



**TOWN DEAL / VISION BOARD**  
**9AM – 12th July 2024**

**Orwell Room – Grafton House**

**AGENDA**

<b>Item</b>	<b>Item Content</b>	<b>Lead</b>
1. Welcome & Introductions		Chair
2. Apologies	Apologies – John Dugmore	Chair
3. Declarations of Interest	Please see attached form for completion	Chair
4. Minutes of the last meeting	To agree the minutes as the true record	Chair
5. Vision Project Updates	Waterfront project  Connected town  Ipswich as a destination to live, work and visit  Brand Ipswich	Helen Langton  Terry Baxter  John Dugmore  Helen Pluck
6. Towns Fund Update - Highlight report	The board notes the progress on each programme	James Fairclough / Marlon Bruce
7. Towns Fund Project Key Decisions	7A – Pauls Silo	James Fairclough / Marlon Bruce
	7B – Academy of Yatch Building	James Fairclough / Marlon Bruce
	7C – Public Realm & Greening <ul style="list-style-type: none"><li>• (Item 7 Appendix 1 – Lloyds Avenue)</li><li>• (Item 7 Appendix 4 – Greening Trail)</li></ul>	James Fairclough / Marlon Bruce
	7D – Local Shopping Parades <ul style="list-style-type: none"><li>• (Item 7 Appendix 3 - Local Shopping Parades)</li></ul>	James Fairclough / Marlon Bruce

	7E – Creating a digital town Centre <ul style="list-style-type: none"> <li>(Item 7 Appendix 4 – AR Trails)</li> </ul>	James Fairclough / Marlon Bruce
	7F – Pedestrian Bridge	James Fairclough / Marlon Bruce
	7G – Regeneration Fund	James Fairclough / Marlon Bruce
	7H – Reallocation of Town Deal Funding	James Fairclough / Marlon Bruce
8. Dates for future meetings	To note that previously agreed dates are:  (i) 13th September 2023; and (ii) 13th December 2023.  Each to be held at Grafton House between 9am and 10:30am	Chair

**AGENDA ITEM 4**  
**Minutes of the previous meeting**

Meeting	Ipswich Town Deal Vision Board
Date	Friday 8 <sup>th</sup> March 2024
Time	09:00 hrs
Location	Orwell Room, Grafton House
Present	<p>David Ralph, Chair of Ipswich Vision Board (Chair)  Helen Pluck, CEO, Ipswich Borough Council [IBC] (HP)  Paul West, Councillor, Suffolk County Council [SCC] (PW)  Emily Cashen, DLUHC (EC)  Neil McDonald, Leader of IBC (NMCD)  Liz Harsent, Councillor and Representative for Tom Hunt (LH)  Sharon Earp, Representative for Dr Dan Poulter (SE)  Emma Lindsell, Head of Towns Fund &amp; Economic Development, IBC (EL)  John Dugmore, Chamber of Commerce (JD)  Terry Baxter, Chair of Ipswich Central (TB)  James Davey, Director, Ipswich Small Business Association (JDa)  Becca Jackaman (BJ)  Andrew Cook, Executive Director for Growth, Highways &amp; Infrastructure, SCC (AC)  Alan Pease, Principal, Suffolk New College (AP)  Helen Langton, Vice Chancellor, University of Suffolk (HL)  James Fairclough, Director of Operations and Place, IBC (JF)  Debbie McLatch, Assistant Director of Place, IBC (DM) Julia Rusek, IBC (Minutes)</p>

Items:

		Action
1.0	<p>Apologies  Dr Dan Poulter, MP for Central Suffolk and North Ipswich (DP)  Tom Hunt, MP for Ipswich (TH)  Elaine Joseland, Chief of Staff for Dr Dan Poulter MP (EJ)  Rosanne Wijnberg, New Anglia LEP (RW)  Sophie Alexander-Parker, Ipswich Central (SAP)  Tim Greenacre, University of Suffolk (TG)  CJ Green, Chair, New Anglia LEP (CJG)</p>	

2.0	<p>Declarations of Interest: AP will be required to complete a declaration of interests form</p> <p>LH noted she is a County Councillor as well as here representing TH</p>	AP
3.0	<p>Matters Arising: TB noted he would like to clarify his position on Norwich Road. His disappointment is that despite assurances being given to this Board that Norwich Road was not included in the Shopping Parades project.</p>	

4.0

Suffolk Devolution:

AC provided the Board with a presentation on a level 3 devolution deal for Suffolk – the slides are provided as an appendix to these minutes.

TB questioned how many brownfield sites fall under IBC ownership. JF informed the list is very long, and all IBC Brownfield sites are being considered.

AC highlighted there isn't enough money to regenerate all sites so prioritisation will be required.

Regarding energy efficient homes, this deal would facilitate a 0% loan scheme, assisting with carbon energy efficiency and making homes cheaper to manage.

TB questioned whether a similar scheme exists for businesses.

AC informed that this is only relevant for residential properties.

The governance of SCC will be altered if a deal is agreed. There are currently 75 seats, local County Councillors are voted in, then the majority party forms the administration and elects the leader.

A level 3 devolution deal requires that a county leader be directly elected, similarly to the Crime Commissioner, resulting in 75 seats plus 1 leader. The leader would be responsible for choosing a cabinet which is able to deliver on priorities.

Elections would take place in May 2025 if the deal is accepted.

AC highlighted that devolution is a journey. If accepted, Suffolk will be able to take part in opportunities and enter discussions for further development. For example, Level 4 deals or natural climate/rural nature dialogues.

A public consultation process will be necessary to ensure Suffolk residents are aware of all the facts. Meaningful engagement will last 10 weeks, followed by a decision from SCC whether to proceed with the deal.

If a Level 3 deal is rejected, it does not automatically warrant a discussion relating to a different opportunity and would be separate.

SE questioned whether there is a minimum number of required responses. AC informed that there is no minimal number of responses to warrant a consultation with those who wish to provide input.

AC confirmed that engagement public events will occur.

	<p>HL and AP offered to send information to students and staff. AC commented that this would be appropriate.</p> <p>AC explained that there is a 60% Capital/40% Revenue split. He also noted that only a Level 4 deal allows for extra powers, this will be a prospect for the future, however, the County must first obtain a Level 3 deal to proceed.</p> <p>TB asked whether the possibility of an independent Leader exists. If yes, would this individual select their cabinet from the elected seats?</p> <p>AC clarified that the Leader does not need to be a part of the majority party. This also relates to the cabinet, meaning a coalition or minority cabinet is possible. The Leader is responsible for ensuring the SCC continues to function and delivers its duties.</p> <p>AC reassured that the consultation will factually inform the public in a neutral way as to not steer the audience. It will be made clear that there will be a trade-off in constitutional arrangements for additional funding.</p>	HL / AP
5.0	<p><b>Visioning Updates:</b> It was noted that all working groups are now in place and updates will be given on recent progress.</p> <p><u>Waterfront Attraction</u> – Update by HL:</p> <p>The first meeting occurred recently which discussed creating a significant attraction at the Waterfront, for example, a National Science Museum as it plays to Ipswich’s strengths.</p> <p>Some examples of projects undertaken by other parts of the country include:</p> <ul style="list-style-type: none"> <li>- Leicester has a space centre.</li> <li>- Belfast incorporated a Titanic Museum.</li> </ul> <p>To articulate what the vision could be, the group will work together to produce a 3-4 page representation which encompasses the rationale, concept, and where the site will be located.</p> <p>This is a large initiative project which will take 5 to 10 years to complete.</p> <p>HL will present the work of the group at the next meeting</p> <p>SE mentioned she was involved in the Leicester project and commended that it’s beneficial from a tourism perspective.</p> <p>HL informed this is exactly the goal, to bring tourism, include education, and play around Ipswich’s strengths.</p> <p>SE commented that common themes tend to bring people together too.</p> <p>PW updated on the Waterfront lighting action from last meeting:</p> <p>The Ipswich investment fund was utilised to:</p> <ul style="list-style-type: none"> <li>- Upgrade 10 lighting redundant columns on Albion Wolf on Mill End.</li> <li>- Install 15 new branding columns and lighting between Neptune apartments.</li> </ul>	HL

Both will be delivered by June 2024.

Raising Aspirations and Changing the Narrative – Update by HP:

Last week HP and Nicola Beach, the co-lead of this group, met to begin scoping and headlining an action plan.

A wider meeting with place branding experts will occur in April to gain a better understanding of how to proceed.

Things will be more tangible and reportable in June.

Nothing will commence on this project in April due to the election period.

Chair questioned whether other members of the board are involved in the project group. HP informed that the project has not reached that stage yet.

Ipswich as a Destination – Update by JD:

This working group synergises with the raising aspirations and changing the narrative due to its wide remit.

The spectrums considered are living, business, and tourism.

Numerous strategies for inward investment have been identified, for instance, ITFC have their own strategy and vision.

A meeting will occur on the 12<sup>th</sup> of April amongst 9 members representing:

- University of Suffolk,
- Communications,
- Town Centre,
- Large and small employers in the Town Centre,
- Dance East,
- The investment Director from ITFC,
- British Telecom,
- Chief Executive of Adnams.

Chair questioned whether the group knows what they will gain from the meeting.

JD has extended the invitation to HP and Chair to attend to understand what the vision and aspiration is.

Separate conversations will occur with between JD, Chair and HP to establish what the group will be doing.

Connected Town – Update by TB:

It was noted that there has been a degree of change in Ipswich Central over the past 3 months and TB would like to ask for support from those at the table currently.

Housing, transport, and services are big areas within their own right and the Connected Town group is small, meaning assistance is required to drive the project forward.

HL questioned if the Connected Town is a group within its own right or whether the other groups should consider incorporating the concept into their working groups.

JD,  
Chair,  
HP

	<p>TB informed that the Connected Town aspect was originally the overreaching vision for Ipswich, therefore, it should be considered within every workstream and decision.</p> <p>However, this could constitute an interesting discussion. Should the Connected Town be a working group or a vision for the future?</p> <p>Chair explained that this is already an existing group. It requires special planning, and the other working groups are different, for instance, Ipswich as a Destination reaches beyond Ipswich.</p> <p>TB informed that if the group simply discusses without action then it would have no impact. Members who can actively influence. TB would not be satisfied with being involved in a project that does not have a clear outcome.</p> <p>It was agreed that the group needs to identify what must be done and connect with institutions which can assist in achieving the goals. By getting the right people involved, it will be possible to evaluate the feasibility of the next steps.</p> <p>TB suggested inviting senior individuals from SCC and IBC. Chair agreed. JF will become involved on behalf of IBC and PW agreed for AC to take part.</p> <p>TB informed that Sophie Alexander-Parker will be leaving Ipswich Central in the coming weeks, however there is a plan and headhunting has commenced for a new Chief Executive. Once someone has been selected, TB will also be stepping down following 11 years and someone will be filling his position in September.</p> <p>The next renewal date is 2 and a half years away so there is time to deliver and communicate all information.</p> <p>Chair expressed gratitude for Sophie and her commitment to Ipswich Central for many years.</p>	<p>TB / JD / AC</p>
<p>6.0</p>	<p>Chair's Update – Membership and Composition: The LEP will no longer be a part of this group; the LEP legacy functions have moved to SCC.</p> <p>Chair is not proposing a skills audit</p> <p>Chair noted that ITFC is engaged in the Vision workstreams.</p> <p>Chair suggested a business representative be identified from the emerging Suffolk Business Board and noted that there as is currently no health representative a new one will need to be selected.</p> <p>HL highlighted the importance of inviting those who are the best suited for the roles.</p>	<p>AC, HP &amp; Chair</p>
<p>7.0</p>	<p>Towns Fund Update EL:</p> <p><u>Local Shopping Parades:</u></p> <p>Progress has been made with installations going across the sites, including, benches, street lighting, and instructions have been made for lighting installation and we are awaiting information from SCC.</p>	



Conversations have also taken place with Norwich Road businesses and William Coe to discuss aspirations. The work is not Towns Fund financed.

Paul's Silo:

This is currently shown as red as there is a cost deficit of £2.1m. Some savings have been identified bringing the cost down slightly, and the project is linked to a decision about the future of the Yacht Academy (see below).

Property advisors have undertaken market testing and a report was received last night, highlighting interest from potential operators.

It was confirmed that once match-funding is identified, the project will no longer be red.

Public Realm:

Concept designs are in place and have been costed – designs are affordable if match funding is available.

Consultations with taxi drivers currently underway as reconfiguration of the road will be required. The next one will occur in May due to the pre-election period.

Although conversations with taxi drivers have been controversial, businesses in the area informed that there are many alternatives, for instance, deliveries through back entrances.

Chair requested that at detailed designs be shown to the Board before they are implemented.

An update will be provided in the June meeting or if timings do not work information will be shared via email or Teams.

Greening:

Concept designs in place and costed – they are affordable if match-funding is available.

Two routes are proceeding to the next design stage and two require further work before they can proceed.

Pedestrian Bridge:

SCC and IBC are currently in governance and administrative discussions.

A new solution for a crossing has emerged – refurbishment of an existing swing bridge rather than a new build. A meeting will occur next week to confirm the most appropriate technical solution.

A key risk is managing the route into what will soon be a working port, - by way of mitigation TB highlighted the route is already used by pedestrians

JDa questioned how often the swing bridge would be open/closed - an update will be provided in the next meeting

JF/EL

EL

It was noted that SCC have confirmed that if the refurbishment costs less than the new build approach that any residual from the £6m funding allocation will remain ringfenced to Ipswich projects.

It was noted that the project may not be completed by the March 26 but the Towns Fund investment would be spent by this time.

Chair requested that the design be presented back to this group when available.

#### Digital Town Centre:

Negotiations with Ipswich Central regarding small changes to the grant agreement are taking place for the All About Ipswich website upgrade.

A site map and content creation are underway with a launch date in May, or June at the latest.

JF informed that this project is discussing with Greener Ipswich to arrange the routes.

#### Town Centre Regeneration Fund:

3 projects proposals and one concept proposal have been received. A further 10 projects are in the pipeline.

Each project is different with some requesting £10k - £5m. Some are museum projects, culture and galleries, and young people mentoring.

Scheme marketing will continue.

A board of experts will review these applications soon and make recommendations as to which projects should progress. Projects will be discussed with the Board before proceeding.

TB highlighted that the fund was intended for commercial projects.

HP informed that there are many great projects and highlighted that a proper commercial proposition may take longer to develop due to the complexities of design and approvals.

PW questioned whether this money could be moved to Pauls Silo. HP clarified that it could, however, it is too early to move money as it could really make a difference to regenerate the Town Centre.

EL informed the next stage is to bring back a report with the first tranche of projects to be brought forward.

#### Yacht Academy Closure and Reallocation

At the last meeting it was agreed that if the Yacht Academy project board could not establish a viable delivery model by the end of January, then this Board would consider project closure. Unfortunately, the capital funding gap remains and no viable academic model has been identified.

Closing the project and reallocation will require a Project Adjustment Request to the Department of Levelling up, Communities and Housing (DLUHC) and a ministerial level discussion.

EL

The money can only be moved to an existing project no new projects can be created.

EL confirmed that Yacht Academy project group would continue to meet, facilitated by the council, and the development of the project continue, simply outside of the Towns Fund.

JDa was happy to hear that IBC will continue this project.

Chair explained that numerous areas of the country are closing projects.

TB questioned whether the money could be taken away by Central Government.

EC explained that all viable options have been explored. Part of the adjustment report will involve a clarification why the money will be moved, and a financial modelling decision will be undertaken.

Chair stated that a ministerial decision is a risk, however, we are unable to continue with the project.

The group agreed the criteria proposed in the report to make decisions on this and any future reallocations.

These criteria demonstrate Pauls Silo as the best reallocation option. It was agreed that a Project Adjustment Request will be prepared to be shared with this group proposing closure of the Yacht Academy and reallocation of funds to Pauls Silo.

Chair also questioned the £600k of LEP money and EL informed it is subject to discussion.

#### Closed Projects:

There are three projects which have now been completed:

- Integrated Care Academy – the University has begun all new courses and has 12 months remaining to accomplish all learning outcomes which they are well on the way to achieving
- Net Zero Hub – there is positive over delivery of training outcomes -  
The Botanist – rent has been received and job targets have been met.

JDa questioned whether these projects are all on target. EL confirmed they are.

#### M&E Group Report – Update by JDa:

The biggest concern was Yacht Academy and Pauls Silo; however, recommendations have already been made and accepted in this meeting.

Chair informed that the progress has been positive. There was an investigation conducted into Town Funds and only 20% of projects are being delivered. Ipswich and this Board is doing exceptionally well.

Chair specified that there is a process to understand issues and the Board has the capacity to tackle them. It will be difficult to deliver within the next 2 years, however, it is possible.

£37k has been spent on Yacht Academy and SE expressed concern about public perception. Chair explained that the Board must get reallocation agreed by and be

EL

	<p>clear about aspirations Ipswich. Outward facing communications will take place once the Project Adjustment Request has been agreed.</p>	
8.0	<p>Policy Development Panel (PDP) Update PW Updates:</p> <p>The Ipswich Investment Fund from SCC complements some activities undertaken by the Board, for instance the street lighting along the Waterfront.</p> <p>Numerous projects are currently awaiting approval, amongst them ones which focus on education, health, and wellbeing. They will be announced once ready.</p> <p>More discussions will occur in the coming months and updates will be provided.</p>	PW
9.0	<p>Any Other Business: Chair referred to an action to bring comms experts together.</p> <p>HL to assist through the university's marketing team.</p> <p>Chair questioned whether the Board is doing enough regarding to comms.</p> <p>HP explained that this is dependant on the project as if a meaningful update cannot be produced, it would not be beneficial to publish anything.</p> <p>There has been an increase of cross-posting amongst the institutions related to the Board, celebrating accomplishments and progress. This is beneficial as information posted by each group will reach different audiences.</p> <p>Regarding narrative work, HP and Nicola are working on improved comms. HP suggested that everyone should be working towards this within their respective institutions.</p> <p>Information is being fed back to leadership groups within respective organisations, as confirmed by HP and JD.</p> <p>JDa stated there is a low public perception of what the Town's Deal is.</p> <p>AP suggested this could be tackled by completing projects.</p> <p>TB commented there is currently a political build-up to elections so it would be beneficial to not fuel political comment.</p> <p>LH stated the Shopping Parades have seen some businesses spend their money already. JDa agreed and stated these are small projects which help people and really make a difference to Ipswich.</p>	HL
9.0	<p>Date, Time and Location of future meetings:</p> <p>To note the previously agreed date of: (i) 14<sup>th</sup> June 2024, 9am, Grafton House</p>	



**AGENDA ITEM 6**

Towns Fund Update - Highlight Report July.24

RAG	Project	Project Update	Decision	Risk / Issues	Budget	Spend to date (18.06.24)	Onsite Visible start date	Completion date
G	Local Shopping Parades	<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>MCS contractor works on Ellenbrook Green car park completed; Reynolds Road car park works completed in partnership with SCC; and Group 2 streetlighting feasibility completed – report due imminently from SCC.</li> </ul> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>Group 1 CCTV installations commenced.</li> <li>Group 1 streetlighting installations to be completed.</li> <li>SFG round 2 to go live – after the elections in July</li> </ul>	Note progress	<ol style="list-style-type: none"> <li>Insufficient budget to complete all works</li> <li>Contractor cannot be procured to deliver works package</li> </ol>	£2,810,000	£241,065	February to September 2024	February 2024 – March 2025
R	Paul's Silo	<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>Architects, quantity surveyors and leisure agents have met on site</li> <li>Order of Cost Estimate provided demonstrating significant shortfall in resourcing</li> </ul> <p>Review of the project started.</p> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>Review of project begins with tender to find appropriate Consultancy to run phased report on opportunity for the site and Silo.</li> <li>A viability report will be presented to the July Executive Board. Detailing the feasibility for Pauls Silo.</li> </ul>	Re-allocation of funds	<ol style="list-style-type: none"> <li>That funding is insufficient to complete the aims of the project</li> <li>The viability of the building (Cost and construction)</li> </ol>	£3,750,000	£228,061	TBC	TBC following programme review
A	Public Realm & Greening	<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>Developing RIBA stage 3 design in progress</li> <li>Engagement with statutory bodies: Planning &amp; Conservation, Fire, Police, DOCO, CTSA,</li> <li>Meeting with SCC/Milestone re. Greener Ipswich construction delivery</li> </ul> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>Commencing RIBA stage 4 design – Greening</li> <li>Public consultation – both projects</li> <li>Trail trenches – investigation – Greening</li> </ul>	Note progress	<ol style="list-style-type: none"> <li>Funding from other sources (SCC PDP) is not confirmed</li> <li>Preferred design outcomes and deliverables don't match available funding.</li> </ol>	£1,4m (Lloyds Avenue) £560k (Greener Ipswich)	£33,798 (Public Realm), £115,240 (Greening)	February 2024 – November 2024	February 2024 – Summer 2025
R	Yacht Academy	<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>It was recommended at the March TVB that the Yacht Academy project was closed and that unused budget of £1,082,629 was reallocated to other projects</li> </ul> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>Updated recommendations will be presented to TVB Board on 12th July</li> </ul>	Re-allocation of funds	N/A	£1,120,000	£37,371	N/A	N/A
A		<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>2nd Project Team meeting – taken place with ABP.</li> <li>Atkins Developers commissioned to review existing swing bridge structure – complete.</li> <li>Atkins are due to review the existing structure imminently to ascertain the level of works involved and required.</li> <li>Atkins to conduct assessment of and collate preliminary designs of the access route to and from the bridge</li> </ul>	Note progress	<ol style="list-style-type: none"> <li>Funding not secured from Central Govt</li> <li>NEW: Island site redevelopment stalls meaning that timing for delivery of the bridge is beyond that of the Town Deal</li> <li>Insufficient budget to complete infrastructure due to funding gap.</li> </ol>	£1,308,000	£0	April 2024 – March 2025	August 2023 – March 2026

	Pedestrian Bridge	<ul style="list-style-type: none"> <li>ME and CA site visit 26062024 – Tour of ABP area, assessment of current cycle and walking route/ pathway – issues identified surrounding the development of this route (current leaseholders/ accessibility/ extensions of current pathways and removal of tracks – costs)</li> <li>Project Communications – SCC leading on communications – employing a consultancy to collate a Communications Plan, this will be delivered jointly with ABP, IBC will have oversight.</li> </ul> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>ME &amp; CA site visit 09072024 – remainder of the site</li> <li>Funding Agreement currently with Legal – being reviewed, first anticipated payment date August 2024 = £327,000</li> </ul>		<p>4. Landing points for bridge cannot be agreed.</p> <p>5. Planning permission cannot be obtained</p> <p>6. Highways approvals cannot be obtained</p>				
G	Digital Ipswich	<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>Business cases produced for AR Binoculars and Portal, ready for Council meeting on July.24</li> <li>Venues identified for 3D Ipswich</li> <li>ITQs released for AR Trails #3 &amp; 4</li> <li>ITQ for footfall data released • Contract awarded for AR Trail #2 Digby and Beattie with exploratory / route mapping meetings held</li> <li>Application to TED for licence to host a TEDxIpswich event (name applied for too)</li> <li>Approval for AR Trail #2 coordinator to support school outreach for 1 mth</li> </ul> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>ITQ released for the Communications Campaign</li> <li>Outreach to specific organisations to propose partnerships</li> <li>Launch of the AR Trail #2 Digby and Beattie</li> <li>AR Trail #3&amp;4 ITQs evaluated and awarded</li> <li>All About Ipswich website launches</li> </ul>	Note progress	<p>1.Delays internally with processes cause AR Trails to launch late (exacerbated with summer holidays pending)</p> <p>Timeline set up with template contracts and ITQs Meetings already booked in advance for evaluations</p>	£2,340,000	£105, 484	Dec.23	Dec. 25
G	Regeneration fund	<p>Progress Since Last Board meeting</p> <ul style="list-style-type: none"> <li>Officers have carried out an initial assessment of applications against a consistent set of criteria and these assessments will be considered independent by an expert panel with expertise in property, development, and retail.</li> <li>Recommendations from this panel will then be considered by members of the Town Deal Board with final recommendations for investment expected to be submitted to the August or September IBC Executive meeting</li> </ul> <p>Activity for the next period</p> <ul style="list-style-type: none"> <li>Expert Panel to review applications.</li> </ul>	Note Progress	N/A	£7, 960, 000	£7, 850	Feb.24	March 26

## AGENDA ITEM 7

### Towns Fund project updates

This project update provides a detailed overview of our recent activities, including consultations, progress, and proposals for reallocations.

	Pauls Silo
	Academy of Yacht Building
	Local Shopping Parades
	Digital Town Centre
	Public Realm Oasis & (Greening) Combined
	Pedestrian Bridge
	Town Centre Regeneration Fund
	Tech Campus (Complete)
	Old Post Office (Complete)
	Integrated Care Academy (Complete)



**Item:** 7A

**Title:** Pauls Silo

## **1.0 Project Update**

- 1.1 The former R & W Paul silo on St Peters Dock is a 55 metre high derelict reinforced concrete structure that dominates the main entrance to the Waterfront area from Stoke Bridge. It is a complex industrial structure originally constructed in the 1960's for the storage and handling of malt, with a major complication in that the majority of the building interior is occupied by 27 individual silos cast into the building structure.
- 1.2 The silo was purchased by Ipswich Borough Council in 2018, as it was seen as being a vital component in unlocking the development potential of the Waterfront. In 2020, the Council installed mesh to the external window and door openings to prevent birds from entering the building and in 2021 undertook works to clear debris, remove asbestos, remove pigeon guano, remove old machine parts and protect unguarded high-level edges. The interior of the silo is in a very poor state of repair and to date a viable use for the building is yet to be found.
- 1.3 The objectives of the Towns Fund project are to find a viable use for the currently derelict building to:
  - Create a striking visual landmark forming a gateway to the Ipswich waterfront (featuring an outdoor climbing wall), creating a new symbol of the town.
  - Create a destination, attracting large numbers of locals and people from outside Ipswich.
  - Form a connection, in doing so, between the town centre and the waterfront, via historic St Peter's Street.
  - Be deliverable, preferably in its entirety, within capital funding provided by the Towns Fund.
  - Be financially sustainable, with a pragmatic and low risk operating model.
- 1.4 The agreed outputs of this project are:
  - Provision of an external climbing wall on the outside of the Silo
  - Reuse of the top floor of the Silo for publicly accessible use (bar/café/restaurant)
  - Use of parts of the inside of the building as an activity centre to support the external climbing wall
  - Creative and/or cultural use of internal silos
  - External public realm improvements
- 1.5 Pauls Silo is a complex structure due to the majority of the interior of the building being occupied by 27 individual silos each measuring 2m x 2m, in

which malt was stored. Only the ground and 7<sup>th</sup> floors, which each have a gross internal area of c.500 m<sup>2</sup>, have a reasonable amount of useable space (albeit disadvantaged by the presence of structural columns), although there is about 130 m<sup>2</sup> on each of three other floors.

- 1.6 It is unrealistic to remove the silos within the budget. The walls between them could be removed, but that would leave a trellis of heavy columns on each floor and it would be difficult to find viable uses for space of that nature. If viable uses could be found there would probably be a need to bring natural light to the space at significant cost and the cost of heating these spaces would be high. It is more cost effective to leave the silos as they are and make them a feature, making the least structural changes to the interior as possible. There is opportunity to create some additional useable space at ground level, as part of opening the building to a new public realm. The only obvious way to create a significant amount of additional useable space is on the roof. The roof could also be attractive for outdoor seating for a food and beverage operation. It has seemed likely to be optimal to build a type of pavilion on the roof, with higher ceiling height than other floors, occupying perhaps two thirds of the space, the rest being available for outdoor seating or other use.
- 1.7 A feasibility study was undertaken by Colliers Destination Consulting with assistance of Colliers Licensed and Leisure and Phil Nelson of Venture Xtreme, who is an expert in climbing-orientated business ventures. This considered uses such as:
- Climbing wall and / or a drop attraction on the exterior Interior climbing wall, plus bouldering internally
  - Adrenaline Attractions such as a Power fan drop which is a highly engineered machine that provides a freefall without needing a bungee cord, speed slides, artificial caving system with a realistic series of subterranean tunnels and chambers, Via Ferrata which is a climbing route with fixed ladders, cables, and bridges to be accessible to climbers and walkers
  - Competitive socialising - a wide variety of commercial leisure businesses that provide friends and family with opportunity to socialise while participating in a competitive activity. Eating and drinking is always a main element of the offer. Examples include tenpin bowling, Adventure (a.k.a.) Crazy Golf, Escape rooms, social cricket, esports, Virtual Reality Experiences. Mixed Games such as Boom Battle Bar, Gravity Global, Roxy Leisure, Flip Out.
  - Artisan Food Hall
  - Experiential Visitor Attraction - repurposing of an industrial building to create exceptional experiences, done in a low-tech manner.

- 1.8 It is suggested that the nature of the building is such that it is unlikely to be feasible to create a commercial indoor bouldering gym. There is insufficient space to create a facility that can attract members. However, an alternative was suggested as a mix of the exterior climbing wall plus low- or no-skill adrenaline features, outside and inside.
- 1.9 The potential downsides of such a proposal are that while a climbing wall on the outside would be an effective way of drawing attention to the building and making it a landmark, the climbing wall has the disadvantage, in addition to viability, that only a small proportion of the population is able to engage in it. There will be many times that there will be no climbers. It is also suggested that there is a relatively high risk of failure.
- 1.10 Through further dialogue with the consultants there were two underlying concepts that seemed to have strong potential: Artisan Food and Drink Centre and Competitive Socialising Centre. This would not exclude the potential for a climbing wall but would concentrate on the more likely commercially successful operations initially.
- 1.11 The consultants have undertaken a marketing exercise using a document pack of plans, visuals etc targeting a specific list of leisure operators and have provided feedback for each of the operators on their potential interest.
- 1.12 34 potential operators engaged with the consultants from this exercise which included the various target markets of climbing/ bouldering and competitive socialising.
- 1.13 The feedback from those potential operators that didn't just say that Ipswich isn't in their current list of potential sites, is that the building's existing configuration makes the space too compromised to work.
- 1.14 This has left the potential of a hospitality use for the rooftop and 7<sup>th</sup> floor, although the ceiling height of 2.8m of the 7<sup>th</sup> floor would, for example, be problematic for restaurant / bar use because of the need to add air conditioning, other equipment and flooring. A roof top restaurant-bar would also be challenging. The consultants view is that the 7<sup>th</sup> floor would be large in its own right in the Ipswich market, with the drawback of low ceiling height. External seating on the rooftop would have appeal when the weather is nice but would do little or nothing to add to the appeal of the restaurant-bar for other days of the year. The combination of 7<sup>th</sup> floor and rooftop, in other words, is likely to be too large and unwieldy in this market.
- 1.15 Therefore, although market testing could be undertaken for a hospitality use of the 7<sup>th</sup> floor and rooftop, this is not recommended by the consultants. In addition if only the 7<sup>th</sup> floor and rooftop were in use this would not create a deliverable solution for the whole of the building, meaning that it is highly unlikely that a viable solution for Pauls Silo can be found because of the

relatively high capital cost of creating access through lifts and stairs to the 7<sup>th</sup> floor and what will be an ongoing revenue cost of maintaining the rest of the building which isn't in active use.

- 1.16 In conclusion, the feasibility study and subsequent marketing exercise have determined that the objectives and outcomes of the Town deal project cannot be achieved.
- 1.17 This does leave a question about the redevelopment of the public realm outside Pauls Silo, which includes the current temporary car park, the footpath and the closed section of Highway on Bridge Street.

## **2.0 Budget**

- 2.1 The allocated budget is £3,750,000
- 2.2 Spend to date is £228,061
- 2.3 The remaining budget is £3,521,939

## **3.0 Recommendation**

- 3.1 It is recommended that the Pauls Silo project is closed because it hasn't been possible to identify viable use(s) of the space or to identify operators with interest in the opportunity.
- 3.2 Recommendations for the reallocation of the funding are included within the separate report for consideration at this meeting.

**Item:** 7b

**Title:** Academy Of Yacht Building

## **1.0 Background**

- 1.1 At the January Town Deal Vision Board, it was agreed that if the Yacht Building Academy project could not demonstrate viability, the Board would propose project closure and consider reallocation of resources.
- 1.2 Unfortunately, despite working closely together and exploring several options, the project board had not been able to plug the capital funding gap or identify a sustainable and financially viable academic model. Therefore, it was recommended at the March Town Deal Vision Board that the Yacht Academy project was closed and that the unused budget of £1,082,629 was reallocated to another project(s).
- 1.3 The decision to close the project and reallocate resources requires submission of a Project Adjustment Request (PAR) to Department of Levelling-Up, Housing & Communities (DLUHC) – the PAR must be agreed by Town Deal Vision Board. PARs will only be agreed where the reallocation or project change continues to deliver value for money and drive significant economic benefit.
- 1.4 In line with Town Deal guidance Ipswich can retain the funding within the programme (subject to Ministerial decision) but is not able to introduce new projects.
- 1.5 The Town Deal Vision Board have agreed the reallocation criteria for this and any future reallocations as:
  - Projects with the highest Benefit Cost Ratio (BCR) / value for money
  - Projects with an identified funding gap
  - Projects that will achieve the most transformative impact
- 1.6 On 8<sup>th</sup> March 2024 the Town Deal Vision Board agreed that the criteria demonstrated Pauls Silo as the best reallocation option. It was agreed that a Project Adjustment Request would be prepared to be shared with this group proposing closure of the Yacht Academy and reallocation of funds to Pauls Silo.

## **2.0 Budget**

- 2.1 The allocated budget is £1,120,000
- 2.2 Spend to date is £37,371
- 2.3 The remaining budget is £1,082,629

### **3.0 Recommendation**

3.1\_\_\_The Town Deal Vision Board are now asked to consider the revised proposal \_\_\_\_\_ for the reallocation of the Yacht Academy which is a separate agenda item for this meeting.

**Item:** 7C

**Title:** Public Realm and Greening

## **1.0 Project Update**

- 1.1 This project comprises a range of measures that will 'green' Ipswich Town Centre and the route to the waterfront as well as improving the public realm in and around Lloyds Avenue and Majors corner. Lloyds Avenue will be undertaken first as demonstrating the biggest opportunity for change with the best value for money intervention and maximum return on investment.

### **Public Realm**

- 1.2 The overall objective of the £1.4m capital allocation is to improve and enhance Lloyds Avenue and achieve the following:
- Provision of a green space right beside the heart of the town centre
  - Pedestrianisation and quality urban design to encourage visitors and increased footfall
  - Provision of seating to encourage increased dwell time and meanwhile uses
  - Enabling the activation of property frontages on the eastern side of Lloyds Avenue and providing business spill-out
  - Improved night-time economy opportunities within the space by careful use of lighting and greening interventions.
- 1.3 The agreed outcomes of the redevelopment include:
- Increased footfall by making it a thoroughfare of choice to and from the Cornhill, and a key part of the green corridor
  - Regular passing trade that benefits those businesses located on Lloyds Avenue
  - Active property frontages benefitting visitors and the town centre economy
- 1.4 The defined area of the project is Lloyds Avenue from its most southern point at the junction at Westgate Street, the area underneath Lloyds Arch to Lloyds Avenue's most northern point at the junction of Tower Ramparts and with Peel Street.
- 1.5 All affected stakeholders that include the businesses situated on Lloyds Avenue, the local taxi trade, the Borough Council and the County Council have been consulted so their individual needs are better understood and considered as this project develops.
- 1.6 To realise the positive outcomes of this project, there is a need to strike a balance between the objective of improving the area through

pedestrianisation and quality urban design and the operational needs of the businesses and taxi trade. As the public realm design has developed through consultation with stakeholders this has incorporated compromises in order to satisfy some of the demands of both the businesses and the taxi trade, but cannot satisfy all the demands and still deliver on the agreed objectives and outcomes of the project.

1.7 Appendix 1 to this report contains the draft designs which are currently at RIBA Stage 3 spatial Coordination stage with the final RIBA Stage 4 Technical Designs underway at present.

1.8 Key elements of the design are listed 1 to 14 in the design:

- 1) Phone booths under Lloyds Arch to be removed
- 2) Post boxes to be retained
- 3) Bollards blocking access from Lloyds Ave to Lloyds Arch to be removed
- 4) Cycle racks to be removed
- 5) An extended pedestrianised area from the location of the existing bollards to north of the existing vehicle turning point that will incorporate integrated seating and planters. The area from the arch to the northern boundary of this new space will be lit with suspended catenary lighting.
- 6) Provision of pop-up electricity supply for event use
- 7) Manually operated bollards separating the fully pedestrianised area with the highway used by vehicles.
- 8) Use of a different material and colour palette to highlight the additional 'spill out' space created for those properties with the current potential for active frontages. This space is created by narrowing the roadway on the eastern boundary.
- 9) Provision of a restricted use loading bay (before 9:30am and after 4:30pm)
- 10) Installation of planters along the eastern footpath
- 11) Taxi muster point moved further northwards and provision of 11 bays for the use of taxis (including the loading bay)
- 12) The footpath will be widened around the corner on the western side of the junction of Lloyds Avenue and Tower Ramparts
- 13) The highway will be levelled in the area between the new widened footpath on the western side of Lloyds Avenue and the public realm at Tower Ramparts in front of Electric House to create a level public realm from Tower Ramparts into Lloyds Avenue.
- 14) New humped crossing at the rear of Electric House adjacent to Peel Street to differentiate this area from the highway on Peel Street and Tower Ramparts at the rear of Waterloo House, this will also provide a defined pedestrian route across to the widened footpath on the corner outside the Bingo Hall.

Vehicle access to Lloyds Avenue



- 1.9 Vehicle access to Lloyds Avenue is currently prohibited during the hours of 9:30am to 4:30pm Monday to Saturday, except taxis and for loading by goods vehicles.
- 1.10 Loading is restricted at all times on Lloyds Avenue south of the taxi rank. Meaning that loading should only take place either north of, or from within the taxi rank on the eastern side, as stopping by any vehicle is prohibited in the taxi rank on the western side.
- 1.11 The Borough Council will need to request that the County Council revokes the existing restrictions in place in Lloyds Avenue/ Tower Ramparts and undertakes a public consultation on new restrictions which would prohibit parking at all times and prohibit loading at all times other than restricted loading from the shared use loading bay. An alternative solution is that the County Council grants to the Borough Council the full legal powers, as agent to the County Council, to make the necessary Traffic Regulation Orders to deliver this project. The Borough Council is in discussion with the County Council about this alternative proposal where the County Council grants a special delegation of agency powers to allow the Borough Council to make such Traffic Regulation Orders as are considered necessary for this project.

#### Consultation with Taxi Trade

- 1.12 Initial consultation with taxi drivers was held in February 2024 where the design principles and a first stage design for the project were discussed. This design reduced the current 21 vehicle capacity for taxis to 9 on Lloyds Avenue and 2 on Tower Ramparts.
- 1.13 Through this consultation further understanding of the daily routines of local taxi drivers was better understood by the project team, specifically that on weekdays many drivers are undertaking school runs before 9am, after which their wish is to be able to proceed to Lloyds Avenue to wait for town centre business. The project team were informed that on weekday mornings the number of taxis waiting on the rank would increase as drivers finished their scheduled business and waited for the town centre trade to start. Although trade may be slow at this time it is the preferred option for taxi drivers to wait on the rank.
- 1.14 Following this consultation further investigations and underground surveys were undertaken on the western side of Lloyds Avenue to establish if the wider footpath could be reduced in width, allowing the widening of the road on this side and therefore allowing two parallel lines of waiting taxis on both side of Lloyds Avenue, following the narrowing of the road on the eastern side. Unfortunately, underground services were discovered in this footpath meaning that with the additional cost of moving these services plus the additional cost of removing the footpath and substantially upgrading the sub-base etc to a

standard suitable for vehicle use would be prohibitive within the budget constraints of this project.

- 1.15 The design was subsequently amended having been informed by the taxi rank usage and further meetings with Suffolk County Council as the Highway Authority. Following which a further consultation session was held with the taxi drivers on 15<sup>th</sup> May to update them on the emerging design. This presented the design proposal attached to this report with capacity for 10 taxi bays plus the use of the loading bay when it isn't being used for deliveries at restricted times.
- 1.16 The feedback from the taxi trade is that they need all the current capacity for 21 vehicles. Discussions with the taxi trade about the reduction in the number of bays not affecting the public use of the taxi rank were considered irrelevant by the taxi trade, as the issue for them is provision of space when the number of passengers is low and the number of waiting taxis is high. Even though the data analysis obtained about the number of waiting taxis on the rank (detailed below) was also discussed with them they disputed this analysis and were insistent that the use of 11 bays during the waiting period when the number of vehicles reaches its peak was insufficient.
- 1.17 Data on the Lloyds Avenue taxi rank usage (from retrospective analysis of recorded CCTV footage of number of taxis per hour on the rank) was collated for the months of February, March and April 2024. Analysis from this found that the highest number of taxis recorded on the rank in those three months was 15 taxis, this was for one hour at 11pm on a Friday in February and was a single occurrence, that Friday also has the second highest instance of waiting taxis which was at 10pm where 12 taxis were recorded.
- 1.18 During February other than that occasion, there was a single occurrence when 11 taxis were recorded at 1pm and then a number of occasions when 10 taxis were recorded at different times of day.
- 1.19 During March there was one instance of 14 taxis at 5pm on a Saturday, with three different instances of there being 12 taxis waiting in the time period between 12-2pm on a weekday and two instances of there being 12 taxis waiting on a Saturday in the 9pm to 11pm time period. There were 10 instances of there being 11 taxis waiting at different times of day.
- 1.20 During April there were three instances of there being 11 taxis waiting, one on a weekday at lunchtime, one on a Friday at 11pm and one on a Saturday at 9pm.
- 1.21 The busiest period during the week on the taxi rank is 12-2pm, this correlated with what taxi drivers mentioned during the initial consultation. The busiest period during the weekend on the taxi rank is 9-11pm on Friday and Saturday.

#### Consultation with Businesses on Lloyds Avenue

- 1.22 Businesses have also been consulted at similar times to the consultation with the taxi trade.
- 1.23 Businesses have welcomed the increased pedestrianised area, widening of the footpath and provision of planters. They have also appreciated the location of the taxi rank being on the western side of Lloyds Avenue away from the public seating and the active frontages of businesses.
- 1.24 Businesses have been concerned about the changes to loading arrangements that will be necessary as a result of the narrowing of the roadway, but through the consultation it has become more generally accepted that whilst change will initially be disruptive there are suitable loading arrangements which can be implemented for all businesses. These include:
- For those businesses on the eastern side and which are north of Lloyds Bank Chambers there is a service road to the rear of their property which can be accessed from Tower Ramparts and deliveries can take place to the rear of all properties from this service road and the car park.
  - There is a blocked-up access to the rear of Lloyds Bank Chambers from within the car park and any future re-development of this building could consider re-provision of rear access.
  - The two retail units at the bottom of Lloyds Avenue, north of Lloyds Arch can be serviced from the junction of Westgate Street having due regard to the loading restrictions in place on Westgate Street, or alternatively the proposed loading bay on Lloyds Avenue could be utilised at permitted times but these are likely to be more restrictive than Westgate Street.
  - Deliveries to Waterloo House can take place from the service yard accessed from Tower Ramparts, or from Westgate Street having due regard to the loading restrictions in place on Westgate Street, or alternatively the proposed loading bay on Lloyds Avenue could be utilised at permitted times but these are likely to be more restrictive than Westgate Street.
  - Deliveries to the Bingo Hall can take place from the gated service access accessed on Tower Ramparts, or using the Lloyds Avenue access with the vehicle parking on Tower Ramparts having due regard to the loading restrictions in place on Tower Ramparts, or alternatively the proposed loading bay on Lloyds Avenue.
- 1.25 It has been explained to businesses during the consultation that there are sufficient options for alternative delivery arrangements for them all and although it is accepted that for some businesses this will require some change

to their current arrangements, the proposals of this project will not place them at any additional disadvantage to many other town centre businesses either in Ipswich or elsewhere where restrictions are often much tighter and require delivery partners to ensure their delivery schedules are planned in such a way that deliveries can be made in what are often 2 hour time windows in a working day.

### Enforcement of Traffic Restrictions

- 1.26 Both the taxi trade and businesses have raised concerns about the enforcement of traffic restrictions in Lloyds Avenue as the revised layout will reduce the amount of road space available and the success of this project may be adversely affected by delivery vehicles and other vehicles stopping in contravention of the restrictions in place and thereby obstructing the footway, sitting out areas or the taxi rank.
- 1.27 The enforcement of moving traffic offences in Suffolk are currently enforceable only by the police. From 31 May 2022, local authorities in England outside of London have been able to apply to the Secretary of State for new powers to enforce 'moving traffic offences'. This means they can be granted powers that have previously been held only by the police and will be able to issue fines to drivers for these offences. From this date onwards, local authorities have been able to apply to the Secretary of State requesting to be given enforcement powers by a Designation Order. Under Schedule 8 to the Traffic Management Act, only local authorities with existing civil parking enforcement powers (i.e Suffolk County Council) may be granted moving traffic enforcement powers. They have the option to apply for designation of moving traffic enforcement powers to cover the whole, or part of, their existing civil enforcement area for parking contraventions. However, local authorities are encouraged to submit applications for moving traffic enforcement to cover the whole area. This is to minimise the burden on both the administrative process and the parliamentary timetable. The County Council has publicly consulted on four pilot areas that have been identified from engagement with key stakeholders, these are Dogs Head St, Upper Brook St and Fore St in Ipswich plus Old Norwich Rd, Claydon. At this point in time it is not known what the County Council's intentions are in relation to applying to the Secretary of State for these new powers and whether this application will cover the whole, or part of, their existing civil enforcement area.
- 1.28 In the early stages of this project it was investigated whether a physical retracting barrier such as bollards could be implemented to prevent unauthorised vehicles entering Lloyds Avenue during restricted times, but this was discounted as the capital cost of installation and revenue costs of maintaining both the barriers and a database of authorised vehicles was too prohibitive within the budget for this project.

- 1.29 Therefore, as it is unlikely the enforcement of moving traffic offences in Lloyds Avenue will be a priority for the police, the Borough Council will need to ensure there is more robust enforcement in Lloyds Avenue once the changes are implemented. This is achievable as the planned introduction of a new Traffic Regulation Order for the existing town centre pedestrianised area will also require more regular and robust enforcement and the parking services team have plans to redeploy a Civil Enforcement Officer to the town centre on a permanent basis to achieve this.

### Next Steps

- 1.30 There will be a period of public consultation on the designs as appended to this report, after which the responses from the public consultation will be used to inform the final RIBA Stage 4 Technical designs.
- 1.31 It is intended that procurement of a contractor to deliver this project will commence shortly. Borough Council officers are working with County Council officers to establish the most efficient route for delivery of this, which is most likely to be for Suffolk County Council to be the delivery partner for this project as this removes a significant amount of legal process such as the requirement to enter into a legal agreement with the local authority (Section 278) to make permanent alterations or improvements to the public highway, as part of a planning approval.
- 1.32 If it isn't feasible for Suffolk County Council to act as the delivery partner for this project, then the Borough Council will need to make a planning application before tendering the opportunity and entering into a Section 278 legal agreement with the County Council, all of which will take many months.

### Greening

- 1.33 The Greener Ipswich project was conceived by the Greener Ipswich Task Force which consists of local residents and business owners who have formed the Task Force in a voluntary capacity.
- 1.34 The Greener Ipswich project aims to broaden biodiversity and green areas within the town centre via a connected trail through the town to the Waterfront, whilst exploring other opportunities to 'green' the town centre, mitigating climate change and helping reduce the urban 'heat island' effect in built-up streets.
- 1.35 The project falls within the Central Conservation Area of Ipswich town centre. There are a number of Grade I, II and II\* listed buildings and features along the Greener Ipswich route.

- 1.36 The majority of the route is under Suffolk County Council ownership, who will be required to adopt the proposals to be delivered under the Greener Ipswich project. It is therefore essential that any proposals along these routes are to an adoptable standard and have undergone extensive consultation with the Highway Authority.
- 1.37 The designs have been altered and developed through an iterative process following consultation and business engagement. Since RIBA stage 2 concept design there have been changes to the number of trees as a result of ground penetrating surveys which have identified additional underground services not identified on the utility surveys which were used initially.
- 1.38 Initially a key element of the project, various concept design proposals for St Peters St south of Rose Lane have been rejected following consultation with the local businesses; due to the necessity to reduce the number of on-street parking bays in order to provide planting either within the ground or within planters. Therefore, the area south of Rose Lane on St Peters St has been removed from this project, with the concentration of greening in this area now focussed on the public realm surrounding the statue of Cardinal Wolsey.
- 1.39 A total of 13 new street trees are proposed as deliverables of this project. In addition to this 20 benches and seats of varying designs and sizes, covering 49.5 linear metres will be delivered.
- 1.40 There are 121 square metres of rain gardens proposed. The purpose of the rain gardens is to collect surface water runoff from adjoining hard paved areas, clean and filter the water, and slow the rate of discharge into the existing drainage network to reduce the risk of flooding in peak rainfall events.
- 1.41 Appendix 2 to this report contains the draft designs which are currently at RIBA Stage 3 spatial Coordination stage with the final RIBA Stage 4 Technical Designs underway at present.
- 1.42 Extensive consultation over a period of six months has been carried out. Engagement with residents and local businesses has been carried out via online engagement sessions and site visits where face-2-face meetings have been held.
- 1.43 Borough Council officers are working with County Council officers to establish the most efficient route for delivery of this project, which is most likely to be for Suffolk County Council to be the delivery partner for this project as this removes a significant amount of legal process such as the requirement to enter into a legal agreement with the local authority (Section 278) to make permanent alterations or improvements to the public highway, as part of a planning approval.

- 1.44 If it isn't feasible for Suffolk County Council to act as the delivery partner for this project, then the Borough Council will need to make a planning application before tendering the opportunity and entering into a Section 278 legal agreement with the County Council, all of which will take many months.
- 1.45 As part of the consideration of the project designs it has become evident that a number of Traffic Regulation Orders will need to be made in order that the proposals can be implemented and can be effective. The Borough Council will need to request that the County Council makes these Traffic Regulation Orders and undertakes a public consultation on them. An alternative solution is that the County Council grants to the Borough Council the full legal powers, as agent to the County Council, to make the necessary Traffic Regulation Orders and to install, amend or remove such posts and traffic signs as are considered necessary to deliver this project. The Borough Council is in discussion with the County Council about this alternative proposal where the County Council grants a special delegation of agency powers to allow the Borough Council to make such Traffic Regulation Orders as are considered necessary for this project.

## 2.0 Budget

### Public Realm

- 2.1 The project budget allocated from the Towns Fund is £1.4m. The current costs estimate is outlined below.

<b>Project Costs</b>	<b>Latest QS estimate</b>
Project Cost Estimate (inc 10% Contingency)	£1,323,000
Fees etc	£172,430
<b>Total</b>	<b>£1,495,430</b>

- 2.2 At this time there is a projected shortfall of £95,430 in the project budget.
- 2.3 There was a bid for this project submitted to Suffolk County Council for funding of £100k from the Ipswich Policy Development Panel (PDP) - a County Council cross-party councillor working group, which was set up in order to consider the County Council's role in ensuring Ipswich meets its aspirations as Suffolk's county town.
- 2.4 The Ipswich Vision and Town Deal Board are asked to consider reallocation of Towns Fund to provide sufficient funding to continue with the project. This project adjustment request will be as detailed below and includes an allocation for a further 10% contingency in order to be prudent.

<b>Project Adjustment Request</b>	<b>£</b>
Budget Shortfall	£95,430
Additional Contingency	£120,273
<b>Total</b>	<b>£215,703</b>

2.5 If the project adjustment request is successful then the adjusted budget will be as detailed below:

<b>Funding Source</b>	<b>£</b>
Towns Fund allocation	£1,400,000
Towns Fund PAR	£215,703
<b>Total Budget</b>	<b>£1,615,703</b>

#### Greener Ipswich

2.6 The project budget allocated from the Towns Fund for this project is £0.42m. The current costs estimate is outlined below.

<b>Project Costs</b>	<b>Latest QS estimate</b>
Project Cost Estimate (inc 10% Contingency)	£435,000
Fees etc	£102,530
<b>Total</b>	<b>£537,530</b>

2.7 At this time there is a projected shortfall of £117,530 in the project budget.

2.8 There are two bids for this project that have been submitted to Suffolk County Council for funding from the Ipswich Policy Development Panel (PDP). £69.5k from the Borough Council and £100k from the Greener Ipswich Task Force.

2.9 The Ipswich Vision and Town Deal Board will be asked to consider reallocation of Towns Fund to provide sufficient funding to continue with the project. This project adjustment request will be as detailed below to mitigate for the potential of not being awarded SCC PDP funding and includes an allocation for a further 10% contingency in order to be prudent.

<b>Project Adjustment Request</b>	<b>£</b>
Budget Shortfall	£117,530
Additional Contingency	£53,753



<b>Total</b>	<b>£171,283</b>
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2.10 If the project adjustment request is successful then the adjusted budget will be as detailed below:

<b>Funding Source</b>	<b>£</b>
Towns Fund allocation	£420,000
Towns Fund PAR	£171,283
<b>Total Budget</b>	<b>£591,283</b>

2.11 There will be long term future maintenance considerations to take into account as revenue costs are not funded by Town Deal. These ongoing revenue costs will be established during the RIBA Stage 4 final design phase and the Borough Council and County Council will assess these at that time. Options for funding of the maintenance of trees and planting schemes will include the potential for contributions from the Business Improvement District, the potential of sponsorship through a scheme similar to that used for sponsorship of roundabouts in the town, before consideration is given to funding through annual service budgets.

### **3.0 Recommendation**

3.1 It is recommended that the contents of the project update are noted.

3.2 Recommendations for the reallocation of funding are included within the separate report for consideration at this meeting.

**Item:** 7D

**Title:** Local Shopping Parades

## **1.0 Project Update**

- 1.1 The purpose of the £2.8m capital investment project is to improve local shopping parades to help them return to their former vibrancy as they are a key driver of the local economy providing jobs, retail facilities, and essential services to local people. Improvements to parades will increase visitor numbers, dwell time and spend, it will also improve perceptions of parades and increase feelings of safety.
- 1.2 Updates on progress with the shopping parades are attached as Appendix 3 to this report.

### Shopfront Grants

- 1.3 The application for shop front grants of up to £1,000 was live from 5<sup>th</sup> Feb to 1<sup>st</sup> March 2024. 12 shop front grant applications were received, of which eight were deemed to be compliant and the due diligence required before the issue of those grants is underway.
- 1.4 A further shop grant fund is being launched in July 2024 through which independent businesses in Ipswich's Shopping Parades are eligible to apply for a grant of up to £5,000 to improve the visual appearance of their shop front. 50% of the funding will be paid upfront from Ipswich Borough Council, with the remaining 50% paid on completion of the shop front improvement works.
- 1.5 The Shop Front Grant Scheme is open to owners and leaseholders with at least 5 years left on their lease that meet the eligibility criteria of a local shopping parade as defined in the terms and conditions of the Towns Fund project.
- 1.6 Ineligible businesses include national retailers/chains/multiples or any business with more than three locations, national charities, betting shops and pawnbrokers.

### Community Facilities

- 1.7 Through this scheme applications were invited for grants to improve community buildings, bringing them up to date and improving accessibility.
- 1.8 Sixteen applications were received, of which 12 applications were eligible and have been awarded grants totalling £131,329.

1.9 Grants have been awarded to the following local community groups:

<b>Applicant</b>	<b>Amount</b>
Chantry Residents Association	5,000
Emmaus x 2	24,702
Ipswich BMX Club	11,857
St Mary & St Botolph Whitton	20,000
Ipswich St Mary Stoke PCC	20,000
St Peter Stoke Park	20,000
Little Beans	270
St Helens Church	10,000
St Clement with St Luke PCC	5,000
Whitton United Football Club	14,500
Buttefly Childcare	20,000
<b>Total</b>	<b>151,329</b>

## 2.0 Budget

- 2.1 The costs as known for each element of this project are provided within the project update in this report.
- 2.2 The project remains within the allocated budget and there are no known budget pressures envisaged.
- 2.3 The allocated budget is £2,810,000
- 2.4 Spend to date is £241,065
- 2.5 The remaining budget is £2,568,935
- 2.6 There will be long term future maintenance considerations to take into account as revenue costs are not funded by Town Deal. This will be limited to equipment that the Borough Council is responsible for – bins, benches, CCTV and planters. This doesn't include revenue costs for street lighting, which will be met by the County Council, or ongoing maintenance of improvements to shop fronts which will be the responsibility of the relevant occupier. These ongoing revenue costs for the Borough Council are not considered to be significant and will be funded through annual service budgets.

## 3.0 Recommendation

3.1 It is recommended that the contents of the project update are noted.

**Item:** 7E

**Title:** Creating a Digital Town Centre

## **1.0 Project Update**

### **Creating a Digital Town Centre**

- 1.1 This project consists of multiple strands which are described below:
- 1.2 Augmented Reality (AR) Trails  
Curation and development of a minimum 10 AR trails that offer entertaining and unique experiences for users to discover Ipswich. Providing additional reasons to visit the town centre and to increase dwell time.
- 1.3 The Borough Council's Executive resolved in October 2023 that officers could procure and enter into a contract with the winning bidder(s) for the supply of an Augmented Reality Trail solution, including hardware and installation, software and content.
- 1.4 Appendix 4 contains a summary of the current plan for AR trails.

### Technological Art Installation

- 1.5 This installation will provide a unique way within the UK to engage visitors to Ipswich town centre.
- 1.6 The procurement including installation and 5 years technical support may exceed the 'Key Decision' level of £300k Capital Expenditure, therefore the Council's Executive agreement is required to proceed with this procurement activity.
- 1.7 A planning application will be submitted in July 2024 subject to the Borough Council's Executive approval.
- 1.8 Procurement activity will commence in July 2024 subject to the Borough Council's Executive approval and with terms and conditions meaning that the procurement is subject to the granting of planning permission.
- 1.9 The Town Deal Vision Board will be provided with further information on this element of the project at the Board meeting.

### Digital Billboard with Art Installation

- 1.10 An inclusive, community focused initiative on the eastern elevation of Lloyds Arch transforming an unattractive part of Lloyds Avenue that provides a

wayfinding/events/public messaging platform with an IBC owned digital billboard embedded within a larger art installation.

- 1.11 Using a unique art installation that depicts the best of Ipswich's heritage and culture will help promote a sense of pride in the town. The artwork also help sensitively embed the digital billboard into an area of historical significance without it being obtrusive.
- 1.12 An artist will be sourced who will create the art installation live at the Lloyds Arch helping to drive footfall into the town. Residents will contribute to what buildings and areas of Ipswich are displayed in the artwork, and during installation, building a personal legacy within the town centre.
- 1.13 This will be a unique artwork, helping to build connections between residents and Ipswich town through legacy creation. Attracting visitors and additional footfall into the town centre to watch the artist at work and then afterwards to appreciate the artwork.
- 1.14 The Town Deal Vision Board will be provided with further information on this element of the project at the Board meeting.
- 1.15 A planning application will be submitted in July 2024 subject to the Borough Council's Executive approval.
- 1.16 Procurement activity will commence in July 2024 subject to the Borough Council's Executive approval and with terms and conditions meaning that the procurement is subject to the granting of planning permission.

#### Footfall Data Platform

- 1.17 A new digital footfall data platform that provides accurate, real-time statistics on multiple criteria and can accept data from the current system dating back to 2018 to allow for trend analysis. Data includes footfall, dwell times, and can analyse data that will inform and analyse street popularity fluctuations, socio-economic, geographical information etc.
- 1.18 Replacing the old footfall counters, these offer a tighter area with visibility and tracking down to 40m and ability to monitor specific streets, areas and outside specific properties.
- 1.19 Benefits to Ipswich: Analysing footfall to help map AR Trails that encourage movement into areas struggling for visibility while enabling tracking of all Digital Ipswich sub-projects success. Offers analysis of shop popularity and could offer quarterly reports to business owners showing data on their area e.g. optimum times for advertising, etc.
- 1.20 Procurement to commence Summer 2024.

### 3D Ipswich

- 1.21 A unique 3D model of Ipswich Town with all heritage sites mapped and listed. Created in both a physical and digital form, and presented as an Urban Room concept that will be housed in an Ipswich town centre venue. Opportunity for the digital overlays to showcase Ipswich from the 850s through to future visions of the town in 2100.
- 1.22 Drawing on the popularity of the similar model in London, where people can walk around and pick out their popular sites and buildings, people in Ipswich will get the chance to experience the town from a bird's eye view. First of its kind in this part of the country. The model also enables use for public consultations, education use and business forum use.
- 1.23 Procurement to commence Summer 2024.

### TEDxIpswich event

- 1.24 Leveraging the strong brand association of TED and the events that they host, Digital Ipswich will host a TEDx Ipswich event where talks will be given on novel place-making and how digital innovation can help regenerate a town centre. [TEDx Program](#) | [Programs & Initiatives](#) | [About](#) | [TED](#)
- 1.25 TEDx events include live speakers and recorded TED Talks that are organised independently under a free license granted by TED. A TEDx Talk is a showcase for speakers presenting great, well-formed ideas in under 18 minutes. Passionate individuals will be invited to talk to an intimate audience.
- 1.26 The benefit of a TEDx means that all talks (which are filmed) will be shared on the TEDx platform – currently at 40million subscribers providing the opportunity to showcase some of the great work being achieved in Ipswich through novel place-making, and digital innovation.
- 1.27 Planning and designing a TEDx event will commence in late 2024 with the intention of hosting the event in summer 2025.

### Community Communications Campaign

- 1.28 A one-year communications campaign to promote all the Digital Ipswich projects across all the communities in Ipswich. Short, regular weekly content and advertising will be more effective to attract attention in the long term. Through traditional methods such as releases through the local media to the more novel forms such as creative social media campaigns to attract audiences on Tik Tok and Instagram.

- 1.29 Ensuring that every community is included, translations of marketing assets into languages other than English will be produced and shared.
- 1.30 Planning and designing a Community Communications Campaign will commence in late 2024 with the intention of launching this in Spring 2025.

#### Digital Innovation Partnerships

- 1.31 It is expected that the initiatives identified above will assist in developing partnerships with high profile organisations to leverage the Digital Ipswich portfolio of projects by building on the successful projects already delivered by these bigger organisations.
- 1.32 Examples of potential partners that have delivered successful digital breath-taking arts, culture and music experiences for families are those that have a strong footprint in London but with minimal presence outside the capital such as: The Outernet London, Glitch Bar, Delight Media Art Exhibition, Van Gogh The Immersive Experience, Bubble Planet, Dopamine Land.
- 1.33 By demonstrating that Ipswich is a pioneering town adopting cutting edge technology to showcase its heritage and to engage international audiences, the intention is to investigate opportunities for Ipswich to benefit from what have been outstanding capital city focused activations that could be hosted locally.

#### All About Ipswich

- 1.34 All About Ipswich is a destination website run by Ipswich Central; the Business Improvement District (BID) for the town centre.
- 1.35 Ipswich Central has entered into a grant funding agreement with the Council to develop the website into a platform that can be built upon to enable visitors to plan their journeys, accommodation, and activities all in one place. It will include an “up to the minute” calendar of activities, along with recommendations and links maximising visitors’ enjoyment. Visitors from Ipswich and further afield will be able to find out “what’s on” and “what’s new” with a single click whenever they visit the site.
- 1.36 The website development has already delivered significant improvements and ongoing development will continue.

## **2.0 Budget**

- 2.1 The project remains within the allocated budget and there are no known budget pressures envisaged.

## **3.0 Recommendation**

- 3.1 It is recommended that the contents of the project update are noted.





**Item:** 7F

**Title:** Pedestrian Bridge

## **1.0 Project Update**

- 1.1 This project will provide pedestrian and cyclist access across the River Orwell to enable people to move from bank to bank by foot or bike without having to go to Stoke Bridge (approximately ½ mile upriver). It will also provide a circular walking route around Ipswich Waterfront.
- 1.2 This project is being led by Suffolk County Council – which has its own procurement and approval processes – these are public sector procurement rule compliant. Suffolk County Council will be contractually bound with the Borough Council (as accountable body) to deliver the project for the funding allocated – in this instance it is anticipated that the County Council will draw down the funding once they have demonstrated that the appropriate milestone / works have been completed.
- 1.3 The Town Deal funding for this project is a relatively small part of the overall project budget
- 1.4 Borough Council officers and County Council officers remain in regular dialogue as the plans for this project develop in conjunction with Associated British Ports.

## **2.0 Budget**

- 2.1 The allocated budget is £1,310,000 and there has been no spend to date.

## **3.0 Recommendation**

- 3.1 The Town Deal Vision Board are asked to note the contents of the project update.

**Item:** 7G

**Title:** Regeneration Fund

### Regeneration Fund

The Ipswich Regeneration Fund (part of the Government's Town Deal for Ipswich) launched on 19/3/2024, grants are available to bring empty spaces in Ipswich town centre back into use.

There is £8m available to help bring as many vacant spaces back into use as possible between now and 2026. [www.proudofipswich.co.uk](http://www.proudofipswich.co.uk)

Progress - Officers have finalised assessments of 20 applications. The applications will be considered by the Expert Independent Panel during July. The Panel will make recommendations as to which applications should proceed and these will be shared with the Town Deal Board prior to being submitted to the Council's Executive for formal approval. Officers from IBC will then work with the applicants to bring their projects forward with identified milestones agreed for each project and a funding agreement put into place.

### Action

- Initial Assessment by Officers – Officers have completed the initial assessment of all applications received.
- Submission to Expert Independent Panel - The officers initial assessment report will be sent to the Expert Independent Panel for review and recommendations with the panel expected to meet in July)
- Review by Towns Deal Vision Board and Executive - Following the expert panel's evaluation, the findings and recommendations will be reviewed by the Town Deal Board and submitted to the IBC Executive.
- Final Outcome Announcement – an announcement will be made regarding the proposed investments in qualifying projects and a communications strategy developed for each one as it develops

In the event that not all of the budget is required to fund the approved projects then the final strand of the Regeneration Fund will be launched. This strand is for the Council to act as developer.



Item: 7H

Title: Reallocation of Town Deal Funding

## 1.0 Background

- 1.1 The decision to close a project and reallocate resources requires submission of a Project Adjustment Request (PAR) to Department of Levelling-Up, Housing & Communities (DLUHC) – the PAR must be agreed by Town Deal Vision Board. PARs will only be agreed where the reallocation or project change continues to deliver value for money and drive significant economic benefit.
- 1.2 In line with Town Deal guidance Ipswich can retain the funding within the programme (subject to Ministerial decision) but is not able to introduce new projects.
- 1.3 Taking learning from other Town Deal Boards that have undertaken reallocation exercises and under the guidance of the Chair the reallocation criteria are:
- Projects with the highest Benefit Cost Ratio (BCR) / value for money
  - Projects with an identified funding gap
  - Projects that will achieve the most transformative impact
- 1.4 An assessment against these criteria is set out in the reallocation options appraisal below.

## 2.0 Proposal

- 2.1 The funding which could be reallocated is:

Project	£
Academy Of Yacht Building	1,082,629
Pauls Silo	3,521,939
<b>Total</b>	<b>4,604,568</b>

### Proposal - St Peters Dock

- 2.2 The Ipswich Waterfront is considered by many to be the “Jewel in the Crown” of what Ipswich has to offer, one of the final “keys” to unlocking the potential of the Waterfront is the primary entrance node to the site at its Western end.
- 2.3 The St Peters Dock area is located at a key intersection within Ipswich. Sitting at a physical axis of movement between the ‘Anchor’ sites of the town centre, the railway station and the waterfront.
- 2.4 The area is influenced heavily by the varied and rich heritage past of Ipswich, from the Anglo Saxon period through the Industrial Revolution period to

present day. Grade 1 listed Wolsey's Gate is located north of St. Peter's Dock with direct visibility of the site.

- 2.5 The majority of the site is currently used as a temporary car parking site.
- 2.6 The area is surrounded by road infrastructure and leisure uses are limited to a skate park to the south-west of the site. There is a general lack of green public open space within the area.
- 2.7 It is the confluence of physical and cultural themes that presents a unique opportunity for St. Peter's Dock to be developed into a gateway and quality public realm for the people of Ipswich that recognises and embraces its heritage past, present uses, and future needs.
- 2.8 Opportunities include straightening the public footpath from Stoke bridge to St Peters Church, provision of a welcoming green space including a Tudor themed garden, viewing point for Wolsey's Gate and launchpad for Augmented Reality projects related to the continued use of the area from the 7<sup>th</sup> Century through to the 20<sup>th</sup> Century.
- 2.9 The existing structures on site including No. 4 College Street and the R&W Silo will need to be considered in how the layout and use of the site interfaces with these structures.
- 2.10 Underground utilities as well as likely archaeological assets beneath the site need to be considered and design reflective of likely restricted ability to excavate.
- 2.11 Existing road infrastructure surrounding the site will need to be considered in terms of safety and how the site interfaces with trafficked areas.
- 2.12 The site is located within two conservation areas and within an area of flood risk and the design should reflect this. Heritage assets around the site need to be considered to retain visibility and the design reflective of the importance of the setting of the heritage assets in the local environment.
- 2.13 The closure of the Pauls Silo project puts at risk the redevelopment of the St Peters Dock area.
- 2.14 The area is within the scope of the Towns Fund Greening project as the most southerly point on the phase 1 green trail agreed for this project.
- 2.15 Providing buffer planting to screen the highway, increase biodiversity, improve air quality and provide a green gateway to St. Peter's Dock meets the objectives and outcomes of the Greening project.
- 2.16 However, despite this area being a perfect example of a space which could be transformed in accordance with all the agreed criteria of the Greening project

there is insufficient allocated budget within this project to deliver a redevelopment in this area.

- 2.17 It is recommended that the Town Deal Vision Board agree that £1,000,000 is reallocated to the Greening Project to deliver an additional element to this project in the St Peters Dock area.

Proposal – Lloyds Avenue Public Realm

- 2.18 The Public Realm and Greening project update contains a proposal to reallocate £215,703 of funding for the Lloyds Avenue project.

Proposal – Greening

- 2.19 The Public Realm and Greening project update contains a proposal to reallocate £171,283 of funding for the trail as currently designed.

Proposal – Regeneration Fund

- 2.20 It is proposed that the balance of the funding which could be reallocated is reallocated to the Regeneration Fund.

- 2.21 If the proposals above are agreed then the reallocation to this project would be £3,217,582

**3.0 Recommendations**

- 3.1 The Board agrees the reallocation proposals and agrees that Borough Council officers will prepare the necessary Project Adjustment Requests and in consultation with the Chair of the Town Deal Vision Board submit these to DLUHC for consideration.

<b>Proposals for reallocation</b>	<b>£</b>
Greener Ipswich – St Peters Dock	1,000,000
Lloyds Avenue Public Realm	215,703
Greener Ipswich - Designed Phase	171,283
Regeneration Fund	3,217,582
<b>Total</b>	<b>4,604,568</b>

## Reallocation Options Appraisal

If the proposal to close the Pauls Silo project is agreed then there are 5 remaining projects in the programme, they are detailed below including a BCR (Benefit Cost Ratio) calculation and value for money assessment that was agreed by DLUHC as part of the business case process. To generate the BCR and value for money, all benefits directly and indirectly attributable to the scheme are compared against the total development costs. The higher the BCR the better the value for money of the option.

Project	BCR	VfM	TF Budget	Known Budget Gap	Transformative Impact	Public reception/perception	Notes
Local Shopping Parades	1.20	Low VfM	£2.8m	None	Low	Low	There is a current underspend on the project
Pedestrian Bridge	1.34	Low VfM	£1.31m + £6m	None	Medium	Medium	There is no likely funding gap for this project
Greening & Public Realm	1.59	Med VfM	£1.96m	£0.387m	Medium	Medium	These projects currently face budget challenges
Regeneration Fund	1.66	Med VfM	£7.9m	None	High	High	There has been significant interest from the market however this is untested – there is no current budget gap
Digital Town Centre	2.67	High VfM	£2.34m	None	Medium	Medium	There is sufficient budget to deliver across all three areas of the project



## **A note on BCR calculation**

Prior to the BCR calculation, additionality factors are applied to move from the gross to net outputs of the project. Factors include:

- Deadweight - outputs which would have occurred without the project (the Counterfactual Case).
- Leakage - the proportion of outputs that benefit those outside the project's target area (or group).
- Displacement - the proportion of project outputs accounted for by reduced outputs elsewhere in the target area (or group).  
Displacement may occur in both the factor and product markets.
- Substitution – where a firm substitutes one activity for a similar one (such as recruiting a jobless person while another employee loses a job) to take advantage of public sector assistance.
- Multiplier effects - further economic activity associated with additional local income and local supplier purchases.

\*\*\*\*\*END\*\*\*\*\*