



Minutes

Meeting Title: Penzance Town Deal Board

Date: 1st June 2020

Time: 0815 to 1030

Location: Microsoft Teams

Chaired by: Martin Tucker

Attendees: Emmie Kell (V), Nicole Broadhurst (V), Susan Stuart (V), Sarah Shaw (V), Derek Thomas MP (V), Rob Parsons (V), Cllr Tim Dwelly (V), Cllr Jim McKenna (V), Cllr Roger Harding (V), Henry Garfit (V), Tim Wotton (V), Dick Cliffe (V), Rachel Yates (V), Jess Morris (O), Hester Hunt (V), Emily Kent (O), James Hardy (O), Claire Hurley (O) and David Rodda (O)

Apologies: Cllr Cornelius Olivier (V), Cllr Roger Harding (V), David Krohn (V)

(V) – Voting Member (O) Non-Voting / Officer

Minutes	Action
<p>1 Declarations of Interest</p> <ul style="list-style-type: none"> • None were declared 	
<p>2 Minutes of the last meeting</p> <ul style="list-style-type: none"> • These were checked for accuracy by those present and agreed unanimously as a true and correct record of the last meeting. 	

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3 Matters arising from the minutes

- DR informed the board that the spelling errors relating to the names of the board members have been corrected
- The ability for board members to access documents via some form of file share is being investigated with options included a Pz Town Deal Board “Team” area set up in Microsoft Teams. If this does not work a sharepoint site would be created.
- Board members were reminded of the need to sign the signature page of the code of conduct and complete and sign the declaration of interest form. DR stated that most had been returned and that he would contact those who have yet to do so individually with a view to having them all in place by the date of the next meeting.
- EKell confirmed that the results of the LEP Covid 19 business survey had been circulated.
- EKell updated the board on the work that the LEP is doing in this area in terms of understanding the impact, inputting into how the various grants from Government are dispersed as well as starting to develop a recovery plan. She reminded the board that the LEP are working on a response to the DCMS inquiry into the impact of Covid 19 on the creative sector and asked board members to send her any thoughts they may have by the 19th of June.
- JMck responded by saying that members of Cornwall Council’s Economic and Planning Overview and Scrutiny Committee were meeting informally on the 2nd of June to discuss the impact of Covid 19 and if anything relevant came from that he would send a brief to EKell for inclusion in the response to DCMS.
- MT congratulated TD for his elevation to the CC Cabinet as Portfolio Holder for the Economy.
- JH informed the board that work on transport options in Penzance was accelerating quickly with the potential for Penzance to act as a pilot for changes to traffic flow before the summer season. He is working with Sustainable Penzance on options to reduce traffic flow through the centre of the town and will provide more information when it is available.

**Board
Members**

JMck

JH

4 Update on the Towns Fund

- DR informed the board that there is no further guidance at this point.

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- DT stated that he had met Robert Jenrick MP on Friday the 29th of May to raise his concerns over lack of guidance to date. From the discussion he could confirm that the Towns Fund budget remains in place but that MHCLG have not been able to issue the guidance as they need to consider whether the match/co funding and output assumptions made when the Towns Fund was conceived were still relevant/achievable in a post Covid 19 environment. Alternative options are being discussed with the Treasury and detailed guidance will be issued asap. The October deadline was mentioned as a key deadline for submission and Robert Jenrick MP also stated that he was pleased with the progress being made on Penzance and St Ives.

5 Project Priorities/Criteria

- CH introduced the paper circulated with the calling papers and asked for comments from the board.
- TD stated that the paper was excellent but reminded everyone that the maximum funds available is £25 million so prioritisation of which projects are taken forward to deliver the objectives of the board will be key. Deliverability will be key and he would like to see project level detail coming forward asap.
- DC agreed with Tim that deliverable projects were vital but he also reminded TD that 50% of the board do not have the same level of background knowledge of previous work on the Place Shaping agenda in the Town so it is important to get an agreed vision and set of objectives in place at the start that everyone can agree with.
- NB agreed with DC but also raised the importance of managing expectations in the town from the start of the project. £25 million sounds a lot but we may not secure it all and some projects that come forward may not be eligible for Towns Fund support. She is already aware of many projects, organisations and community groups who are citing the Towns Fund as the source of future funding.
- CH then took the board through the detail of the document and the following comments were made:-
 - TD raised that it may be necessary to include the value of any open market housing facilitated by the TIP in the mix as this could deliver the increase in land values that Government is seeking in return for their investment and that it can also deliver the “profit” necessary to deliver the affordable housing that is much needed in the Town

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- JMck stated that he would like to see different terminology used in the document as “bright future” was not punchy enough in his view. The board agreed with this. He also stated that the document should signal the need to attract on-going private sector investment in the town beyond the TIP period.
- SStuart reminded the board that the vision document is not designed to be a list of projects as they will come later once the overall vision and objectives have been established. She also stated that she had been in touch with the Academy of Urbanisation who have agreed to work with Penzance to help drive its regeneration proposals.
- TW stated that whilst the focus of the TIP is the area within the coverage map the board should not ignore the functional relationship between Penzance and Newlyn and their rural hinterlands. He felt this should be reflected in the objectives of the TIP. DR stated that this would help to rural proof the TIP.
- NB felt that overall the vision document is comprehensive, well written and therefore an excellent first draft. JMck agreed with this statement and ventured that it was a huge improvement on what has been in place previously. The board were in general agreement with this position.
- CH thanked the board for their comments and for the support in putting the document together. She also asked for board members to submit any further comments asap.
- CH also returned to the point made by JMck about private sector investment. She suggested that the board may value a presentation from Mike King at CDC who run the Cornwall Trade and Investment programme. The board agreed to this suggestion and asked for this to be arranged for their next meeting.

**Board
Members**

CH

6 Communications Sub Group

- CH introduced the paper circulated with the calling papers and informed the board of the outcome of the RFQ process. 4 responses were received, 3 of which were fairly standard and 1 which proposed a very different and innovative approach to the task.

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- CH then informed the board that after scoring all the responses the comms sub group recommend that Conscious Creative be appointed as their innovative approach was refreshing and they were confident that they would help to reach and engage people, businesses and communities who have not been engaged in the place shaping agenda to date. Different approaches were suggested for different age groups and the message communicated was seen to be as important as the channel used to communicate it. They are also keen to involve the board members in the comms process. The board unanimously ratified the decision to appoint Conscious Creative.
- The board also asked CH to arrange for Conscious Creative to present their suggested communication plan at the next meeting of the board.
- SStuart explained that part of their work will be to develop “comms protocols” for the board in order to ensure that there are clear messages being issued/communicated. Disparate and uncoordinated messaging will dilute what the board is trying to achieve and will confuse and frustrate local business, residents and communities.
- TW asked what communication channels would be used by Conscious Creative. JM responded that a range would be used (print, social media, radio, etc) in order to access as many groups/cohorts of the population as possible. There was no intention to set up a dedicated Penzance Town Deal Board communication channel as it was felt that supplying content to existing channels should be the preferred approach.
- CH asked members to send her the details of any existing comms channels (including who has the access/editing permissions, whether we have to ask permission to use them or whether we have control over them, etc) that they are aware of so that these could be sent to Conscious Creative for inclusion in their comms plan.
- EKell stated that the work to date was excellent and that Conscious Creative would be inviting board members to take part in workshops to help refine the comms plan. E Kell and SStuart also stated that due to the approach they propose board members should expect a degree of challenge in these workshops.
- DC stated that he was re-assured by the fact that an innovative approach to comms had been chosen rather than an off the shelf model.

CH

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7 COVID 19 SWOT

- CH introduced the paper circulated with the calling papers as a summary of comments received from board members about the impact of Covid 19 on Penzance. It is only a statement in time and will be updated as things progress. The SWOT will be used by Conscious Creative to inform the messaging.
- TD welcomed the SWOT but stated that the board should recognise that not everyone who lives and works in Penzance will welcome some of the suggestions being made about how to improve the fortunes of Penzance e.g. pedestrianisation of the main street. Therefore the board and our comms partner should be ready for the inevitable barrage of negative comments. He voiced concern that if we are not careful we may only engage with the people that agree with the boards proposals and that there may be a very strong and vocal resistance to change. Harnessing the positive messages and commentators would be key as it can't just be the board that is promoting the objective and vision outlined in the TIP when it is produced.
- SStuart stated that the comms group had considered this eventuality and that the comms partner is prepared to address any negative concerns. All present agreed that as members of the board they would also need to challenge negativity.
- JMck stated that as board members all present are in a position of influence and as chosen/selected representatives of Penzance to sit on the Town Deal Board they are empowered to make tough decisions. He felt that Penzance was now better placed than ever to drive its regeneration and therefore the board should be bold. Members of the board agreed with this statement.
- HG suggested that it was vital that the board saw all the negative responses to the TIP as it develops rather than just the positives and that would help to inform the decision making process. SStuart agreed and also stated that this would also help to demonstrate transparency.

JH

8 Budget

- CH updated the board that to date the only expenditure from the capacity funding budget were her costs and £16.5k allocated to Conscious Creative. A more detailed report would be tabled at the next meeting.

CH

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- CH took the board through the suggested process for remote decision making which if agreed would be added to the terms of reference for the board. She asked for specific views around the quoracy required for written procedures to be valid.
- SStuart suggested that it is vital that all board members engage with the decision making process where necessary and wherever possible all board members should respond to a request for a written decision.
- JMck suggested that 10 was too low as he agreed that all board members need to engage with the decision making process whether in a formal meeting or via written procedures.
- TD agreed with this statement and suggested that 10 is inserted as the minimum number required but that all board members should be asked to respond. If necessary the final decision on whether the response to a written procedure decision is valid should rest with the chair and vice chair. If it isn't the decision should go to the next available board meeting for ratification.
- SStuart suggested that those who do not respond should be sent a reminder email if required.
- DT agreed with this and also asked that in order to avoid any email getting lost in peoples inboxes whether the secretariat could send members a text to alert them to the need to action a written procedure decision.
- CH to re-word the text to reflect the discussion and then MT and RP to ratify the changes and amend the terms of reference accordingly.

CH**9 AOB**

- EK updated the board on personnel changes within the Economic Growth Service. As of the 1st of June 2020 Phill Woods has taken up the position of Place Shaping and Regeneration Manager and the Towns Fund work would now fall within his area of responsibility. DR was thanked for getting to Penzance Town Deal Board to its current position.
- JM stated that the comms group recognise how busy board members are with their day jobs but asked them to prioritise finding time to participate in the workshops being arranged by Conscious Creative.

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- TD stated that with his CC Economy Portfolio hat on that whilst he recognised the need for the board to focus their efforts on Penzance they should also seek to work with other towns in Cornwall to share experiences and where appropriate consider joint activities.

5 Date of Next Meeting

- **6th July 2020 – 0815 to 1015.** Venue Microsoft Teams. Agenda to include presentation from Mike King at CDC and Mark Roberts from Conscious Creative at the start of the meeting before the main agenda items.