

# City of Preston Town Fund Board

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## City of Preston Town Fund Board

1 April 2022

**Present:** Mr J Chesworth in the Chair; Mrs R Connor, Vice Chair; Councillors M Brown, Borrow, Ms A Parkinson and Robert, Mr A Phillips and Mr S Burns

**Also in attendance:**

Mr M Flemming	–	TIG
Mr M Allen	–	BEIS
Mr C Hayward	–	Director of Development and Housing
Ms J Wilding	–	Director of Resources & S151 Officer
Mr J Crellin	–	Assistant Director (Head of City Growth & Regeneration) City Development
Ms B Joyce	–	
Mr Z Bapu	–	Senior Member Services Officer

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

### CD32 Minutes

The minutes of the meeting held on 4 March 2022 were confirmed as an accurate record.

### CD33 Declaration of Interest

There were none.

### CD34 Phase 3 Work Programme - Presentation

The Board received a presentation updating them on Phase 3 Work Programme relating to the Towns Fund Board Projects. An update on implementation was provided and with details of the forthcoming stages. It was reported that the TIG continued to make progress on the projects and were working towards achieving Phase 3 milestones. Within the presentation it was recommended that the full Board meeting be held eight weekly from May. The monitoring reports and templates were presented to the Board and it was agreed that these would be used for reporting to the Board from May.

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Details of the Environmental and Sustainability Statement along with the Proposed Governance arrangements were outlined to the Board. Dates for the MoU and Grant Funding Agreement were presented to the Board.

Matthew Cowburn, PCC, presented an outline of the Phase 3b delivery milestones. He highlighted the social value strategy and informed the Board that many of the milestones were management and construction focussed. The importance of Communication especially in the early stages of development was emphasised, and it was agreed that key messages had to be relayed to all stakeholders including members of the public.

The Board Members made the following comments and observations:-

- As construction was due to start soon it was important to tackle the negativity caused by the disruption. There had been complaints from members of the public so it was important to highlight the positive points of the projects and their benefits.
- It was agreed that a wider Communication Plan was needed to be in place for all projects and should engage all stakeholders at programme level.
- There was a need to build and amplify key messages so that the positives of what is to be achieved does not get missed and also important people were not hearing same things over and over again.
- It was felt that the Communication opportunity had been missed previously and a proper Plan was required and implemented.
- It was important to tell the story and let the public know how the projects are progressing. The social values of the projects need to be highlighted more.
- Highlight jobs that are being created, and the benefits to the wider Preston Community.
- It was requested that a Communication Plan be drafted for the May meeting of the Board.

**Resolved** – That the Board

- (i) Noted the presentation;
- (ii) Agreed for a Communication Plan brief to be worked up in time for the May meeting along with a procurement strategy; and
- (iii) Agreed that Communications should be a standing item on the agenda for future meetings of the Board.

### **CD35 Any Other Business**

It was agreed that if possible the next meeting be held in the MET subject to availability.