

22 May 2024
Your reference:
Our reference: LAS/ZB
Ask for: Zuber Bapu

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

Dear Sir/Madam

City of Preston Town Fund Board - 28 May 2024

You are requested to attend a meeting of the City of Preston Town Fund Board to be held on Tuesday, 28th May, 2024 at 1.00 pm 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
Tuesday, 28 May 2024

AGENDA

1. **Minutes** (Pages 1 - 2)

To confirm the Minutes of the meeting held on 15 February 2024.

2. **Declaration of Interests**

To declare any personal or prejudicial interests.

3. **Implementation Update Report** (Pages 3 - 20)

Implementation report and communication activity update attached.

City of Preston Town Fund Board

**City of Preston Town Fund Board
15 February 2024**

Present: Mr J Chesworth in the Chair; Councillor Brown, Mr R Binns, M Close, Mr P Thomas and Mr A Phillips

Also in attendance:

Ms J Wilding	– Director of Resources & S151 Officer
Mr M Flemming	– TIG
Ms Palmer	– Regeneration Manager
Mr M Cowburn	–
Mr Z Bapu	– Senior Member Services Officer

The Chair asked for the Boards thanks to be recorded for the work by Councillor David Borrow as a valued Member of the Board. The Board thanked Councillor Borrow for his time and effort.

CD73 Minutes

Resolved - The minutes of the meeting held on 13 November 2023 were agreed as an accurate record.

CD74 Declaration of Interest (if any)

There were none.

CD75 Towns Fund Implementation Report

Mr Matthew Cowburn gave a presentation on the implementation of the Towns Fund projects. He reported that it had been a busy period and there had been significant progress on a number of projects. Amounderness House Stage Three, the design stage, was now complete and was over budget. Fundamental decisions would need to be taken at Stage Four. Youth Zone was progressing with final minor legal elements to be completed. There were no issues to report, and a contractor had been selected. Similarly, the Animate project was making good progress and there were no issues to report. The Illuminate and Integrate project was progressing and due to be completed in October 2024. Part two work on the Harris quarter lighting being progressed through LCC approval process.

In relation to Your Harris project the Board was informed that work was progressing well. The indoor scaffold was worth looking and had been

City of Preston Town Fund Board

nominated for Great Indoor Scaffold of the Year Award. There were costs challenges faced and were being worked through mainly due to external scaffold and inflation costs. Once the exact costs are ascertained the team would go back to funding partners.

Mr Mark Flemming provided an update on Educate Preston. The Exhibition stand had been branded and set up, uniforms and equipment were sorted and the website was ready to be published. Overall, the project was on track and making good progress. Monitoring and Evaluation Group met in November for the Quarter Four submissions. The feedback had been positive, queries on risk items were answered. Now awaiting dates of future submissions to be confirmed before next meeting of the Board can be scheduled.

The Board received an update on GFA and Legal and were informed that there were no issues to report as all was progressing well. An update on Comms was provided to the Board and data in relation to communications activity was highlighted to the Board.

The Board Members made the following comments and observations: -

- Asked if there was an opportunity for Board Members to have a look inside Amounderness House, this could be tied in with BEIS visit.
- In relation to the Youth Zone, it was asked that the Comms in respect of trees being removed be shared with Board Members and responses be in place.

Resolved – That the Board

- (i) Noted the January Monitoring Updates; and
- (ii) Confirmed that a deep dive on Amounderness House project be presented at the next meeting.

Towns Fund Board Meeting to be held on 28 May 2024	
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TOWNS FUND IMPLEMENTATION REPORT APPENDICE '1' and '2'
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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) Approved the decision of the Chair on the M&E submission
- (ii) Confirm which project the board want to see presented at the next meeting
- (iii) Note the TIG updates

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**
 - National Lottery Heritage Fund application submitted.
- **Amounderness House**
 - PCSA/DMA issue urgently needs concluding to stop any further delay to the programme.
- **Animate**
 - Internal works are now progressing with the Cinema and Restaurants.
- **I&I**
 - Planning application submitted for Part 2.
- **Educate Preston**
 - Website platform ready to launch.
- **Youth Zone**
 - Branding vote is out for the public vote.

4.2 Grant Funding Agreement & Legal Updates

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

Educate Preston

PCC position is complete, **Action with UCLan to finalise**. Draft agreement ready to go back to PCC for final comment the subsidy control advice was updated following the move from permanent to mobile solution.

Target - to be concluded by end of May.

5. Monitoring and Evaluation

5.1 The M&E Board met on 8th May to review the projects submissions.

Following the review there are no issues requiring escalation to the Board.

The submission deadline for the M&E report is 31st May.

As per the terms of the agreement the chair is to be sighted on the submission which we can confirm has taken place before the document is issued to Central Government.

6. Towns Fund Communications

6.1 Limitless Update

6.1.1 Please see **Appendix 2** for the Activity Reports for February, March and April, in addition to the Social Media Calendar and Communications Planner.

Statistics continue to show an organic upward trend, meaning more engagement and exposure.

December:	#Followers	#increase/decrease	#Impressions
LinkedIn:	928	46+	6473
X/Twitter	226	10+	2600

January:	#Followers	#increase/decrease	#Impressions
LinkedIn:	997	69+	12,020
X/Twitter	240	14+	13,900

February:	#Followers	#increase/decrease	#Impressions
LinkedIn:	1090	93+	8,114
X/Twitter	255	15+	2,969

March:	#Followers	#increase/decrease	#Impressions
LinkedIn:	1172	82+	13,525
X/Twitter	275	20+	5,219

April:	#Followers	#increase/decrease	#Impressions
LinkedIn:	1,266	94+	12,573
X/Twitter	285	10+	2,439

6.2 PCC Comms Update

6.2.1 Media relations activity is generating good levels of coverage. Most recent coverage can be seen here:

[Limitless Towns Fund Media Coverage](#)

6.2.2 Community Roadshows have been delayed due to elections and will be planned for July to October to coincide with the progress at Animate.

6.2.3 A summary of the period since the last Board is set out below:

Animate:

A Dewhurst at EWG will be introducing Limitless to tenants to produce profiles that will help amplify the message that Preston is a good place to do business. MG at Limitless

has met with Brian Gilligan of ARC and is in the process of drafting a case study/profile piece. Next business profile will be with Hollywood Bowl.

EWG is leading on the announcement on the letting of the Food Hall to MAD GIANT. Will share draft release for input from TF/PCC.

A Topping out ceremony has been completed and the unveiling of the Tenterhooks panels has also generated good levels of media coverage. Next media opportunity is the start of I&I works on Vicarage Road.

The time capsule has been postponed but Limitless is in discussion with Nick Hague to determine a suitable date.

Amounderness House

Start of works has been delayed and is now likely to happen in Q3 of 2024.

Preston Youth Zone:

MG at Limitless is liaising with Greg Farrimond at Onside regarding the announcement of the appointment of Triton as main contractor. Will also work with Greg to help with groundbreaking ceremony.

NB @ PCC has also identified additional newsworthy pieces of recent excavation finds on site during the first phase of groundworks and is liaising with Greg Farrimond to maximise opportunities. Artefacts will need to be tested first before any PR can take place.

The Harris:

Commencement of the fit-out works has been delayed and is likely to start in Q3 of 2024. NB @ PCC and Limitless are in regular dialogue with the Harris Marketing team to identify and amplify newsworthy opportunities.

Educate Preston:

NB/Limitless to follow up with Gareth Jackson on the progress of Educate Preston.

UK REIFF

NB @ PCC and JS at Limitless have been securing media interviews with TF and PCC representatives at the industry event.

The Towns Fund Board is requested to:

- (i) Note the decision of the Chair on the approval of the latest M&E submission
- (ii) Confirm which project the board want to see presented at the next meeting
- (iii) Note the TIG updates

Appendix 1 – Project Monitoring Updates – April TIG Update

Appendix 2 – Comms Reports

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Be known



Activity Report

February 2024

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

Be known

ITEM	ACTIVITY	TIME/DATE
Account Management		
Client Liaison	Emails/advice and guidance	FEBRUARY
Meeting	Preston Project Board Meeting	5 th FEBRUARY
Meeting	Towns Fund Comms Catch Up	13 th FEBRUARY
Strategic Communications		
Time capsule	Review Time Capsule with project manage in Feb 24	TBC
Topping Out	Liaising with wider team regarding topping out ceremony	FEBRUARY
Staff Tour	Assisted Nicole Billington with staff tour of Animate project for 1 st and 8 th March	FEBRUARY
Comms Planner	Updating 2024 comms planner for wider circulation	FEBRUARY
Media Relations		
LBV Preston Feature	Liaison with LBV to involve PCC and TFB participation	FEBRUARY
NW Insider	Liaison with NWBI to arrange interviews with John Chesworth and Adrian Phillips	FEBRUARY
Forward Features	Monitoring regional and national property features	FEBRUARY
Digital Media		
Invest Preston	Populating X and LinkedIn channels	FEBRUARY
Social calendar	Production of social media calendar for March and updated all analytics	FEBRUARY
Social content	Liaison with Harris Comms team on shared content for February also sent to Freshfield for information.	FEBRUARY
Social content	Production and publication of Rizwan Seth profile piece	FEBRUARY
Social content	Liaison and interviews with EWG re apprentices for Animate.	FEBRUARY
Social content	Liaising with comms team for BlogPreston Instameet	FEBRUARY
Social monitoring	Monitoring Peter Moss content and removal of posts where relevant	FEBRUARY

Circulation:

Towns Fund Board
Nicole Billington
Michael Gregory
Claire Stephenson
Justin Strong

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Activity Report

March 2024

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ITEM	ACTIVITY	TIME/DATE
Account Management		
Client Liaison	Emails/advice and guidance	MARCH
Meeting	Preston Project Board Meeting – Animate	13 th MARCH
Meeting	Attendance at Topping Out PR Photo	19 th MARCH
Strategic Communications		
Comms Planner	Updating 2024 comms planner for wider circulation	MARCH
Stalybridge	Sharing best practice with Thameside BC and approach to their regeneration plans and managing communications	MARCH
Media Relations		
Topping Out PR	Issue of press release and follow ups to local and regional media	MARCH
Harris Tour	Liaison with TWA and Harris Comms team for additional Blog Preston tour	MARCH
Forward Features	Monitoring regional and national property features	MARCH
Digital Media		
Invest Preston	Populating X and LinkedIn channels	MARCH
Social calendar	Production of social media calendar for April and updated all analytics	MARCH
Social content	Liaison with EWG and PCC Comms team to secure Instameet locations at Amounderness House and Animate	MARCH
Social content	Production and publication of Marie Percival profile for Invest Preston	MARCH
Social content	Attendance at LBV launch event to capture Preston Hotspots content	MARCH
Social monitoring	Monitoring of channels and reviewing any posts deemed controversial	MARCH

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Activity Report

April 2024

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ITEM	ACTIVITY	TIME/DATE
Account Management		
Client Liaison	Emails/advice and guidance	APRIL
Meeting	Preston Project Board Meeting – Animate	9th APRIL
Meeting	Attendance at Tenterhooks Photo Opp	30 th APRIL
Strategic Communications		
Comms Planner	Updating 2024 comms planner for wider circulation	APRIL
Media Relations		
Tenterhooks PR	Issue of press release and follow ups to local and regional media	APRIL
UKREIFF	Liasing with regional and trade media to secure interviews with PCC/Towns Fund attendees	APRIL
Forward Features	Monitoring regional and national property features	APRIL
Digital Media		
Invest Preston	Populating X and LinkedIn channels	APRIL
Social calendar	Production of social media calendar for April and updated all analytics	APRIL
Social content	Production and publication of Marie Percival profile for Invest Preston	APRIL
Social monitoring	Monitoring of channels and reviewing any posts deemed controversial	APRIL

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