

## NORWICH TOWNS DEAL BOARD

MONDAY 27 February, 10.00AM

Via MS Teams

### Attendees:

Andrew Dernie (CHAIR) (AD) – Aviva  
Graham Nelson (GN) – Norwich City Council

Sarah Collins (SC) – Norwich City Council  
Chris Starkie (CSt) – New Anglia LEP  
Chloe Smith MP (CS)

Phil Courtier (PC) – South Norfolk and Broadland

Sarah Steed (SS) – NUA

Christie Waddington (CW) – DWP

Gill Mason (GM) – DWP

Jerry White – City College Norwich

Ellie Hardy (EH) – Norwich City Council

Stefan Gurney (SG) – Norwich BID

George Denton (GD) – South Norfolk & Broadland Council

Gill Mason (GM) – DWP

Chris Sargisson (CSa) – Norfolk Chamber of Commerce

Andrea Johnson (AJ) – Office of Chloe Smith MP

Ellen Wallace (EW) – Office of Clive Lewis MP

### Apologies:

Shan Lloyd – BEIS

Tim Bishop – The Forum

Clive Lewis MP

Stephen Evans – Norwich City Council District Councils

Julia Nix – Jobcentre Plus

Juliana Meyer – Supapass

Cllr Alan Waters – Norwich City Council

Vince Muspratt – Norfolk County Council

Ellen Tilney – Norwich City Council

Kris Jones

Jerry White – CCN

Cllr Mike Stonard – Norwich City Council

Julie Schofield – UEA

Ref	Item	ACTION
1	<p><b>Welcome, Actions, Apologies, Minutes</b></p> <p>The 30 January 2023 Board minutes were approved, and actions covered.</p> <p>A new project manager – Alex Hannah – started today.</p> <p>From now, the time scheduled for the Town Deal Board meeting has been reduced to one hour, to reflect the success of the programme, meaning fewer projects need to be discussed. It is likely some meeting will need to be extended at key milestones in the remaining projects but this will be communicated to Board members in advance.</p> <p>JW celebrated the completion and opening of the ACE project.</p>	EH

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2	<p><b>Town Deal Projects, predicted completion dates</b></p> <p>SC gave an overview of the Norwich Towns' Fund projects and their predicted completion dates. An attachment was provided.</p> <p><b>ACE</b> – completed and was officially opened on 24 February 2023.</p> <p><b>Branding</b> – completed October 2022.</p> <p><b>ENMP</b> – completed June 2022.</p> <p><b>The Halls</b> – due for completion June 2024.</p> <p><b>Carrow House</b> – handover meeting completed 17 February 2023 and practical completion 24 February 2023.</p> <p><b>Public Realm</b> – Hay Hill due for completion Spring 2024.</p> <p><b>Revolving Fund</b> – on schedule for March 2024.</p> <p><b>DigiTech Factory</b> – completed September 2021.</p> <p><b>The Digital Hub</b> – on schedule for March 2024.</p>	
3	<p><b>Project Updates</b></p> <p><u>The Halls</u></p> <p>Progressing well. RIBA Stage 2 report is complete and approved, and we have moved on to RIBA Stage 3 and the detailed design.</p> <p>We have issued a tender for an archaeological standing brief. Building control and all the necessary consultants are appointed.</p> <p>There has been a building condition survey carried out and £950k of additional funding was approved by cabinet last week. The subsequent detailed condition survey revealed more work to be done and a further funding request will go to cabinet on 8 March. If approved, this funding will be transferred into the Towns Deal project as match funding.</p> <p>Current design has a bar and café, but there are concerns over the requirement for this provision as the hospitality markets are suffering in the current climate. This is being reviewed, with expertise brought in, and may be scaled down.</p> <p>CSt welcomed the additional investment due to type of building.</p>	

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	<p><u>Carrow House</u></p> <p>Practical completion on 24 February. Refurbishment works carried out in Old Carrow House have been completed extremely sympathetically to the Listed Building and the contractor performed extremely well.</p> <p>Old Carrow House will now be included in the marketing package, however the office letting market is currently very difficult due to the economy. We have various options regarding how to let the building.</p> <p>CSt enquired regarding marketing materials. EH to send this to Board members.</p> <p><b>ACTION:</b> EH to find dates for a walkaround for Board members at Carrow House. There is a possibility the next Board meeting could be on site.</p> <p><u>Revolving Fund</u></p> <p>We are currently in progressed stage of negotiations with a site owner. Due diligence is in progress for legal and surveys. Avison Young have been leading the process.</p> <p>It was agreed to look quarterly at a list of target sites.</p> <p>There are now discussions regarding stage 2 sites.</p> <p><u>Digital Hub</u></p> <p>Going well. We have four interested parties. All operators have visited the site, asked questions and included contractors.</p> <p>The tender will back at the end of March but we are expecting tenderers to request an extension, due to some queries we have received.</p> <p>It was enquired if we need to consider the flow of demand. It was explained that this is still strong.</p> <p><u>Public Realm</u></p> <p>A planning application for the temporary removal into storage of the sculptures is being submitted for 8 March. This is after objections were received in relation to moving the sculptures to Elm Hill. The objections were submitted too late in the planning process to resolve, therefore we omitted the relocation to Elm Hill</p>	<p>EH</p> <p>EH</p>

Ref	Item	ACTION
	<p>from the planning application. We are maintaining conversations with Elm Hill and UEA.</p> <p>Contract with Tarmac has yet to be signed as we do not want to take any the risk of financial liability before the planning application outcome is known. Tarmac are due to start site set-up on 17 April.</p> <p>Conversations are occurring monthly with NCC Events team and stakeholders. There will be an impact on works over the Christmas period. Conversations have taken place with St Peter's Mancroft and The Forum, regarding concerns over access for events. Tarmac are aware of the issues and are confident these can be accommodated, they have carried out many schemes in city centres and are aware of the importance of events.</p> <p>AD discussed using the fences as advertising boards for the Towns Deal. SG agreed and suggested using the Work In Norwich branding. SC explained there are images of Hay Hill already planned.</p> <p><b>ACTION:</b> EH and Zoe Tebbutt to discuss advertising with the comms team.</p> <p><u>ENMP</u></p> <p>We are still at stage 3 which is being led by Homes England. A delivery board has been created as other partners including local authorities are involved. Next meeting will consider detail of delivery mechanism.</p> <p>Stage 3 expected to be completed by April.</p> <p>Leadership team of Homes England will be shown around the site on 6 March.</p> <p><u>Branding</u></p> <p>The report on the campaign has been received. The highlights are-</p> <ul style="list-style-type: none"> <li>• 40 million impressions, 29 million digital;</li> <li>• Click rate of 0.31%;</li> <li>• 91,000 clicks directly to WiN website;</li> <li>• Best performance for channels used was Google Display Network;</li> <li>• Best performing video was regarding national parks;</li> <li>• Best performing video on Youtube was beach video.</li> </ul>	<p>EH/ZT</p>

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	<p>The data from Google trends stated recruitment and property specific searches related to Norwich were substantively up during the campaign and dropped back down after.</p> <p>AD discussed getting the businesses across Norwich engaged with WiN.</p> <p>ACE</p> <p>The grant agreement between NCC and CCN is to be extended due to the delay in procuring the electric vehicles. The Towns Fund Project Accountant will speak with NPLaw.</p>	MM
4	<p><b>Update on funding streams into the city</b></p> <p>Mike Todman stated we would imminently be receiving feedback on the recent LUF bids, it had been closed. The Norwich bids were very competitive.</p> <p>We are unsure if there will be a Levelling Up stage 3 bid.</p> <p>SS discussed NUA. Doing well. NUA have received £2.3 million allowing investment in creative technology. Highlights include a virtual production facility. NUA have also received funding for a cylinder LED screen. SS discussed that when the report is received businesses could co-locate the technology. Looking into whether it will have a permanent home.</p>	
5	<p><b>AOB</b></p> <p>None</p>	

### Next Meetings

Monday 27 March – 2pm

Monday 24 April – 2pm

Monday 22 May – 2pm