team as the accountable body for the TF. There will be many areas within each of the projects' development cycle where stories and messaging overlap, being both a TF project, and council-led and/or owned. It is essential that all messaging is integrated as one city centre regeneration narrative.

All projects under the TF umbrella inform and strengthen TF messaging, which in turn informs and strengthens the City Investment Plan and strategic, long-term vision for the city, reinforcing #ProudPreston, inward investment and Preston's overarching placemaking strategy.

There are government guidelines to follow on all communications and details on government communications and branding guidance can be downloaded here: https://townsfund.org.uk/resources-collection/communications-and-branding-guidance

Boilerplates:

All project press releases should include mention of TF funding and the government approved TF boilerplate in notes to editors (found in the document referenced in the above section).

In addition, all press releases will also include a Preston specific Towns Fund Board footer and comment from the Chair.

Preston Towns Fund Board:

The City of Preston Towns Fund Board is made up of a private sector Chair, local MPs, local government representatives for Preston, the Local Enterprise Partnership, community and local voluntary community representatives, local businesses and other organisations with an interest in the future development of Preston. Details of the Towns Fund Board membership can be found here: https://www.preston.gov.uk/article/2803/Meet-the-Towns-Fund-Strategic-Board

John Chesworth Chair of Preston Towns Fund Board said: "One of the key priorities of Preston's 15 year City Investment Plan is to transform the city's cultural infrastructure, focussing on our cultural, heritage and leisure facilities, public spaces and programmes. A significant part of the Towns Fund is focussed on this priority and the Board's role is to provide a strategic overview and guidance for the successful delivery of the six Towns Fund

projects. A vibrant cultural life in Preston will be a key driver of economic prosperity for the city and the Towns Fund is the catalyst for further large scale investment in our city."

Reference should also be made to the City Investment Plan and Community Wealth Building where appropriate and link to the information on PCC website.

<u>Preston's City Investment Plan</u> is a 15 year vision for Preston setting out Preston's long-term objectives and strategy to transform the city, targeting resources and aligning public and private sector investments to respond to needs and capitalise on opportunities for positive change.

Preston City Council actively applies and prioritises the principles of <u>Community Wealth Building</u> wherever applicable and appropriate. Community Wealth Building is an approach which aims to ensure the economic system builds wealth and prosperity for everyone.

Hoardings:

All project hoardings and visuals should feature HM Government logo and #TownsFund.

Social Media:

Social media posts should feature #TownsFund

Approval process:

Council Officers listed below should be included in all PR approvals and invitations to photo opportunities:

Adrian Phillips (AP) Chris Hayward (CH) Chris Blackburn (CB) Julie Palmer (JP)

Harris approval:

Tim Joel (TJ)
Sarah Threlfall (ST)
cc Adrian Phillips (AP)

Towns Fund Board approval:

Robert Binns, Comms lead John Chesworth, TF Chair

It will be agreed internally who will attend any photo opportunities, or if it is appropriate for all representatives to be present, story dependent.

The communications team will identify the lead spokespeople and key stakeholders in any news story which will be a combination of developers, council officers, Towns Fund representation, cabinet member, contractors, tenants etc.

In the case of projects that are in receipt of multiple funding streams, care must be taken to ensure balanced reporting e.g. Youth Zone – Onside leads on all comms for this project and their objective is to make it clear it is a charity that needs support from private sector and the local community.

It is advised that no more than three spokesperson comments are included in a news release to avoid watering down the messaging and losing focus of the news angle and main story.

Journalists have the final journalistic licence to cutting any story to fit their brief and word count. It is the communications team's job to ensure the release is as newsworthy as possible and fits the media publication's requirements for maximum coverage potential.

It is important to ensure that all responses to spokesperson comment requests are responded to quickly as many news releases will be time sensitive and subject to journalistic deadlines. Being able to respond swiftly will strengthen media relations and positive coverage of the projects.

Spokesperson Comment:

The TF Chair is to be quoted on all official statements relating to the overall TF programme. This will include allocation of funding, programme and budget updates i.e. quarterly round up of spend and progress across all six projects. The TF Chair alongside PCC as the accountable body, will be expected to answer any criticisms about spend and delivery should they arise.

The TF Chair will also be asked for spokesperson comment on wider investment pieces where specifically TF has a positive impact. It has to be relevant to TF funding.

Opinion pieces, media briefings and site tours, investment commentary and forward feature opportunities will be identified throughout the life cycle of the communications campaign and put forward to the TF Chair, where appropriate and relevant.

The TF Chair will be invited to official opening ceremonies and high-profile events. See suggested schedule below.

PROJECT	STORY	QUOTE	COUNCIL OFFICERS/TF PROJECT LEADS	COUNCILLOR REPRESENTATION	PICTURE	NOTES
TF GENERAL ANNOUNCEMENTS	Any updates on the funding or Board	TF Chair	AP, CH, CB, JP, RB, JC	Leader	TF Chair, Council	
	Appointment of PR company	TF Chair Council Limitless	AP, CH, CB, JP, RB, JC	Cllr Borrow	Harris pic	Issued 26.01.23
	Public consultations on the TF in general	TF Chair	AP, CH, CB, JP	Leader	TF Chair, Council	
	Changes to the governance, deadlines for spend and any criticisms/issues that arise during the spend programme	TF Chair	AP, CH, CB, JP, RB, JC	Leader	TF Chair, Council	
	Ongoing investment of Harris Quarter, city centre regen and wider CIP	TF Chair Council	AP, CH, CB, JP, RB, JC	Leader	TF Chair Council	
1. ANIMATE	Project milestones	MGD contractor Council Cllr	AP, CH, CB, JP, RB, JC	Leader/ Cllr Borrow	Council MGD Contractor Cllr	Council owned
	Animate gets green light – issued 20.10.2023	TF Chair Council	AP, CH, CB, JP, RB, JC	Leader/Cllr Borrow	CGI	Funding led, high profile
	Official ground-	MGD	AP, CH, CB,	Leader	TF Chair	High profile

	breaking - issued 10.01.23	EWG Council TF Chair	JP, RB, JC		Leader MGD EWG LCC	event
	Lettings	MGD Tenant Council	AP, CH, CB, JP, RB, JC	Cllr Borrow	Council MGD Tenant Cllr	MGD lead on all lettings releases
	• 3 x lettings issued 01.11.22	MGD Bradys Azzurri Group			CGI	TF mentioned
	 Loungers release issued 21.02.22 	Loungers Council			Image of site	TF mentioned
	Social value/human- interest stories	Contractor Council	AP, CH, CB, JP, RB, JC	Cllr Borrow	Council MGD Contractor	
	Official openings/ ceremonies	Council TF Chair MGD Contractor Tenant/s	AP, CH, CB, JP, RB, JC	Leader /Cllr Borrow	Council TF Chair MGD Contractor Tenant/s CIIr MP/BEIS	
2. ILLUMINATE/ INTEGRATE	Project milestones	MGD Contractor Council LCC	AP, CH, CB, JP, RB, JC	Leader/ Cllr Borrow	MGD Council LCC	Council owned, Works undertaken by LCC
	Official opening	MGD	AP, CH, CB,	Leader /Cllr Borrow	MGD	

3. AMOUNDERNESS	Operator	Contractor Council LCC TF Chair MP/BEIS council	JP, RB, JC AP, CH, CB,	Cllr Borrow	Council TF Chair LCC MP/BEIS	Issued
HOUSE	announcement	W_rkspace Contractor	JP, RB, JC	o bellen	Council W_rkspace	TF referenced
	Project milestones	Council W_rkspace Contractor	AP, CH, CB, JP, RB, JC	Cllr Borrow	Cllr Council W_rkspace Contractor	Council owned
	Public consultation	Council W_rkspace	AP, CH, CB, JP, RB, JC	Cllr Borrow	Cllr Council W_rkspace Contractor	
	Lettings	Council W_rkspace	AP, CH, CB, JP, RB, JC	Cllr Borrow	Council W_rkspace Tenant/s	
	Social value/ human interest stories	Council W_rkspace	AP, CH, CB, JP, RB, JC	Council W_rkspace Contractor	Cllr Council W_rkspace Contractor	
	Official opening	Council W_rkspace Tenants TF Chair	AP, CH, CB, JP, RB, JC	Leader/Cllr Borrow	Council Contractor TF Chair MP/BEIS Tenants	
4. YOUTH ZONE	Project milestones	Onside Council Contractors Other Onside funders	AP, CH, CB, JP, RB, JC	Cllr Borrow /Cllr Mein	Onside Council Contractors Other Onside funders	Onside is leading on the comms TF only one funding stream

						so be mindful of bigger picture
	Social value/human interest stories	Council Onside Community partners	AP, CH, CB, JP, RB, JC	Cllr Mein	Onside Council Community partners	
	Official opening	Council Onside TF Chair	AP, CH, CB, JP, RB, JC	Leader/Cllr Borrow/Cllr Mein	TF Chair Council Onside Funders	
5. THE HARRIS	Project Milestones • Hoarding installed – issued 23.01.23 • New fit out team appointed – issued 09.02.23	Council Designer Beck Click Netherfield Conlon Council	TJ, ST, RB, JC	Cllr Kelly Cllr Kelly	Stock image Site visit - PCC Beck Conlon	TF mention TF only one funding stream so be mindful of bigger picture
	Funding • Arts Council funding issued 04.11.23	Council Arts Lancashire	TJ, ST, RB, JC	Cllr Kelly	Stock image	No TF mention
	• First look Rotunda – issued 21.11.22	Council Designers	TJ, ST, RB, JC	Cllr Kelly	CGI	TF mention
	Social value/human interest stories	Council Contractors	TJ, ST, RB, JC	Cllr Kelly		

	Critical friendissued02.02.23	Cllr Kelly	TJ ST	Cllr Kelly	Stock image	TF mention
	Events/culture		TJ, ST	Cllr Kelly		
6. Educate Preston	Project milestones	UCLan Preston College Newman TF Chair	Uclan Preston College Newman RB, JC	LCC education cabinet member		
	Official openings	UCLan Preston College Newman TF Chair	UClan Preston college Newman RB, JC	LCC education cabinet member		

Document is Restricted



Document is Restricted

