

Enquiries to:
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Date: 6th March, 2020

Dear Sir/Madam,

Town Deal Board, 13th March, 2020

I refer to the following items on the Town Deal Board agenda and the attached reports which were marked to follow:

Item 6: Communication and Engagement Strategy Update (Page 2)

Item 7: Capacity Funding (Page 7)

Yours faithfully,

Brent Davis

Executive Director - Operations

To: All Members of the Town
Deal Board

Sean Farnell (Chair), Marion Plant
(Vice-Chair).

Councillors Peter Butlin, Jeff Clarke,
Julie Jackson, Bill Olnier, Neil Phillips
and Kris Wilson.

Amanda Bourne, Uly Lyons, Jet Jones,
Marcus Jones (MP), Julie Nugent,
Lindsey Randle, Les Ratcliffe, Adrian
Stokes, and Alison Thompson

AGENDA ITEM NO. 6.

NUNEATON TOWN DEAL BOARD

Date: 13th March 2020

From: Director – Housing, Communities & Economic Development

Subject: Communications and Engagement Strategy - Update

1. Purpose of Report

- 1.1 To provide Board with an update in relation to the development of the specification to procure a provider to develop and deliver a Communications and Engagement Strategy, along with the associated proposed timelines

2. Recommendations

- 2.1 That Board endorse the proposed specification and timeframes.

3. Background Information

- 3.1 On 21st February 2020, the Board endorsed the procurement of an external provider to develop and implement a Communications and Engagement Strategy and associated delivery plan. This approach reflects the tight timescales associated with Stage 1 of the Towns Fund initiative and the Board's desire to ensure consultation is carried out as broadly and robustly as possible.
- 3.2 The development of the Town Investment Plan must demonstrate that it has considered the views of all relevant stakeholder groups. Given the diverse nature of these groups and the potentially differing messages for each, the Board agreed that an external provider would be able to bring a broader knowledge base and skill set to the issue, along with providing additional capacity to support the delivery of the communication and engagement plan.

4. Draft Specification

- 4.1 The draft specification identifies the objectives of the Towns Fund Initiative as well as the identified stakeholder groups and broad requirements in terms of consultation and engagement. The draft specification is attached at Appendix A.
- 4.2 The totality of the issues to be consulted upon are yet to be identified. It is for this reason that the timeframes have been phased, thus allowing opportunity for clarification / additional probing of areas should Board deem this necessary.

5. Financial Implications

- 5.1 The Borough Council has received £173k capacity funding. It is anticipated that this project will cost in the region of £15k and will be funded from the capacity funding.

Towns Fund – Draft Specification: Communication & Engagement Strategy

Background

On 6th September 2019 the Ministry of Housing, Communities and Local Government (MCHLG) announced that 100 towns [later amended to 101 towns] had been shortlisted to apply for funding of up to £25m from the £3.6bn Towns Fund. Nuneaton is one of the 100 nominated towns.

On 1st November 2019 a Prospectus (Attached) was released giving further information on the requirements of the Fund. The Prospectus sets out the first stage of agreeing a “Town Deal” and further guidance on the Stage 2 process will be issued in due course. The key aspects of the two stages are:

Stage 1: providing capacity support to places to put the structures and vision in place to move to the next stage of agreeing a deal.

Stage 2: places to use their locally-owned Town Investment Plan to put together a business case to apply for funding for interventions.

As required, Nuneaton and Bedworth Borough Council (NBBC) has established the Town Deal Board. The Board comprises representatives from a range of stakeholder groups, including:

- Other tiers of Local Government (Warwickshire County Council is the only other tier relevant to Nuneaton as we have no parish or town councils).
- Combined Authorities
- Members of Parliament
- Local businesses and investors
- Local Enterprise Partnerships
- Communities
- Further Education providers
- Health Clinical Commissioning Group

A key responsibility of the Town Deal Board is the formulation of a Town Investment Plan that sets out a clear understanding of the opportunities and challenges for the area. The plan should also set out investment priorities that are aimed at driving economic growth, including consideration of all associated factors such as skills and training.

A critical element in evidencing the priorities for the Town Investment Plan is thorough and robust engagement with all relevant stakeholders. NBBC, on behalf of the Town Deal Board, are therefore seeking to procure a provider to develop a Communications and Engagement Strategy and associated delivery plan.

Objectives

The Town Deal Board is keen to ensure that all relevant stakeholder groups have the opportunity to receive information, comment upon that information and, suggest solutions and or initiatives that will support the requirements of the Towns Fund Initiative. The communications and engagement approach must ensure that:

- Relevant information is disseminated, using appropriate stakeholder specific language and media, at appropriate points during the Town Investment Plan development process;
- Opinions, suggestions and comments are captured from all stakeholder groups;
- The most appropriate communication and engagement method is identified and employed for each specific stakeholder group;
- Opinions, suggestions and comments are collated and analysed to ensure robust influence of the Town Investment Plan

The Town Deal Board anticipate that this will be an iterative process. The strategy must reference these objectives and your proposed delivery plan should outline how you will meet these objectives.

Stakeholders

The Town Deal Board have identified the following key stakeholder groups:

- Local communities – including 3rd Sector partners;
- Existing Nuneaton town centre businesses and business premises landlords / agents;
- Broader business community and business premises landlords / agents;
- Education providers - including Local Authority Schools, Independent Schools and Academies, along with Further Education providers including colleges and universities;

Any additional Stakeholder groups should be identified within your submission. Your proposed delivery plan should list the potential barriers to engagement for each stakeholder group and how these will be overcome.

You should also clearly state what methods of engagement you will undertake for each Stakeholder group, the level of resources you will employ, how you will interact with our Third Sector partners, including Warwickshire Community & Voluntary Action (WCAVA), the Saints project and other groups in order to form and undertake engagement and communication activities. You must identify what level of support would be required from the Council and partners in order to implement and carry out the delivery plan.

Evaluation

Thorough evaluation and analysis of the engagement of all Stakeholder groups will be required in order to ensure the Board can demonstrate a thorough engagement process and how this has influenced the formulation of the Town Investment Plan. Your submission should describe the evaluation and analysis methods that you will employ.

Timeframe

As referenced, the Town Deal board anticipate that this will be an iterative process. It is expected that the contract will adhere to the following timeframe:

<i>Action</i>	<i>Timeframe</i>
Tender issued	18 th March 2020
Tender return date	1 st April 2020
Evaluation	2 nd & 3 rd April 2020
Award	6 th April 2020
Finalise delivery plan with NBBC	14 th April 2020
Implement delivery plan	15 th April 2020 – 15 th May 2020
Report initial feedback to Board	15 th May 2020
Undertake final delivery actions	16 th May 2020 to 12 th June 2020
Draft report to Board	19 th June 2020
Final report to Board	17 th July 2020

AGENDA ITEM NO.7

NUNEATON TOWN DEAL BOARD

Date: 13th March 2020

From: Director – Housing, Communities & Economic Development

Subject: Capacity Funding

1. Purpose of Report

- 1.1 To provide the Board with a proposed allocation of the Capacity Funding, awarded as part of the Towns Fund initiative.

2. Recommendations

- 2.1 That Board endorse the proposed funding allocations.

3. Background Information

- 3.1 As part of the Towns Fund initiative, £173,029 capacity funding has been awarded. This funding has been awarded to support the development of a Town Deal Board and Town Investment Plan (TIP). The Prospectus anticipates that this funding will be used for:

- Convening Town Deal Board;
- Running business and wider community engagement events;
- Developing Town Investment Plans;
- Providing technical expertise for business case development.

- 3.2 In order to establish a framework from which to move forward, it is proposed that the allocation of the capacity funding against known requirements be established.

4. Proposal

- 4.1 At its meeting on 15th January 2020, the Board endorsed the key items to be included in the Nuneaton TIP as;

- Land assembly for Integrated Transport Hub
- Contributions to existing Highways Authority resources to allow road system improvements to take place – ring road, A444 and Leicester Road bridge in particular.
- Infrastructure/ premises to enhance educational attainment and skill levels.
- Flood defence measures to stop Nuneaton Town Centre being in a flood zone
- Infrastructure to enable 5G

- Enhanced / consolidated healthcare facilities in Nuneaton Town Centre
- Installation of electric car charging points, both in Nuneaton Town Centre and elsewhere in the wider town geography

and possibly

- Enhancements to Nuneaton Museum and Art Gallery

4.2 The potential activities and associated funding requirements have been devised in light of the key items listed at 4.1. Additionally at its February meeting, the Board endorsed an allocation of £15k to procure a Communications / Engagement provider. Whilst other specific activities and therefore, associated costs, remain unknown to some degree, activities and cost indications identified via the submission process for the Future High Streets Fund (FHSF) have been utilised. In addition, costs for activities outside of the FHSF submission, but identified via other activities associated with the wider regeneration programme have been used. These cost indications are recent and therefore judged to be up to date and reflective of the market place.

4.3 The proposed allocations are:

Towns Fund - Capacity Funding £173,029	
Town Deal Board Facilitation	6,000
Board Meeting Room Hire	2,000
Communications / Marketing Provider	15,000
Engagement Events & Marketing material	12,000
Staff capacity / backfill	12,000
Consultancy Support (Business Case)	70,000
Research / Analysis	45,000
Planning Advice & Guidance	1,500
Contribution to Transport Master Planning	5,000
Contingency	4,529
Total	173,029

4.4 The funding allocations proposed for Town Deal Board Facilitation and Staff Capacity / backfill are actual costs for a 12 month period. The Board meeting room hire allocation allows the Board to hold its meetings within the community.

4.5 It is further proposed that the Board will be required to endorse spending proposals against any funding line where it is anticipated that costs will exceed £10k.

5. Financial Implications

5.1 The Borough Council has received £173k capacity funding. The proposed funding allocations allow for a small contingency.