



Minutes

Meeting Title: Penzance Town Deal Board

Date: 6th April 2020

Time: 0815 to 1030

Location: Skype

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 Jim McKenna (V), Cllr Cornelius Olivier (V), Henry Garfit (V), Tim Wotton (V), Nick Hood (V), Dick Cliffe (V), Rachel Yates (V), Jess Morris (O), Emily Kent (O), Claire Hurley (O) and David Rodda (O)

Apologies: Cllr Roger Harding (V), Cllr Tim Dwelly (V), David Krohn (V) and James Hardy (O)

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

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1 Welcome and Introductions

- MT welcomed everyone to the Skype call and as it was the first time the board had met via this method he outlined a few tips to enable the call to work for everyone.
- DR apologised to the board for the late circulation of papers. The plan to embed them in the original meeting request had not appeared to have worked so he sent them out via email to the board as soon as he was made aware of this point.

2 Minutes of the last meeting

- These were checked for accuracy by those present and agreed unanimously as a true and correct record of the last meeting.
- The only matter arising was the circulation of previous Place Shaping work for Penzance. DR stated that he is attempting to track down the most recent version of this and JM agreed to help to identify this document and will circulate it with the minutes of the

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meeting.

3 Terms of Reference

- The amended terms of reference (document dated 190320) were discussed and the highlighted changes were agreed by all present.
- DR to finalise and MT and EKent to sign on behalf of the Board and the Lead Council.
- It was suggested that the agenda for future meetings should include “Declarations of Interest” at the start of each future meeting. This was agreed by all present. **NB: Can those members of the board who have yet to complete the signed copy of the code of conduct and the declaration of interest form please send them to DR asap.**

MT/EKent/
DR

Board
Members

4 Election of Chair and Vice Chair

- DR outlined the result of the nomination and voting process. Martin Tucker was nominated and elected as chair of the Penzance Town Deal Board and Rob Parsons was nominated and elected as Vice Chair of the Penzance Town Deal Board. Both were asked whether they were willing to take on the roles and both agreed to do so with immediate effect.

5 2020 Workplan

- CH introduced the draft workplan as circulated with the agenda as an outline for how she thought the board should undertake the next stage of its work. The board agreed with the overall structure of the document but the following questions/comments were raised:-

- Are the output metrics relating to the Towns Fund set in stone by Government or can we develop our own KPI’s for how we are going to monitor progress/performance?

DR stated that in the absence of any formal guidance it was difficult to know the detail on output metrics but that based on previous experience a mix off non-negotiable and locally defined metrics is likely. The board were clear that given the current situation relating to Covid 19 the usual jobs created, additional GVA created metrics are unlikely to be fit for purpose.

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- Given the current situation relating to Covid 19 the future economic prospects for Penzance are going to look very different from when the Towns Fund was announced, especially if the outbreak/lock down continues for more than the current 3 week period. Has the guidance on how the funds can be used been issued yet?

DR stated that in the guidance about how the funds can be used has yet to be issued and that it is very likely that the Towns Fund will take on an element of Covid 19 recovery in its remit. DT was asked to explore with Government when the guidance on eligibility, etc was going to be issued as to progress much further with the work on the Town Investment Plan runs the risk of spending time and money on activity that may not be in scope for the Towns Fund. The board were clear of the need for guidance to be issued by the end of April 2020 to ensure that their work can be targeted accordingly.

DT

At this point the board discussed the relevant merits of proceeding with their work in the absence of the detailed guidance or to pause until it was issued. It was unanimously agreed that given the current situation work should continue at pace and to think about what Penzance needs to help regenerate itself rather than just what the Towns Fund may or may not be able to support. This way once the guidance is issued projects/investments could be added, removed or amended accordingly to help deliver the overall vision for the town.

- CH outlined the potential to create a number of sub groups of the board in order to focus on specific tasks and then bring the output of their work back to the board for discussion. This suggestion was agreed as a pragmatic way forward that would help to make the best use of time and resources. CH and DR were tasked to suggest the sub groups required to help deliver the workplan (e.g. Vision for Penzance, project prioritisation and Comms) and then

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circulate this list to the board so that members could volunteer to sit on the groups as necessary. This process would also help to ensure that the board “owned” the work rather than it just being provided to them by officers. Of particular interest to the board was how projects will be identified/prioritised for inclusion in the Town Investment Plan. It was suggested that as some of the board are new to the “place shaping” agenda in Penzance it would help to have a summary of past work and a matrix to illustrate which projects are already funded from external sources, which are likely to be funded by the Future High Streets Fund and which may require funding from the Towns Fund. CH agreed to pull this together for the next meeting. As mentioned above a “projects” sub group would also be created to undertake the initial project identification (noting that the board will have to undertake an open “call” for projects as part of the community consultation process as many project promoters may not be aware of the Towns Fund at this time).

DR/CH

- It was suggested that given the Covid 19 outbreak the current economic conditions faced by Penzance are significant, are deepening daily and the overall position is far worse than standard measures (void rates, number of charity shops, etc) would indicate. A discussion ensued and the following actions were agreed:-
 - DR/CH to compile the current data available on void rates, charity shops, etc
 - EKent to enquire whether she could obtain a Penzance and Newlyn specific report from the LEP’s Covid 19 business survey (available on the Growth Hub website)
 - EKell to ascertain whether she can obtain a Penzance and Newlyn specific report from the recent survey that has be distributed to businesses in the creative sector
 - JM to supply a copy of the intelligence gathered from the questionnaire being sent out to BID members, Chamber of Commerce etc in order to obtain some real time evidence of the current situation

DR/CH

EKent

EKell

JM

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It was agreed by all that this would enable a comprehensive evidence base to for part of the TIP submission.

6 Communications and Engagement Plan

- CH outlined her thoughts on the communications plan that was circulated with the agenda. It is to be viewed as an iterative document that will be updated regularly. CH requested that if any board members had any comments on the plan they come back to her by close of play on the 9th of April 2020
- The board was in agreement with the general direction of the document but suggested that:-
 - A communications sub group be created to oversee the communications work and refine the document and the messaging. This group would also develop all communications issued by the board. JM, RP, RY, EKell, S Stuart, S Shaw and DC volunteered to participate in this group. CH to arrange a meeting of this group as soon as possible so that they can develop a suggested messaging for consideration at the next board meeting.
 - It is vital to remember that the scope of the Towns Fund is the entire area of Penzance and Newlyn (within the coverage map) and not just the high street. Therefore there is the need to “engage” people who live and work in the wider area rather than just communicate with them. This will be key to ensuring that they are involved and have the opportunity to inform the development of the Town Investment Plan.
 - The need for a “single source of the truth” was discussed and it was agreed by the board that it was vital to ensure that messages about the work of the board are clear, concise, transparent and not confused with other activity underway in the town. Secondary channels can then be used to disseminate this message out as far as possible. The communications sub group was tasked to consider the best way for this to be achieved and bring recommendations back to the next board meeting.
- A draft budget for how the Capacity Funding would be used was also tabled. The board was in agreement with the broad budget headings and requested regular updates at each board meeting.

Board Members

CH

CH

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- DR explained that there had been no further formal guidance issued about the Towns Fund by Government. The board reiterated to DT the need for this guidance to be issued asap and DT agreed to write to Robert Jenrick MP who has overall responsibility for the Towns Fund as the relevant Secretary of State.
- The board also reiterated the need to progress at pace to try and ensure that they are ready to submit their Town Investment Plan in August 2020

9 AOB

- CO asked whether clarity could be obtained on whether Health and Wellbeing and Environmental Sustainability considerations could be included in the Town Investment Plan. He also requested clarity of what is in scope and out of scope for Co and match funding. DR agreed to seek clarity for MHCLG and will communicate this as soon as possible. **DR**
- HG requested that the officers consider how best to ensure that relevant documents (agenda's, minutes, code of conduct, maps, etc) are available to board members via systems such as Dropbox, Basecamp, etc. CH explained that the only system that CC can use is Sharepoint and that she is in discussions with the other Town Deal Co-ordinators about how this can best be structured. This is likely to be for access by board members only in the first instance and would contain a library of all past documentation and relevant working drafts. **CH**
- TW informed the board that LiveWest had a significant investment plan for their housing in the area and was keen for this to be used as co-funding if possible. He agreed to table an overview of this planned investment at a future meeting. **TW**
- DC stated that it is vital that CC allow the use of systems such as Microsoft Teams as they are easier/better than Skype. DR explained that Microsoft Teams is being rolled out across Cornwall Council and when it is available it would be used.
- DC also stated that in the vacuum of no Government Guidance on how the Towns fund can be used that he thought it was vital for community cohesion that the board focusses on what they think is required in Penzance at this stage. The board agreed with this sentiment.

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5 Date of Next Meeting

- **4th May 2020 – 0815 to 1015.** Venue to be via Skype/teleconference due to Covid 19 restrictions

DRAFT