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**North East
Derbyshire**
District Council

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Date: Wednesday, 24 February 2021

To: **All Members of the Clay Cross Town Board**

You are invited to attend the next meeting of the Clay Cross Town Board to be held on **Friday, 5 March 2021 at 9.00 am by Conference Call**. Access credentials to the meeting will be sent to you separately. The public parts of the meeting will be streamed from the Council's website.

Virtual Attendance and Hybrid Meetings

I have provided the Leader and Deputy Leader with advice on the holding of "hybrid" meetings outlining the risks including to employees dealing with the Chamber and to Members. Hybrid meetings are those where some attendance is in person in the Council Chamber and some is virtual. I would encourage you all to attend virtually. Accordingly if you attend in person you will be deemed to have accepted the following disclaimer as applying.

Risk Assessment Disclaimer

When attending this meeting in person, I confirm that I have read and understood the contents of each of the following risk assessments and agree to act in line with its content.

- ☐ RA – Return to Work Mill Lane Covid 19 V13
- ☐ Mill Lane Coronavirus Control Measures V8

Both documents have been emailed to Members and are available on the Modern.Gov App library.

The same advice is given to officers who are also encouraged to participate in the meeting remotely.

Yours sincerely

A handwritten signature in cursive script that reads "Sarah Steenberg".

Joint Head of Corporate Governance and Monitoring Officer

A G E N D A

1 Apologies for Absence

2 Declarations of Interest

Members are requested to declare the existence and nature of any disclosable pecuniary interests and/or other interests, not already on their register of interests, in any item on the agenda and withdraw from the meeting at the appropriate time.

3 Minutes of Last Meeting (Pages 4 - 7)

To approve as a correct record and the Chair to sign the Minutes of the Clay Cross Town Board meeting held on 6 November 2020.

4 Funding Announcement

Verbal Update

5 Clay Cross Town Board Accelerated Project Update (Pages 8 - 18)

Report of Gill Callingham – Director of Growth and Economic Development

6 Working Group

Verbal Update

7 Clay Cross Town Board Communications Strategy (Pages 19 - 21)

Report of Gill Callingham – Director of Growth and Economic Development

8 Board Members' Recruitment

Verbal Update

9 Clay Cross Town Investment Plan - The Way Forward (Pages 22 - 27)

Report of Gill Callingham – Director of Growth and Economic Development

10 Any Other Business

11 Exclusion of Public

The Chair to move:-

That the public be excluded from the meeting during the discussion of the following items of business to avoid the disclosure to them of exempt information as defined in Paragraph 3, Part 1 of Schedule 12A to the Local Government Act 1972, (as amended by the Local Government (Access to Information) (Variation) Order 2006).

12 Additional Capacity Funding (Pages 28 - 30)

Report of Gill Callingham – Director of Growth and Economic Development

13 Clay Cross Town Board Business Case Development and Business Assurance (Pages 31 - 46)

Report of Gill Callingham – Director of Growth and Economic Development



***We speak
your language***

Polish
Mówimy Twoim językiem

French
Nous parlons votre langue

Spanish
Hablamos su idioma

Slovak
Rozprávame Vaším jazykom

Chinese
我们会说你的语言

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CLAY CROSS TOWN BOARD

MINUTES OF MEETING HELD ON FRIDAY, 6 NOVEMBER 2020

Present:

Gary Golden (Chair) (in the Chair) Worcester Bosch
Councillor Carolyn Renwick (Vice-Chair) & NEDDC Portfolio Holder for Economic Growth

Councillor Nigel Barker - Councillor for NEDDC
Councillor Alex Dale - Leader of the Council
Councillor Gerry Morley - NEDDC
Joe Battye - Director of Economy and Regeneration at Derbyshire County Council
Gill Callingham - Director of Growth & Economic Development at NEDDC
Peter Dewhurst - Derby University
Janine Foxhall - General Manager of Chesterfield and North East Derbyshire for
Derbyshire Community Health Services NHS Foundation Trust
Tom Goshawk - D2N2 LEP
Andy James - Sport England
Andrew King - Treasurer for Clay Cross Town Centre Group
Tony King - Councillor for Derbyshire County Council and Cabinet
David Malone - Chesterfield College
Lee Rowley - MP for North East Derbyshire
Angela Stansfield - Employer & Partnership Manager - North Derbyshire for Job
Centre Plus

Bob Murdoch – Worcester Bosch

Also Present:

Karl Apps	Joint Housing and Growth Manager
Matt Broughton	Joint Head of Partnerships and Transformation
Lee Hickin	Joint Director of Corporate Resources and Head of Paid Service
Melanie Phythian	MHCLG
Alison Westray-Chapman	Interim Head of Economic Development - DCC
Bryan Harrison	Senior Regeneration Officer and Urban Designer
Peter Tooher	Nexus Planning
Damon Stanton	Governance Officer
Joe Bradley	Executive Assistant

CXT Apologies for Absence **B/52/**

20- Apologies for absence were received from Cllr Jeremy Kenyon (NEDDC),
21 Professor Warren Manning, who was substituted by Dr Peter Dewhurst (Derby University), and Kazi Hussain – (Homes England).

CXT Declarations of Interest **B/53/**

20- No interests were declared at this meeting.
21

CXT Minutes of Last Meeting

B/54/

20- The minutes of the meeting held on 9 October 2020 were approved as a true
21 and accurate record.

CXT Feedback from Submission

B/55/

20- The Chair thanked Karl Apps and his team, as well as colleagues at Nexus
21 who worked hard up until the deadline to get the submission in on time.

Melanie Pythian provided a verbal update and outlined the process going forward. She noted that the submission had been received, acknowledged and triaged and had now moved to the assessment stage. The Assessment of the Town Investment Plan and other projects would be undertaken across several departments and would hopefully be completed by Mid-November. There would then be a moderation exercise and the assessment result would be agreed. Following this there would be a benchmarking exercise to ensure a consistent approach. Recommendations would then be taken to an Internal Programmes Board who would scrutinise the recommendations and would either put those forward to Ministers as is or with revised recommendations. Once Ministers had given the go-ahead then a Heads of Terms offer would be made at some point in the New Year.

The Board heard that the Town Delivery Partnership were putting together a package of support for completing the business case process. It was stated that there was due to be a webinar on 23 November regarding business cases and Board Members were welcome to attend.

CXT Update on Accelerator Funding Progress

B/56/

20- The Joint Housing Strategy and Growth Manager presented a report which
21 provided an update on the accelerator funding awarded to Clay Cross. He highlighted that Clay Cross had received a grant of £500,000 from the Government's Towns Fund to fund capital projects that could be delivered this financial year, and that four projects had been agreed with the CCTB Chair, Vice Chair, North East Derbyshire District Council (NEDDC) Section 151 Officer and Towns Deal, as detailed in the report.

A number of points of clarity were sought by the Board, and it was confirmed that the projects meet the necessary criteria and sit within the Town Investment Plan map. It was also noted that there was the potential to use the digital art projection equipment for wider purposes such as providing messaging to residents and for stakeholder engagement, dependant on the kit and the cost.

RESOLVED - That the Board note the update on the accelerator funding and receive future updates on the progress of the identified projects.

CXT Working Groups

B/57/

20- The Clay Cross Town Board received a report which provided information in
21 regards to the membership of the Working Groups. Board Members noted that

this was their opportunity to ensure they were satisfied with the structure and membership of the groups, and also for the Board to put forward additional members or organisations to be part of those groups.

The Board discussed developing the Youth Board and a number of suggestions were made including utilising pre-existing youth boards and doubling efforts to reach young people (for example through social media). It was also noted that it would be useful to recruit individuals who were active in the business community.

RESOLVED - That the Board notes the content of the report and, that the Board endorses the membership of the working groups.

CXT Additional Board Members

B/58/

**20-
21**

The Joint Housing Strategy and Growth Manager presented a report which outlined a need to increase private sector representation on the Board and the process to achieve this. The Officer stated that the proposal was to advertise for additional Board members to businesses within Clay Cross and the surrounding areas. Interviews would take place between applicants, the Chair, Vice-Chair and one other Board member to ensure that the individual(s) would bring the right kind of passion and opportunity to shape the work that was being done, as well as highlighting to applicants that there was a certain time commitment required.

The Board discussed the need to encourage this through their own connections, business newsletters and publications including a press release (signed off through the Chair and Vice- Chair) to go out to local businesses, and it was suggested that those who had applied and were unsuccessful could be developed into a less formal focus group to help inform discussion.

RESOLVED - That the Board notes the content of this report and, that the Board agrees to increase the private sector representation on the Board and, that the Board agrees to the interview panel to comprise of Chair, Vice Chair and an additional Board Member.

CXT Press Release

B/59/

**20-
21**

The Board were asked to consider the content of the press release as published in the supplementary agenda and circulated to Board members.

RESOLVED – That the press release be approved.

CXT Next Steps

B/60/

**20-
21**

Karl Apps gave a brief overview of the next steps. He noted that the additional consultancy resource would be to support the Board (alongside the support the Town Hubs would be offering) in developing the Business Case, and that in going out to procurement for additional resources now (before Heads of Terms had been agreed) would mean that support would be lined up ready to go as soon as that agreement had been received. The Officer confirmed that this would be undertaken through a normal procurement process and would

go out through Source Derbyshire which would be circulated nationally. Melanie Pythian advised that the Town Delivery Partnership could offer advice and support through the process.

RESOLVED - That the Board notes the content of this report and, that the Board delegates the drafting of the tender spec for the consultants to the Director of Development (NEDDC), Chair and Vice Chair of the CCTDB and, that the Board endorses the process for selecting and appointing the suitably qualified Consultants to develop the full business cases.

North East Derbyshire District Council

Clay Cross Town Board

Friday 5th March 2021

Accelerated Projects Update

Report of Gill Callingham, Director of Growth and Economic Development

Purpose of the Report

- To update Board members on progress made with projects funded by the Accelerated Projects budget

1 Report Details

- 1.1 On 25th September 2020 central government confirmed the approval of £500k to be used on bringing forward a number of projects identified in the Clay Cross Town Investment Plan.
- 1.2 A condition of the original funding offer was that all proposed projects had to be completed by 31st March 2021, and all expenditure defrayed. Because of difficulties for a number town team locations to progress their proposals, due mainly to the impact of Covid and local authority capacity, this deadline has now been extended to March 2022.
- 1.3 The projects originally proposed by the project team were:
 - Relocation of tenants from Bridge Street depot and site clearance
 - Demolition of the former junior school
 - Purchase of vacant former job centre
 - Public art programme

The purchase of the former job centre has not been progressed as the current owner did not respond to a request for dialogue. A replacement project was identified, purchase of DCC's former constabulary building, and agreed with government. Project updates are as follows:

1.4 Bridge Street Depot

All tenants have been successfully relocated, and demolition contractors took control of the site on 18th February, with site clearance due to start on 23rd February. Planning consultants have been appointed, and a planning application for a mixed-use commercial development will be submitted during March 2021.

1.5 Demolition of the former junior school

Tender specifications for demolition have been drawn up by DCC, and a detailed programme has been prepared. Seasonal restrictions on ecological surveys required for planning approval means that activity won't be seen on site until the summer, with expected completion and handover of a cleared site by October 2021.

1.6 Public art programme

There has been significant activity generated by this proposal, which is to produce digital images related to the Town Deal and project them onto the ventilation shaft on Market Street and onto other structures. To date, 14 virtual workshops have been held with care homes, schools and Chesterfield College to generate artwork that can be converted to digital images for projection. A lecturer from the college gave particularly positive feedback, saying *'it was a terrific opportunity for the students to be involved in a "live" project, very local so accessible to the students, look at the two briefs and to meet active practicing artists'*. MCHLG have promoted the outcomes to other town deal locations as an innovative project and an example of best practice. It is proposed to delay the projection onto the shafts to reflect the easing of lockdown and ensure a greater number of people engaging with the art. See Appendix 1 DLC Feb_report, Appendix 2 February Update Clay Cross and Appendix 3 Lucie M Feb_report for more details

1.7 Purchase of the former constabulary building

Agreement in principle has been reached between DCC and NEDDC for NEDDC to purchase the building, and for the current occupants to remain for a short period of time on a peppercorn rent until a new location could be identified for them. An independent valuation will be carried out to obtain a price for the property, which will be binding on both parties.

2 Conclusions and Reasons for Recommendation

- 2.1 In conclusion, all accelerated projects are progressing well and are on programme.

3 Consultation and Equality Impact

- 3.1 All of the above projects are central to interventions contained in the Clay Cross Town Investment Plan which has been the subject of a comprehensive consultation exercise

4 Alternative Options and Reasons for Rejection

- 4.1 No other options deliverable in the given timeframe

5 Implications

5.1 Finance and Risk Implications

- 5.1.1 All projects will be delivered within the £500k budget established. The significant risk of the difficulty in successfully relocating depot tenants has been overcome, and the demolition risks will be owned by the demolition contractors

5.2 Legal Implications including Data Protection

- 5.2.1 None

5.3 Human Resources Implications

- 5.3.1 None

6 Recommendations

- 6.1 For Board members to note the positive progress made on all accelerated projects
- 6.2 For Board members to agree to delay the projections from March to the summer to reflect the projected easing of the National lockdown and ensure greater community engagement.



DIFFERENT LIGHT COLLECTIVE

CLAY CROSS DIGITAL PROJECT 2021 REPORT #2



The Clay Cross Digital Arts Project has continued positively during January & February despite the National Lockdown restrictions, which at the time of writing, have no identifiable end in sight.

Different Light has continued to meet remotely on a weekly basis to discuss and plan the details and technicalities of the project as well as considering the implications of any Governmental announcements or rumoured possibilities.

WORKSHOPS & COMMUNITY ENGAGEMENT

Regular update zooms have been held with Jane Wells from Junction Arts as well as Lucie Maycock, the project's community artist and on Tuesday 2nd February all 3 members of the Different Light Collective attended a zoom session with arts students & tutors from Chesterfield College. DLC's input into this session was introduced by Lucie and allowed the team to talk about Different Light's work and approach and to explain our collective role within the Clay Cross project and also our individual roles within our work in general and this project in particular.

Will Lindley, the Different Light commissioned projection artist, has since attended a further session with Lucie and the same students, where he was able to go into more depth about his practice and processes and was also able to answer students' questions too. Will has attended one of Lucie's sessions at the primary school that she is working with alongside one with the care home residents too.

A good deal of artwork has already been generated from Lucie's community sessions, much of which has been shared with Will, so that it can help inspire the eventual projected artwork that he will be creating (and some of the community artwork will also appear in some form within the projection piece too).

DIGITAL EXHIBITION / INSTALLATION

DLC has continued to engage with local property partners to try to secure a temporary rental of one or more properties for the project, still focussed on the old Job Centre unit right next to the ventilation shaft. Access to this property would not only offer the best site for a digital exhibition about the project, it could also provide an ideal base for the project team, be a perfect place to

house a third projector (ensuring the images covered 360° of the projection structure), as well as negate the need for any generators, assuming permission to use the unit's power was granted.

Unfortunately, the process of securing any part of the building has been difficult, not least because someone has finally taken an interest in it and it is currently being divided up into separate units. At the current time it is unclear exactly which parts of the property might be made available and as our timetable may also be shifting (see below) we have not yet been able to pin any details down.

However, there are a number of other properties in the town which would work perfectly well for the digital exhibition aspect of the project, but which wouldn't be able to offer power or space for a third projector. Once the Government 'roadmap' announcement has been made on 22 February, it should become possible to move forward on the empty shopfront with some certainty.

POSSIBLE DELIVERY & TIMETABLE AMENDMENTS / OPTIONS

The current project timetable for the delivery of the projection artwork is for 9 nights [10, 11, 12 and 17, 18, 19 and 24, 26, 26 March] from 6pm to 9pm, as outlined in Project Report #1. Although DLC remains absolutely committed to working towards those delivery dates (and an initial version of the digital artwork will definitely be ready in time), if the National Lockdown is extended into the middle of March or even later, then the delivery dates, or at least the delivery model, will clearly have to change.

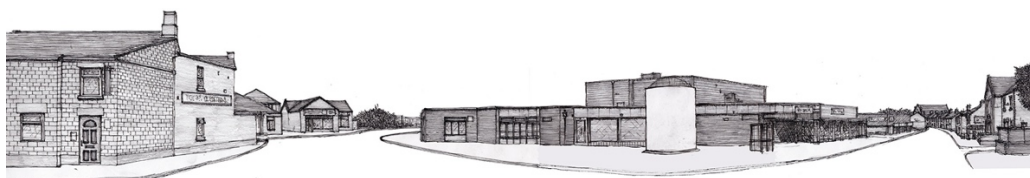
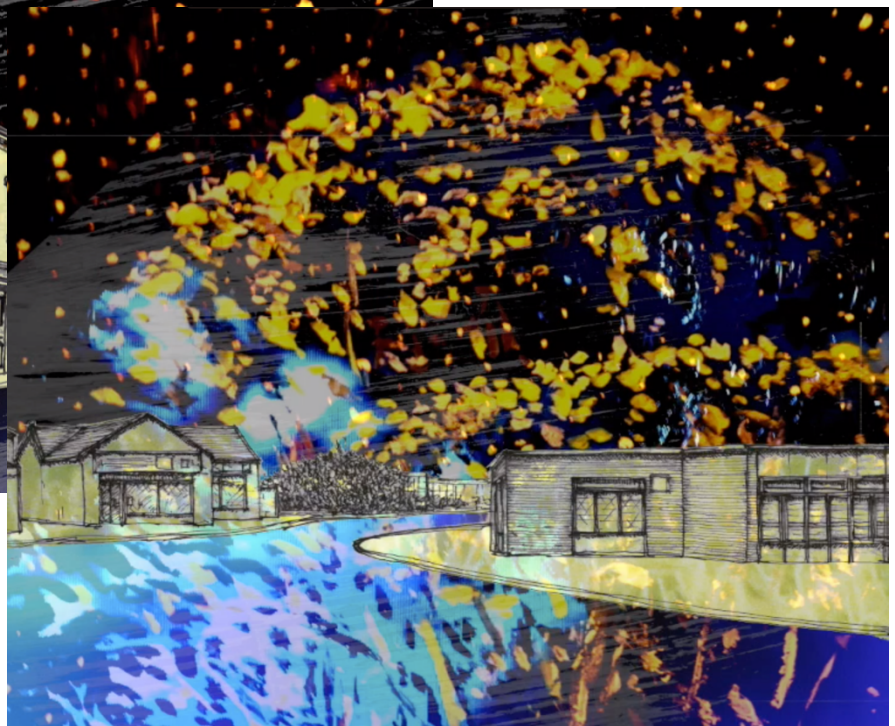
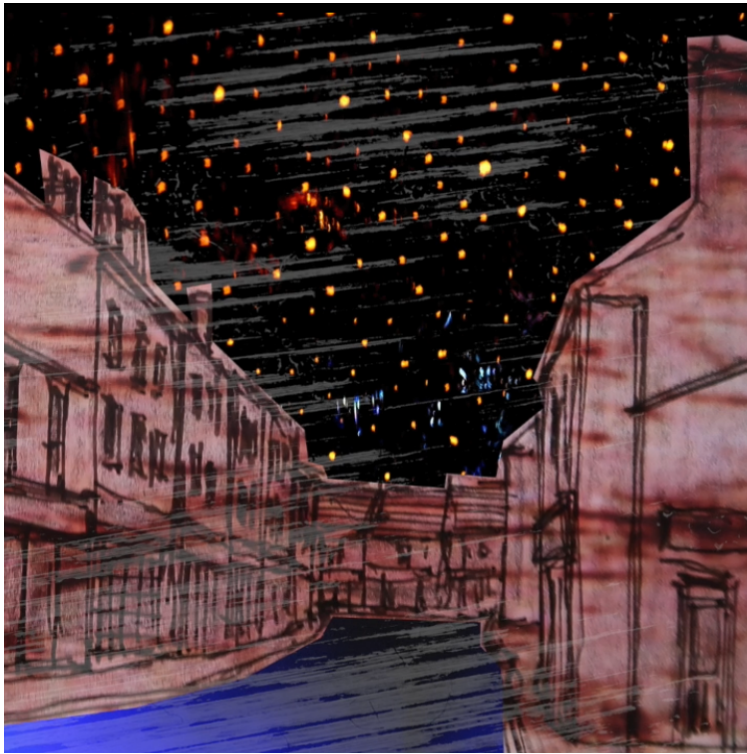
A number of options have been discussed including:

- Pushing the delivery dates back by just a week, so starting on 16 or 17 March but still fitting in up to 9 nights and concluding before the clocks go forward to BST (Saturday 27 March).
- Increasing the amount of guerrilla projection across the town and spending more time on filming and editing a piece to celebrate the project.
- Setting up the projections over some of the originally agreed dates, but doing so purely to film them to advertise the project over the summer.
- Postponing the delivery nights into April but accepting that the start times on each night will have to be later.
- Postponing (at least) some of the projection dates into the autumn, once the clocks have shifted back to GMT.

DLC is committed to delivering the project in a way that works for all the project partners, given the extraordinary circumstances we all find ourselves in. Allowing for other work commitments (which are of course subject to the same uncertainties) DLC is happy to continue talking through these and any other ideas with Junction Arts & NEDDC, to try to find the best way to deliver the project which makes the most sense to all parties concerned and looks forward – like the rest of the country – to hearing details on how lockdown restrictions are going to be gradually lifted in the coming weeks and months.

In the meantime, DLC is intending to be present in Clay Cross on the nights of Friday 26 & Saturday 27 February to undertake some guerrilla projecting of some initial artwork designs and ideas (see below) along with some community made images too. This will take place on a number of the town's ventilation shafts and possibly a few other buildings too and will be filmed and subsequently edited.

PROJECTION ARTWORK – WORK IN PROGRESS





February report from Junction Arts

You will see from the artists reports that the project continues to progress well. Lucie has been busy delivering workshops with all three groups and has also started distributing the art packs through a local food bank. We feel that it's really important we try to involve as broad a cross section of the community in the consultation as possible. Will is receiving art work from Lucie now and working them into the projection designs.

Feedback from the participants has been really positive. Martha, a Chesterfield College student told us how much she had enjoyed meeting the artists and learning about how Public Art commissions are realised.

Mik Godley, the lecturer who contacted us originally had this to say:

"Yes, from my perspective the workshops gave the students a fantastic insight into the roles of the artists and processes involved in creating the project. Valuable also in taking the mystery out of those practices (producer, technical manager, artist and community artist). They learnt about the methods used by Lucie to help generate relevant creative thinking across the student community group. The other lecturers seemed to enjoy the presentations by The Different Light Collective too!"

Will Lindley was especially generous with his time giving the students a really useful insight into the relevant aspects of his practice, how he creates the projections by digitising from a broad range of media and showed, amongst other work, photographs of the on-site tests they had made in Clay Cross that brought the whole project to life.

As an introduction I had delivered a couple of 3 -hour sessions with all the students before Lucie's workshops, giving them a broad grounding in examples of "Public Art" and including some artists using different types of projection.

In all, it was a terrific opportunity for the students to be involved in a "live" project, very local so accessible to the students, look at the two briefs and to meet active practicing artists – both community and production artists – learning something of how they work. I hope it was just as useful for the artists, the Clay Cross project and Junction Arts. Thank you again for allowing us to become part of your project!"

Great feedback I'm sure you'll agree.

I'm in regular contact with DLC, getting updates on the Job Centre shop and their ideas for the guerrilla projections. We've discussed that one of them might be in the care park of the Old Vicarage Care Home for the residents to see as they're the least likely to be able to visit the ventilation shaft.

High on all our agendas now is thinking about the projections planned for March. We agree that the final decision rests with NEDDC about whether or not they do go ahead as planned or are delayed into the Summer or Autumn.

We would like to arrange a meeting as soon as possible after the Government announcement on the 22nd February to discuss.

The final thing to report is that we're making plans for the exhibition of the artwork and feedback from the Towns Plan consultation and how best to present the work for both the online and physical exhibitions.

Jane Wells
Project coordinator
Junction Arts

Lucie Maycock - Community Artist

Clay Cross Community Art Project 2021

Report February 2021



From a total of 20 workshops scheduled; 14 of which were live on zoom and 6 prerecorded, 12 zoom and 2 prerecorded workshops have been delivered to date. With a total of 70 participants so far, across the three groups.

Each workshop has been designed in a way to suit the particular group it was delivered to. For example the care home workshops were approached in a very different way to the college workshops. This allowed me to gain different types of results from the various groups and enabled the workshops to be fully inclusive. Participants were able to engage fully irrelevant of their ability or prior experience.

The workshops were designed to not only to consult with local people but also to generate raw creative material for Will Lindley the digital artist from Different Light Collective (DLC) - for him to use and be inspired by to create the digital projection art. This raw material takes the form of expressive paintings, chalk and charcoal art work. It was important for Will to work in a very organic way and this also informed the delivery of each workshop.

The Town Plan

The creative sessions were designed to address the town plan in different ways. Some feedback became part of the art work itself, the topics were discussed and conversations with participants recorded. Each section of the plan that I covered was broken down into key questions to gather information and feedback.

Areas of the Town Plan that have been discussed and introduced during the workshops include;

- The three key areas identified: urban regeneration, skills and infrastructure and connectivity.
- The proposed area for development.
- The key emerging projects.

Workshops

The painting to music workshop was a huge success with all participant groups.

Mathilda Cooke said, *"Thank you for the workshop earlier- I really enjoyed it, not only as a chance to be freer with my painting, but as a stress-reliever!"*

A member of staff from the care home (Katie) said *"Margret loved it and was smiling throughout the workshop. It can be hard to keep Margret in her seat, so she was clearly enjoying herself."*

The charcoal and chalk workshops utilised the different mediums in an experimental and creative way. Participants were guided through different ways of using the materials, given specific tasks and things to draw. These workshops also used outlines of the birds and blooms templates as a starting point for less confident individuals.

Noah said: *"It gave me goosebumps when we were doing it."*

During the consultation discussions in these workshops Noah also said; *"We could do with a skateboard park"* and Lola-Rose said *"I think the litter shouldn't be in Clay Cross."*

Other feedback to come from the consultation included:

Do you think Clay Cross is a nice place to live? Jack said, *"Yes I think its a nice town with a lot of shops in it."*

Dalton said, *"The park could be better. More things to do for my age and more things to do."*

Another young person also said, *"I think its like 50/50, some places are nice and some have lots of rubbish and stuff like that."*

Students from Chesterfield College were introduced by their tutor to the town plan prior to the online workshops. A big part of the template design with this particular group focused on how to include actual thoughts and ideas within the designs themselves using text. This resulted in some very creative and informative pieces of art work.

Art Packs



10 creative packs have been dropped off at Clay Cross food bank for distribution and 10 more to be dropped off in another community location such as The Hub. These packs include all the creative materials to take part in the workshops, information about where to access the pre-recorded workshops and how-to guides for those who may not have access to the online content.

Staff at the food bank will be obtaining and passing on a contact email address for participants from this group, so that I can follow up at a later date and see if anyone needs any extra help or motivation.

Digital Exhibition

The digital exhibition of work will be displayed on the Junction Arts Website and will showcase individual pieces of art work created during the workshops. It will also feature creatively grouped and displayed work that become larger pieces of art work in their own right. I will be creating these pieces as another way of showcasing the work in a creative and easily digestible way.

Myself, Junction Arts and DLC are also looking at the option of a shop in Clay Cross for showcasing work in some way.

Examples of the Art Work Produced



North East Derbyshire District Council

Clay Cross Town Deal Board

Friday 5th March 2021

Communications Strategy

Report of Gill Callingham, Director of Growth and Economic Development

This report is public

Purpose of the Report

- To agree the Clay Cross Communications Strategy covering the next phase

1 Report Details

- 1.1 The Clay Cross Town Investment Plan was submitted in October 2020 and it is anticipated an announcement on the funding package and heads of terms in early March 2021.
- 1.2 To build on the announcement of the funding package for Clay Cross it is important that a clear communication plan is in place. The Clay Cross Investment plan development had a significant amount of consultation with letters delivered to the residents. Seeking views on what is and isn't working in Clay Cross as well as views on the final proposal.
- 1.3 It is important that the Community and stakeholders continue to be engaged in the process and are aware of the activities being completed by the Clay Cross Town Deal Board. To support this a Communications Strategy has been developed by the North East Derbyshire District Council Communications, Marketing and Design Manager
- 1.4 The Communications Strategy is designed to utilise traditional media for larger/significant announcements but also regular updates for more locally significant messages.
- 1.5 Appendix 1 (Comms Plan Clay Cross Town Deal) is the Communications Strategy to accompany this report.

2 Conclusions and Reasons for Recommendation

- 2.1 The need to ensure the Community and wider stakeholders are engaged within the Clay Cross Town Investment plan business case development is important.
- 2.2 The Clay Cross Town Investment Plan needs to be rooted in the Community and to do this there must be two way communication with the Board. The Board members

represent the local community and act as communication link however they cannot reach every part of the community.

- 2.3 A communications strategy will help to support the Clay Cross Town Deal Board to circulate the key messages/achievements and milestones from the Clay Cross Town business case development.

3 Consultation and Equality Impact

- 3.1 This communications strategy is drafted to ensure maximum reach within Clay Cross and create awareness both in Clay Cross but wider.
- 3.2 The communications strategy has been developed to ensure it is accessible to as many different groups

4 Alternative Options and Reasons for Rejection

- 4.1 To not have a communications strategy has been rejected as communication and engagement are a key priority of both the Town Deal Board and the funder. A communications strategy will support this objective.

5 Implications

5.1 Finance and Risk Implications

- 5.1.1 There are no financial implications as a result of this report

5.2 Legal Implications including Data Protection

- 5.2.1 There are no legal implications as a result of this report

5.3 Human Resources Implications

- 5.3.1 This will be absorbed within existing officer workloads

6 Recommendations

- 6.1 That the Clay Cross Town Deal Board note the contents of this report
- 6.2 That the Clay Cross Town Deal Board agrees to the Communications Strategy

Clay Cross Investment Comms Plan	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
The NEWS Magazine	CCIP article and project update w/images and headline of amount				Progress update, demolitions, artist impressions, where we are now		Progress update – new buildings / refurbs			
Press release	Main headline of amount given to CC how it will be spent, opportunities created – invite GHR, DT and BBC News to cover		PR on works beginning / update on demolition of derelict buildings		PR on above		PR from above info			
Website	From above		From above		Share above PR		As above			
Social Media	From above PR	Social media posts from Ec dev info/updates	Social media posts from Ec dev info/updates	Social media posts from Ec dev info/updates	Share above PR and Social media posts from Ec dev info/updates	Social media posts from Ec dev info/updates	Social media posts from Ec dev info/updates	Social media posts from Ec dev info/updat es	Social media posts from Ec dev info/updat es	Social media posts from Ec dev info/updat es
Email marketing	Email pr info to business contacts and latest news		Email update from above		Email to business newsletters		Email update from above		Email update from above	
Other comments	KA to ensure there is a budget for social media posts to be boosted. Hahtag for SM posts / brand #RegenerateClayCross #InvestClayCross									

North East Derbyshire District Council

Clay Cross Town Board

5th March 2021

Clay Cross Town Investment Plan – The Way Forward

Report of Gill Callingham, Director of Growth and Economic Development

Purpose of the Report

- To set out the next steps in the delivery of the Clay Cross Town Investment Plan (TIP)

1 Report Details

- 1.1 The Clay Cross Town Investment Plan was submitted to government on 31st October 2020. Since then, good progress has been made, with a number of accelerated projects currently being delivered (covered in a separate report).
- 1.2 The project team has been informed that an announcement on the amount of funding awarded will be made on Budget Day, 3rd March. In advance of this, this report sets out the next steps in the delivery of the TIP.
- 1.3 Appended to this report is a flow chart (Appendix 1 Clay Cross Town Deal Flow Chart Feb 2021) which shows process to date, the steps required to move into the TIP delivery stage, and at what stage we are currently at. It can be seen that the Town Deal initiative is on programme, and is now moving into the next important phase, which is the preparation of detailed business cases and an assurance framework (the subject of a separate report).
- 1.4 It is expected that there will be higher levels of activity during the first half of 2021, with the accelerated projects well underway, and business cases being developed. Robust governance and a strategic steer will be particularly important during this stage, and it is proposed that the Town Board regularises its meetings and meets on the first Friday of every month for the foreseeable future.
- 1.5 To support the delivery of the business cases and to ensure they are developed to reflect earlier consultation, and the vision of the Town Board and that contained in the TIP, a number of working groups have been or are in the process of being established. Each working group has or will need a representative on the Clay Cross Town Board, and that representative will provide regular updates to the Board. The previously agreed working groups are:

- Town Centre Regeneration

- Sharley Park Leisure Centre
- Skills and Enterprise
- Clay Cross Creative
- Low Carbon Energy
- Rail
- Shadow Youth Town Investment Board

- 1.6 It is proposed that an additional working group is established to ensure strong community engagement. This group will provide a dedicated channel to support communication between the Board and the Community and wider stakeholders. It is proposed that Cllr Powell (Portfolio Holder for Housing, Communities and Communications) chairs the meeting based on his Council Portfolio and vast experience in the Private Sector. Also require a Board member to attend to feedback to the Clay Cross Town Deal Board.

2 Conclusions and Reasons for Recommendation

- 2.1 To ensure a robust governance structure is in place.

3 Consultation and Equality Impact

- 3.1 None

4 Alternative Options and Reasons for Rejection

- 4.1 No other options are appropriate, and the governance structure is well-established and productive.

5 Implications

5.1 Finance and Risk Implications

- 5.1.1 None

5.2 Legal Implications including Data Protection

- 5.2.1 None

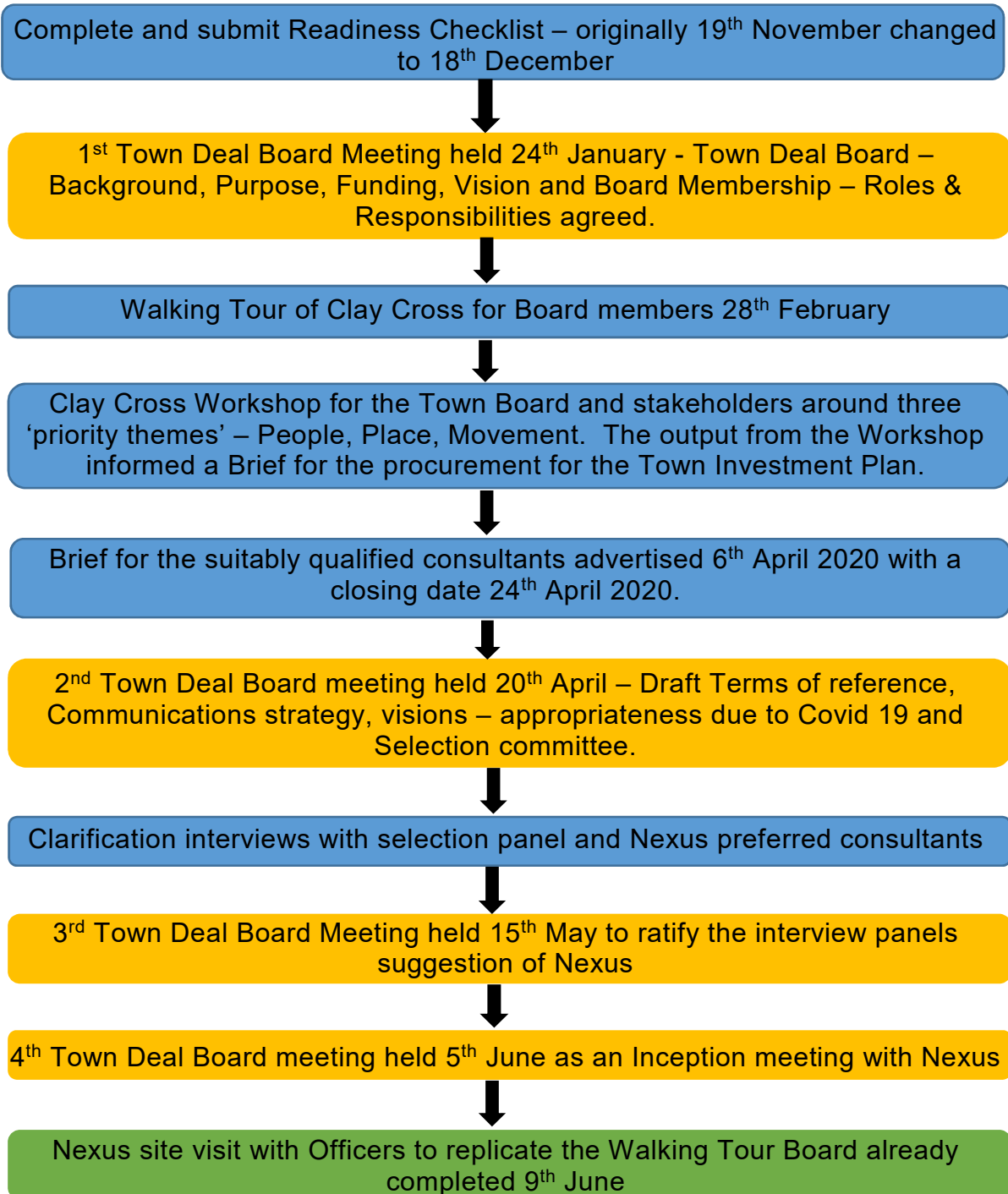
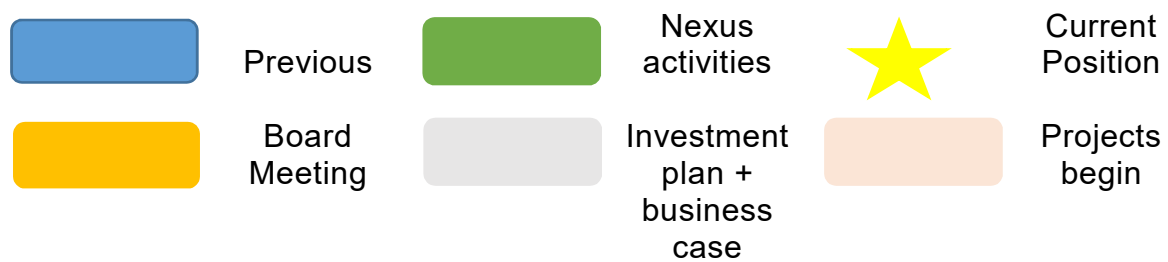
5.3 Human Resources Implications

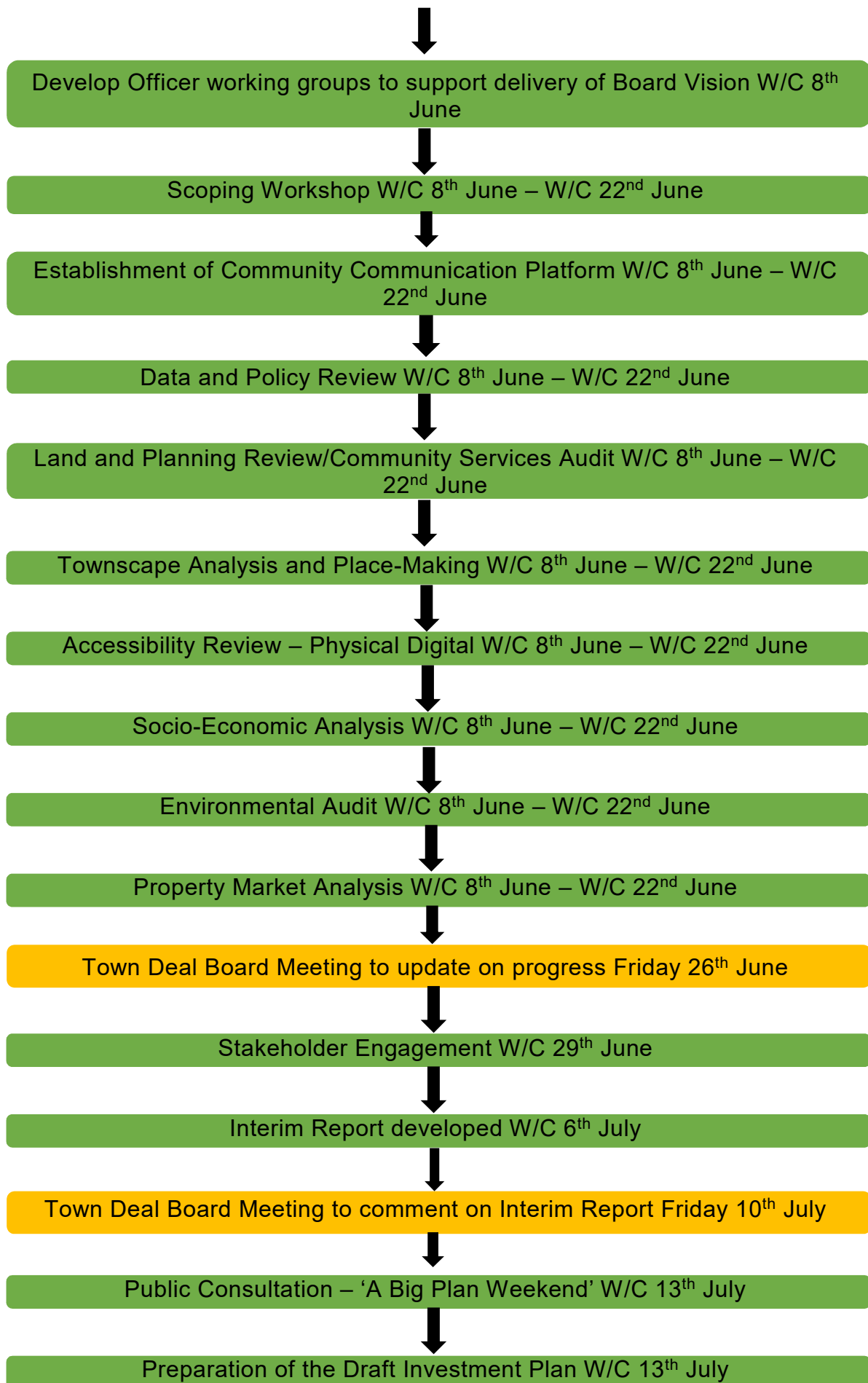
- 5.3.1 None

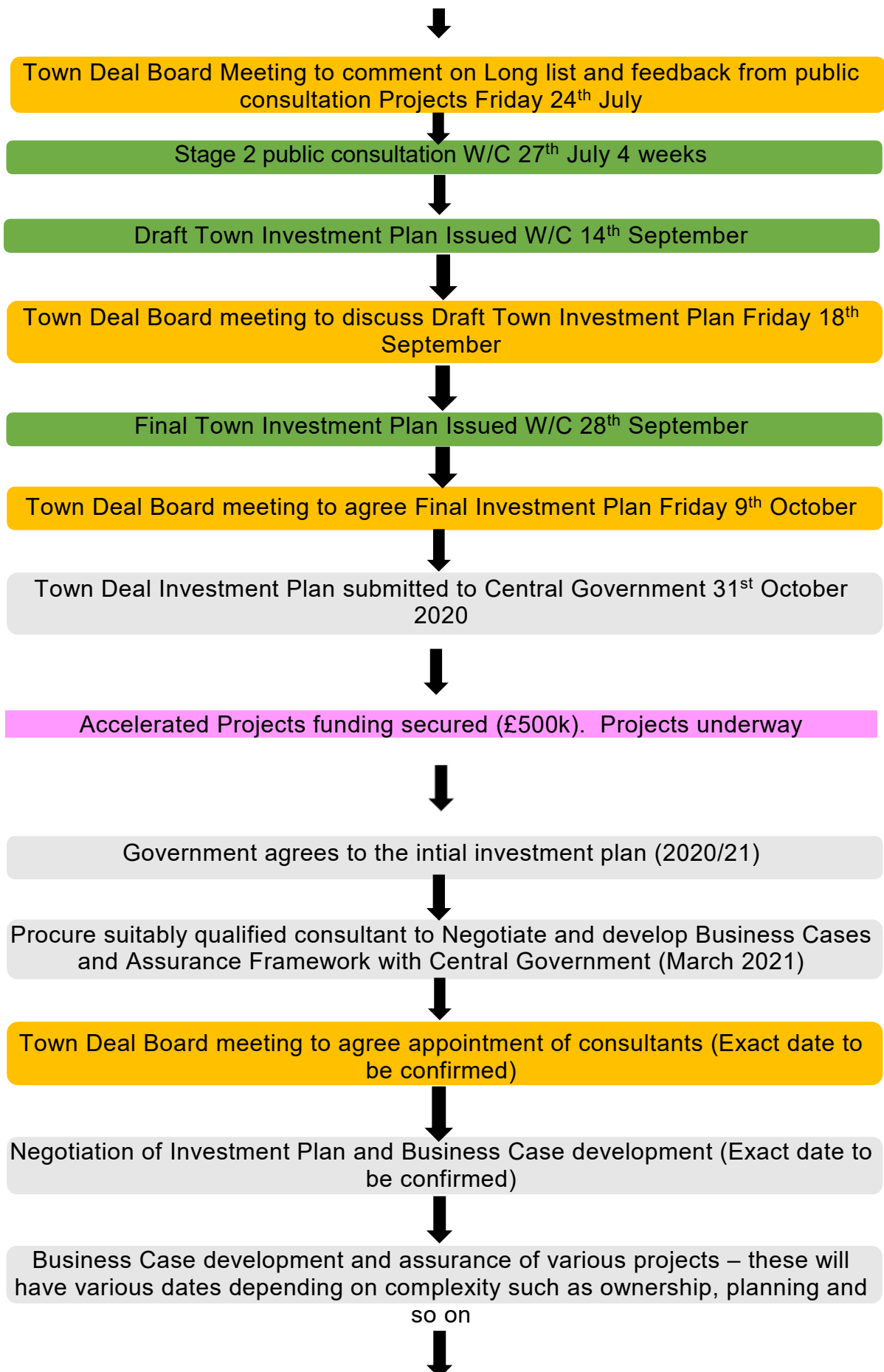
6 Recommendations

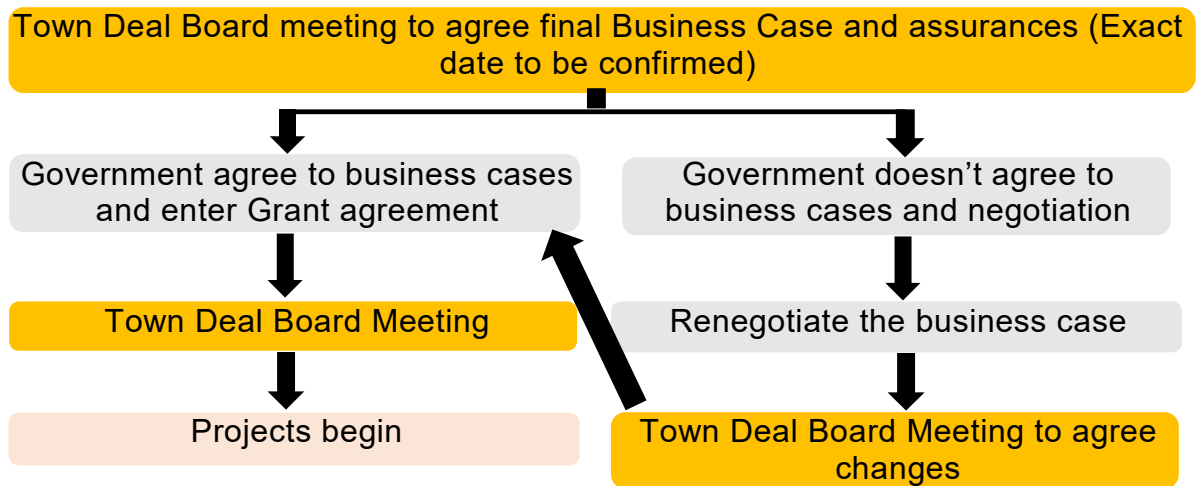
- 6.1 To note the progress made to date and proposed way forward
- 6.2 For Board members to approve meetings to be held monthly on the first Friday of each month.
- 6.3 For a Board member to volunteer to join the Community and Communications working group.

Clay Cross Town Deal flow chart









Agenda Item 12

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

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Agenda Item 13

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

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