





**HEREFORD STRONGER TOWNS BOARD  
Notes and Action Points  
Monday 25 January 2021 at 08.30  
Zoom Video Conference**

<b>Chair:</b>	Lauren Rogers	LR	Project Manager, Rural Media
<b>Minute Taker:</b>	Melissa Walker	MW	Growth Programme Support Officer, Herefordshire Council
<b>Board Present:</b>	Alan Anderson	AA	British Land – Old Market
	Ellie Chowns	EC	Cabinet Member Environment, Economy & Skills, H.Council
	Judith Faux	JF	Trustee, HVOSS
	Kath Hey	KH	Mayor of Hereford City Council
	David Langley	DL	Chief of External Engagement, NMITE
	Frank Myers	FM	Herefordshire Business Board / Marches LEP
	Jesse Norman	JN	MP for Hereford and South Herefordshire
	Ruth Parry	RP	Director of Operations & Marketing, Simple Design Works Ltd
	Paul Stevens	PA	Hereford Business Improvement District (HBID)
	Julian Vaughan	JV	Managing Director, Green Dragon
<b>Board Apologies:</b>	Ian Christie	IC	Big Business Representative / MD, Welsh Water
	Laura Hughes	JH	Director, Signs And Labels
	Will Lindesay	WL	Chief Executive, HVOSS
	Will Vaughan	WV	Hereford Pedicabs and Pedicargo
<b>Other Attendees:</b>	Ivan Annibal	IA	Rose Regeneration
	Justine Burnett	JB	Senior Project Manager – Capital, Herefordshire Council
	Rebecca Collings	RC	Consultant, The Nichols Group
	Christian Dangerfield	CD	Rose Regeneration
	Clare Hannah	CH	MHCLG representative
	David Hitchiner	DH	Leader of the Council, Herefordshire Council
	Nick Webster	NW	Economic Development Manager, Herefordshire Council
<b>Other Apologies:</b>	<i>None</i>		

ITEM	NOTES	ACTION
1.	<p><b>WELCOME / ATTENDANCE AND APOLOGIES / DECLARATIONS AND REGISTER OF INTEREST</b></p> <p>LR welcomed everyone to the meeting. Attendance and apologies are recorded above. No Declaration of interests declared.</p> <p>CH advised that there are ongoing Govt discussions re additional resources for the HoT, they have reached out to other towns to discuss their experience, it is difficult to understand the resource costs until we know what we're being offered. LR proposed making it an agenda item for the next meeting.</p> <p>LR confirmed that Lord Bassam is reading through the draft TIP.</p> <p>It was highlighted that the draft Comms Action Plan is available on the google drive; board members were asked to review and comment on its content.</p> <p>Feedback is ongoing with the project sponsors of projects not supported within the TIP; it is hoped a small working group can be put in place to follow up work with these projects.</p> <p>The Board commended IA &amp; CD on all the work they have completed within a tight timeframe, we are indebted to them. Thanks were also expressed to NW, JB and MW for working with the board, and to Cllr Chowns for assistance with getting cabinet approval.</p>	<b>ALL</b>
2.	<p><b>MINUTES OF LAST MEETING AND MATTERS ARISING</b></p> <p><i>One outstanding issue from 13 January minutes being discussed before minutes can be signed off.</i></p> <p>13 January actions were discussed and updated.</p> <p>Item 5, page 3: Endorsement of TIP; no suggestions had been received for people / organisations that would be happy to endorse our application. LR will contact Arts Council England, FM is progressing the LEP letter of support.</p> <p>Item 8, Page 4: Younger Persons Representative; LR is arranging to meet with the proposed youth rep via Zoom.</p>	

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	Board membership; LR advised that this needs to be on agenda at the next meeting.	
3.	<p><b>TIP 1 FINAL SUBMISSION</b></p>  <p>DRAFT S20098D-Hereford-TII</p> <p>The draft TIP has been circulated for comments, and amendments will continue to be made prior to submission on Thursday. The document captures all of the hard work undertaken to date, and is a really good exposition of what can be pulled together and delivered for £25m. It has been through the 'check and challenge' process and has been updated to take into account comments from that and from the Board.</p> <p>IA ran through the content of the TIP and provided a highlight of the sections and information within it; LR thanked him for this useful run through and asked if anyone had any comments or queries.</p> <p>JN felt it was an astonishingly beautiful document - classy without being overbearing. The graphics are terrific for giving a sense of the city and the values that underpin the bid. The thing that persuades officials is the quality of engagement, to have it presented this way is a token of professional ability.</p> <p>FM echoed this comment. He felt Orphans Press should commended on the tremendous amount of work they have undertaken, they are a fantastic local business undertaking work globally. DL echoed all of the above.</p> <p>It was noted that there are a number of typos within the document; LR advised that a session is being held with Orphans Press on Wednesday to go through the document page by page to check the detail and amend any errors. The finalised version will be shared with the Board for approval prior to submission.</p> <p><b>ACTION: Board members to forward details of copy proofing amends to LR &amp; RP to be picked up in the session with Orphans Press</b></p>	ALL
4.	<p><b>TIP 2 FINAL SUBMISSION</b></p>  <p>TIP2a.xlsx</p> <p>IA noted that this is the most important part of our submission as it's the numbers and details about how each of the projects fit together. They have been ensuring that all data required has been received. He advised that EC &amp; FM had been through the document in detail prior to it going to Cabinet.</p> <p>IA ran through the content of the document and the work undertaken to collect the information required for submission. He also outlined what work needs to be completed before it is finalised.</p> <p>The finalised version will be shared with the Board for approval prior to submission. Approval will by exception via email late Wednesday.</p>	
5.	<p><b>ADDITIONAL INFORMATION FOR SUBMISSION</b></p> <p>We have until 23.59 on Friday 29 January to submit the docs. It has been agreed that Orphans Press will be doing the submission on our behalf as they have the technical capacity to manage the process. There is specific guidance about how to submit the docs on the Govt blog, this has been shared with Orphans Press so that they are aware of the limits re word count and file size.</p> <p>A video has been created to accompany our submission which will be hyperlinked in the TIP. This has been created by Orphans Press and Rural Media, it provides an overview of Hereford and includes a number of speakers to provide a broad overview and to whet the appetite and get to the heart of the golden thread. Link to be shared with Board.</p> <p>Our aim is to submit our application on Thursday 28 January.</p>	
6.	<b>COMMS STRATEGY UPDATE</b>	

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	  <p>Communications plan      Hereford Towns DRAFT 19 Jan 2021.doc      Fund_ Communication</p> <p>RP advised that the draft plan is being worked through at the moment, covering everything from what's on line, core themes, social media channels, etc. There are a number of actions that need to evolve further, such as guidance to projects about what can be said at certain times. This captures everything at the moment and then from there other docs will talk about things in more detail.</p> <p>LR queried if there is any guidance available that sets out when the TIP should be shared following its submission; NW advised that the guidance states that it has to be published, he felt this should be done asap. It will be referenced on the HC website and linked to the decision. LR queried if there was agreement that it should be published once it has been submitted; supported.</p> <p>CD advised that a zoom session has been arranged with the project sponsors to outline what happens next, this will also be attended by LR, RP &amp; FM.</p>	
7.	<p><b>ANY OTHER BUSINESS</b></p> <p><u>TIP Endorsements</u> HC have endorsed the submission via a cabinet decision. HCC and HBID are also due to provide endorsements. It would be useful to add these to the website.</p> <p><u>Board Membership</u> It was queried if the Board membership will continue as it is for now or will it be reviewed; LR advised that it will be reviewed in early March as it may need to be updated for phase 2.</p> <p>It was felt that it's important to have youth representation on the Board, to get the views of a younger person that has moved here and one that has grown up here, as their views are likely to differ to ours. KH advised that the Youth council have a lot to offer in this respects, they could feed in on an ongoing basis which would be good.</p> <p><u>Old Market, Closure of Debenhams</u> FM queried what impact the closure of Debenhams will have on the city; AA advised that the online part of the business has been purchased by BooHoo.com, but that they are not taking any of the stores. The same has happened with Outfit. They have agents looking at the sites, but it is difficult to let any units in the present climate. There are some discussions about dividing up the unit, but this is dependent on what tenants come forward. The retail unit is 40k square feet plus 10k storage space above, so 50k in total. He advised he will update with any progress.</p> <p><u>Towns Fund, Phase 2</u> PS acknowledged that we may not get the full ask and queried at what stage we will need to look at this; NW advised that the Govt guidelines indicate that it will take two months to assess the applications, so it will be April / May before we receive the HoT. Indications from earlier rounds are that successful applicants are getting 80-85% of their ask. Once we know what we have been awarded options will be put to the board. Projects are expecting to get the full ask so we need to manage expectations and get preparatory work in place so that we are able to respond to the Govt offer asap.</p> <p>IA advised that in discussions with towns that submitted in the earlier cohorts, they are saying they have been given RAG ratings for the projects so we can expect to receive controlled advice about which projects to progress.</p> <p>CH advised that each town is assessed individually, this is not a competitive process, we are not being assessed against other towns, only on our own merit. It is unlikely that we will receive much advance notice prior to the HoT being issued. Many towns have been offered around 80% but some higher, some lower, dependant on the submission received. They are RAG rating projects within TIP 2, if anything is not in scope or clarified, it won't be included within the final offer. The letter that accompanies the HoT will make this clear. Nothing of concern has been identified in the 'check and challenge' sessions, if she had heard about anything unsuitable she would have highlighted it to us. CH has not been reading the draft TIP docs as she wants to come to the sessions with fresh eyes.</p> <p>LR highlighted that the Rose Regeneration contract will end when the TIP is submitted; the Board need to ensure that projects are clear on the risks and that there is no guarantee of receiving funding. We need to identify people to support with this element. PS felt we have to</p>	

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	<p>manage the negativity that can be perceived locally about these projects, there is some confusion about whose projects these are. LR confirmed we will need to ensure ongoing engagement.</p> <p>JB highlighted that when we look at timelines for progressing projects we need to ensure that we add in time for the governance process.</p> <p><u>Towns Fund Board</u> EC expressed thanks to LR for chairing the board fantastically, and acknowledged that she has dedicated an extraordinary amount of time with grace.</p> <p><u>Rose Regeneration</u> IA thanked everyone for the experience and offered goodbyes from him &amp; CD. Through working on this, and a separate commission for the Market Towns, he has developed a passion and enthusiasm for Hereford. As this is the final board meeting he will be attending he would like to place on record that he has found this a positive working experience.</p> <p>LR stressed that the Board are indebted to Rose Regeneration for their work on this. The Board expressed their thanks to RR.</p>	