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Darwen Town Deal Board

Thursday, 23rd June, 2022

2.00 pm

Teams Meeting

AGENDA

1. Welcome and Apologies

To welcome those present to the meeting including new members and to receive apologies for absence.

2. Minutes of the meeting held on 15th March 2022

To approve as a correct record the minutes of the meeting held on 15th March 2022.

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3. Work Programme/Business Case Update

To receive a presentation on the work programme/ business case update.

4. Branding and Communication

To receive a presentation on the branding and communication strategy.

Date Published: Date 21st June 2022
Denise Park, Chief Executive

ACTION MINUTES

TUESDAY 14TH MARCH 2022 (MS TEAMS)

PRESENT: Board Members:

Wayne Wild, Chair of the Board,
Cllr John East, Leader of Darwen Town Council,
Miranda Barker, Chief Executive of East Lancashire Chamber and Lancashire Enterprise Partnership Board Director,
Glenda Brindle, Chair of Governors Aldridge Academy,
John Sturgess, Chair of Darwen Town Centre Partnership,
John Wilkinson, Regional Director of Suez Recycling,

Support Officers:

Martin Kelly, Strategic Director of Growth and Development BwDBC, Clare Turner, Economic Initiatives and Programmes, Paul Conlon, Democratic Services & Natalie Banks, Communications Manager.

Also Present:

Graeme Collinge, Paul Fairhurst, Paul Evans, Lisa Quinn & Rewati Prabhu

	ITEM		Key Action
1.	Welcome, Introduction and Apologies	The Chair welcomed all to the meeting, apologies were noted from Gary Aspden, Fazal Dad Cllr John Slater and Phil Riley.	Noted
2.	Minutes of the last meeting held on 14th September 2021	The Minutes of the last meeting were agreed as a correct record.	Approved

3	Declarations of Interest	There were no Declarations of Interest Received	Noted
4	Darwen Deal Town Investment Plan – Update and Next Steps	<p>The Board were presented with a Project Review Summary on Darwen Town Deal and a Project Prioritisation on Town Deal Board.</p> <p>Graeme Collinge informed the Board that the Town Investment Plan approval now required detailed business cases with 5 months before submission in the first week of August. He confirmed the final approved submission of £29 million and the make up of the package in the £25 million deal offered by the Government. The main changes, including the removal of the proposed cricket academy and property improvements on the Gateway project, due to previously discussed issues regarding matched funding and deliverability.</p> <p>The Board reviewed each project and any outstanding issues were highlighted. This included an update on the work on the development of the Market Hall and best practice examples from across the country. It was confirmed that toilets and community and education uses would be incorporated into any proposals and the aim was for the space to be as multi-functional as possible but this was still at a conceptual stage. Sites were also still in the assessment stage for the Town Centre Living project. The Board were also updated on progress with Perspex and the discussions that had taken place and the project progressing although still in development stage.</p> <p>The Board were informed of the next steps, which included the idea to hold a public information day, post election in May, when project development work was advanced enough to do so in a meaningful way.</p>	Noted

5	Town Deal Advance Funding to Progress Work.	<p>Clare Turner updated the board on the receipt of 5% of the total Town Deal funding of (£1,250,000) to continue to develop and accelerate the pre-development of projects through the business case process. The Board were also asked to endorse the approach to procurement and the approvals needed to submit robust business cases in support of the Board's nine Town Deal projects by the Government deadline of early August.</p> <p>The Board was asked to:</p> <ol style="list-style-type: none"> 1. Note that Blackburn with Darwen Borough Council, as accountable body, is responsible for the procurement of pre-development capital funded professional services to help progress the business case preparations of the Board's nine Town Deal projects. Pre-development funding is part of the approved funding envelopes for each project and is not additional to the approved allocations; 2. Note the Council, as accountable body, endorsed the proposed use of professional services to support the development of the Board's nine Town Deal projects, as set out in Table 1 of this report, at its Executive Board on 10 March; 3. Also endorse the proposed use of professional services to support the development of the Board's nine Town Deal projects, as set out in Table 1 of this report; 4. Request regular progress reports on the development of the nine business cases at future Board meetings; 5. Note the development of a local assurance framework that will be finalised and approved by the Council, as accountable body, and the Board, prior to the submission of business cases in early August; and 	<p>Noted</p> <p>Noted</p> <p>Endorsed</p> <p>Agreed.</p>
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		6. Note the note the Council's decision at its Finance Council on 28 February to co-invest £12.250m in the Town Deal delivery programme, subject to satisfactory business cases.	
6.	Branding Development Update	Natalie presented a short update to the Board on the work to develop new branding for the Darwen Town Deal. The branding had been progressed with the support of Gary Aspden – board member and adidas brand ambassador, designer and Spezial curator, in consultation with Chair of the Board, Wayne Wild. In the brief it was highlighted it was important that the new branding linked directly to the town and felt aspirational. The preferred option was presented to the Board for comments. It incorporates Darwen Tower within the design and is salmon in colour. It was well received by the Board who noted the historical significance of the colour palette. Gary was thanked for his creative direction in the process and his commitment to support the marketing going forward . Proposals for new signage in the town are set to be progressed.	Progress noted and brand proposition endorsed
6	Any Other Business	None.	Noted
7	Date of future meetings.	The Board discussed future arrangements for meetings of the Board and frequency of meetings. Members agreed that the next meeting be arranged following discussions involving the Chair and key officers.	Noted