

9 November 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](http://www.preston.gov.uk)  
tel. 01772 906309  
[z.bapu@preston.gov.uk](mailto: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 November 2023**

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

**AGENDA**

1. **Minutes** (Pages 1 - 2)  
To confirm the Minutes of the last meeting.
  
2. **Declaration of Interests (if any)**
  
3. **Towns Fund Implementation Report** (Pages 3 - 38)  
Report and appendices attached.

**City of Preston Town Fund Board**

---

**City of Preston Town Fund Board  
18 September 2023**

**Present:** Mr J Chesworth in the Chair; Councillors Brown and Borrow,  
Ms K Illingworth - Turner, Mr R Binns, Mr Burns and Mr A Phillips

**Also in attendance:**

Mr C Hayward	– Director of Development and Housing
Ms J Wilding	– Director of Resources & S151 Officer
Ms Palmer	– Regeneration Manager
Ms N Billington	– Head of Policy and External Relations
Mr Z Bapu	– Senior Member Services Officer

**Apologies:** Councillor Ms A Parkinson, Mr M Flemming, Connor and M Close

**CD66 Chairs Announcements**

There were none.

**CD67 Declaration of Interests (if any)**

Mr J Chesworth and Mr A Phillips both declared a standing interest as they were both Members of the Youth Zone Board.

**CD68 Minutes**

The Minutes of the previous meeting were confirmed as an accurate record.

**CD69 Towns Fund Implementation Report**

Mr M Cowburn provided an update on Implementation of the Towns Fund projects and a general update from the TIG, Monitoring and Evaluation and the CFA's. The Board were also updated on the Towns Fund work programme with current status of projects and forthcoming milestones were highlighted. Mr Cowburn informed the Board that all projects were progressing well there were no concerns to report.

Amounderness House scheme was making positive progress. Issues regarding lighting design on the Illuminate and Integrate scheme was highlighted to the Board and it was reported that discussions were on-going

## City of Preston Town Fund Board

---

with LCC and it was anticipated that the matter would be resolved swiftly. The Board were informed that the Youth Zone project was at a key point in that it was at the tender stage and there had been 11 expressions of interests. The Animate project was progressing well as was the Your Harris project where part of the scaffold was due to come down imminently, however it was reported that there was a 15 week delay due to additional work being required to be undertaken. The delays were under constant review. The financial positions of the projects were on target and no issues to report.

### **Communication Update**

An update on the Comms was provided and the work undertaken by Limitless was reported to the Board.

**Resolved** – That the Board agreed to

- (i) Noted the August/September Monitoring Updates; and
- (ii) noted the interim Monitoring and Evaluation (M&E) Update.

<b>Towns Fund Board</b> <b>Meeting to be held on 13 November 2023</b>	
--	--

<b>TOWNS FUND IMPLEMENTATION REPORT</b> APPENDICE '1' and '2'
--

## 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 requested to:
- (i) Note the October/November Monitoring Updates;
  - (ii) Confirm the continued delegation of M&E submission approval via the Chair

## 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 Please find slides attached in **Appendix 1** highlighting the latest position on progress for the 6 Towns Fund Projects.

The projects are progressing well the key points have been extracted below

- **Your Harris**
  - Tim Joel to present a lessons learnt and progress to date at the board meeting
- **Amounderness House**
  - Planning Approval granted 3<sup>rd</sup> November with conditional LBC
- **Animate**
  - Façade now being added to the frame
- **I&I**
  - Design Stage 3 concluding with discussions re. lighting design on-going with LCC
- **Educate Preston**
  - Launch Comms to be arranged with Educate Preston/PCC/Limitless
- **Youth Zone**
  - Appropriation Works now have an agreed plan to conclude, GFA and Development Agreement to be concluded.

**4.2 Grant Funding Agreement & Legal Updates**

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		Aim-to conclude Nov 23
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	Jun-22	Complete
Youth Zone	Main Construction GFA	Nov-22		Final review by SPB

- 4.2.2 Educate Preston – 1 minor admin point left to conclude around the change from a fixed position to a mobile unit, ensuring the documentation is consistent throughout.
- 4.2.3 Youth Zone – GFA back with SPB for review, currently 4 points left to resolve but are more centred around the mechanics of the how the GFA will work than any elements in dispute.
- 4.2.4 Youth Zone - Draft Agreement for Development and Lease – Meeting held to be held 9<sup>th</sup> November 2023, this report submitted on the 8<sup>th</sup>. Verbal update of the meeting to be delivered at the board meeting and subsequently minuted. To note, nothing is in dispute, but an understanding needs to be agreed and confirmed with regards the mechanism around the delivery and what input PCC has.
- 4.2.5 Youth Zone – Appropriation process now agreed, weekly meetings arranged by Cowburn Watson-Box to track progress.

## 5. Monitoring and Evaluation

- 5.1 The next M&E meeting is 16<sup>th</sup> November which is a full return back to Central Government. As per the assurance framework the completed submissions will be pass through to the Chair of the Board to approve before submission.

## 6. Towns Fund Communications

### 6.1 Limitless Update

- 6.1.1 Please see **Appendix 2** for the Activity Reports for October in addition to the Social Media Calendar and Communications Planner.

### 6.2 PCC Comms Update

- 6.2.1 Media relations activity is generating good levels of coverage. Most recent coverage can be seen here: [Towns Fund Media Coverage](#)

Next media relations items are:

- Artist Panel for Animate Cladding – December/Jan

6.2.2 Media briefings have taken place.

- Place NW – completed
- NW Business Desk – completed
- Lancashire Post – completed
- Lancashire Business View – completed
- Estates Gazette – completed
- NW Insider: Chasing for date
- Property Week: Chasing for date
- BBC Radio Lancs: Due to take place 7<sup>th</sup> Nov

6.2.3 Limitless has circulated a one-page overview with stakeholders and has now approached Cllr Brown and Cllr Borrow to see if they will participate in community roadshows. A senior officer from PCC will also be in attendance at the roadshows. These are now being planned and likely to start in November and will carry out throughout 2024, depending on timings.

6.2.4 Eric Wright Group has included new panels on the hoardings to detail the aspects of Animate

6.2.5 A series of meetings have taken place for I&I and forthcoming consultation process. Nicole Billington has produced a comprehensive stakeholder list for EWG to consider. Nicole Billington and Michael Gregory are to draft letters regarding the consultation for local businesses and will also review any newsletters produced by EWG regarding planned works.

6.2.6 John Chesworth participated in a panel discussion at Lancashire Business View's Property Conference on the 28th September and also spoke at the RTPi Conference hosted by Place NW on 5th October. John was also interviewed for a feature in NW Business Insider on public/private initiatives.

6.2.7 NB @ PCC and MG @ Limitless have been exploring options for a semi-permanent exhibition regarding the regeneration of the Harris Quarter. Exhibition panels are now in situ.

6.2.8 A number of city centre tours are in the pipeline over the next couple of months and include a member's tour, PCC staff tour, and a visiting party from Amsterdam to learn more about the Preston Model. The comms team will be in touch with the main contractors to discuss availability logistics and timings for the proposed activity.

6.2.9 A summary of the period since the September Board is set out below:

Animate:

Limitless is in discussions with Animate tenants (Hollywood Bowl and Arc Cinema) to develop a series of media relations opportunities. Initiatives will be included in forthcoming comms planner.



The artist commission/animate panels press release was issued which secured reasonable levels of press coverage.

The time capsule has been postponed until the new year when it can be installed into urban realm improvements.

A series of Christmas related story leads re: social value activity will be explored with Scott Latta at EWG.

Amounderness House

Amounderness House second planning application press release issued again securing decent levels of media coverage. Michael Gregory is due to meet Rizwan Seth of Wrkspace to explore additional media opportunities.

Preston Youth Zone:

There has been an enquiry regarding the biodiversity of the site and FAQs have been produced for circulation. Consultations are underway with youth groups in the city centre.

The Harris:

Economic benefits story issued to the media which achieved wide-spread coverage. Limitless and Harris comms team have regular updates and share content when relevant. Regular meetings have helped joined up comms and helping to amplify key messages.

PCC led on The Harris's 130<sup>th</sup> Birthday news story and Limitless supported through the Invest Preston channels which led to securing an additional media briefing with BBC Radio Lancs.

Educate Preston:

No further information has been given on the status of this project, and Limitless continues to chase for an update.

Social Media:

Social media is performing well, and these reports will now include basic metrics. Engagement is positive and majority of posts/comments are highly positive.

**September:**

LinkedIn: 709	Percentage Inc: 87%	Engagement: 8,932 Impressions
X: Followers: 182	Percentage Inc:14%	Engagement: 7,017 Impressions

**October:**

LinkedIn: 809	Percentage Inc:100%	Engagement: 19,779 Impressions
X: Followers: 204	Percentage Inc:22%	Engagement: 19,400 Impressions

The Towns Fund Board is requested to:

- (i) Note the August/September Monitoring Updates;
- (ii) Note the interim Monitoring and Evaluation (M&E) Update

**Appendix 1 – Project Monitoring Updates – October/November TIG Update**

**Appendix 2 – Comms Update**

This page is intentionally left blank

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank

**Be known**



# **Activity Report**

September 2023

We help our clients stand out and attract, engage and educate, champion and lead, inform and influence.

# Be known

ITEM	ACTIVITY	TIME/DATE
<b>Account Management</b>		
Client Liaison	Emails/advice and guidance	SEPTEMBER
Meeting	Animate Comms Meeting	13 <sup>th</sup> SEPTEMBER
Meeting	Preston Youth Zone Comms Update	19 <sup>th</sup> SEPTEMBER
<b>Strategic Communications</b>		
Time capsule	Contacted local school for participation in creating a time capsule. No response as yet – have emailed twice and left two calls.	SEPTEMBER
<b>Media Relations</b>		
Media briefings	Liaison with Kate Rosindale for Media Tour with Blog Preston. Date now set for 24th October	SEPTEMBER
Insider Feature	Feature on Public/Private partnerships – John Chesworth interviewed for feature on behalf of Towns Fund	SEPTEMBER
Tenterhooks	Tenterhooks press release issued	SEPTEMBER
Economic Benefits PR	Drafted and held on file post Harris delay comms work	SEPTEMBER
Forward Features	Monitoring regional and national property features	SEPTEMBER
<b>Digital Media</b>		
Invest Preston	Populating X and LinkedIn channels	SEPTEMBER
Social calendar	Production of social media calendar for October and analytics for September output	SEPTEMBER
Social content	Production of social content including profiles Adrian Philips and Chris Hayward	SEPTEMBER
Social content	Liaison with Harris Comms team on shared content for September	SEPTEMBER

## Circulation:

Towns Fund Board  
Nicole Billington  
Michael Gregory  
Claire Stephenson  
Justin Strong

We help our clients stand out and attract, engage and educate, champion and lead, inform and influence.



**Be known**



# **Activity Report**

October 2023

We help our clients stand out and attract, engage and educate, champion and lead, inform and influence.

# Be known

ITEM	ACTIVITY	TIME/DATE
<b>Account Management</b>		
Client Liaison	Emails/advice and guidance	OCTOBER
Meeting	Preston Towns Fund Meeting/Harris Update	10 <sup>th</sup> OCTOBER
Meeting	Animate Comms Meeting	11 <sup>th</sup> OCTOBER
Meeting	I&I Consultation meeting	18 <sup>th</sup> OCTOBER
Meeting	Meeting with Nicole Billington – Comms Planning and update	20 <sup>th</sup> OCTOBER
<b>Strategic Communications</b>		
Time capsule	Following meeting with Animate team, decided to push back until Q1 of New Year	OCTOBER
I&I Consultation	Supporting wider team on discussion around consultation process	OCTOBER
Hollywood Bowl	Liaison with Hollywood Bowl team to discuss joint media relations opportunities	OCTOBER
RTPI Conference	Liaise with Chris Blackburn, John Chesworth & Beverley Watson of RTPI for final submission of information and bios	OCTOBER
Exhibition Panels	Installation of exhibition panels in Preston Market	OCTOBER
<b>Media Relations</b>		
Media Tour	Kate Rosindale of Blog Preston media tour conducted	24 <sup>th</sup> OCTOBER
Tenterhooks PR	Issued to target databased with media coverage secured	OCTOBER
Economic Benefits PR	Issued to target database with media coverage secured	OCTOBER
Forward Features	Monitoring regional and national property features	OCTOBER
<b>Digital Media</b>		
Invest Preston	Populating X and LinkedIn channels	OCTOBER
Social calendar	Production of social media calendar for October and analytics for September output	OCTOBER
Social content	Production of social content including profiles Chris Blackburn, Sir Mark Hendrick, Julie Palmer and Jackie Wilding.	OCTOBER
Social content	Liaison with Harris Comms team on shared content for September	OCTOBER

## Circulation:

Towns Fund Board  
Nicole Billington  
Michael Gregory  
Claire Stephenson

We help our clients stand out and attract, engage and educate, champion and lead, inform and influence.

# Be known

Justin Strong



We help our clients stand out and attract, engage and educate, champion and lead, inform and influence.

This page is intentionally left blank

COMMS PLANNER 2023	Partners
<b>EXTERNAL COMMUNICATIONS</b>	
<b>ANIMATE KEY MILESTONES</b>	
Remediation	COMPLETED
Piling begins	COMPLETED
Next tenant - Loungers	COMPLETED
Steel frame begins/completes	COMPLETED
Artist commission / Tenterhooks	COMPLETED
Cladding/Artist Panel (JAN 24)	TF/MGD
Coin installation	COMPLETED
Social Value/Apprenticeships	COMPLETED
Time Capsule - TO BE MOVED TO NEXT YEAR	TF/MGD
New Lettings (BOOM TBC / FOOD HALL TBC)	ALL/INFORM
<b>I &amp; T KEY MILESTONES</b>	
Scheme design	TF/MGD
TRO Submission	TF/MGD
Consultation	TF/MGD
S278 Agreement	TF/MGD
Works	TF/MGD
<b>PYZ KEY MILESTONES</b>	
Planning approval	TF/ONSIDE
Construction begins	TF/ONSIDE
<b>AMOUNDERNESS HOUSE MILESTONES</b>	
Workspace Announcement	COMPLETED
Public consultation	COMPLETED
Design Period	COMPLETED
Planning application - submitted	COMPLETED
Planning application - considered	COMPLETED
<b>HARRIS YOUR PLACE MILESTONES</b>	
Liaise with TWA on PR milestones	TF/CONLON
Economic Benefits (Harris)	COMPLETED
Progress on Fit Out	T/CONLON
Stone Mason Workshops	T/CONLON
Social Value	T/CONLON
<b>EDUCATE PRESTON</b>	
Photo opportunity to be finalised	
<b>PRESS BRIEFINGS</b>	
Place North West	COMPLETED
Estates Gazette	COMPLETED
React News	LIASING ON DATES
Property Week	LIASING ON DATES
NW Business Desk	COMPLETED
NW Insider	DATE TBC
Lancashire Post	COMPLETED
Blog Preston	COMPLETED
Lancashire Business View	COMPLETED
BBC Radio Lancashire	COMPLETED
<b>EDITORIAL PROPERTY REVIEWS</b>	
Business Desk	COMPLETED
Estates Gazette	
Lancashire Business View	COMPLETED
NW Business Insider	COMPLETED
Place North West	
Property Week	
REACT	
<b>COMMUNITY ROADSHOWS</b>	
Planning	LIM/PCC
Implementation	LIM/PCC
<b>EVENTS / SPEAKING ENGAGEMENTS</b>	
UK REiiF	COMPLETED
Forum of the Built Environment	COMPLETED
Place North West - Lancs Development Update 9 Feb	COMPLETED
North West Business Insider - Preston Event	COMPLETED
Lancashire Property Conference	COMPLETED
<b>RISKS AND ISSUES MANAGEMENT</b>	
Compile risk register	
Identify possible issues to manage	
Create written statements to have on file	
<b>NEWSLETTER</b>	
Invest Preston	
MGD - Local engagement	

This page is intentionally left blank