

**SOUTHPORT TOWN DEAL BOARD**  
**MEETING HELD**  
**ON TUESDAY 12TH DECEMBER, 2023**

**Attendees:**

Rob Fletcher (Chair) (RF)	Dan Taylor (DT)	Peter Hampson (PH)
Andrew Booth (Vice Chair) (AB)	David Head (DH)	Rob Anderson (RA)
Agnes Ng (AN)	Cllr. Marion Atkinson (MA)	Sean Joughin (SJ)
Rt. Hon Damien Moore MP (DM)	Michelle Brabner (MB)	Stephen Watson (SW)

**Officers in attendance:** Andrew Dunsmore (AD), Clare Wright (CW) and Heather Jago (HJ),

**10. APOLOGIES**

Apologies were received from:  
Iain Raikes

**11. DECLARATIONS OF INTEREST**

No declarations of interest were received.

**12. MINUTES OF THE PREVIOUS MEETING**

No comments or amendments received. The minutes were approved as an accurate record of the meeting held on 12<sup>th</sup> September 2023.

**13. MATTERS ARISING**

The outstanding matters arising are covered under the main agenda items.

**14. GOVERNANCE AND MEMBERSHIP MATTERS**

**Governance**

**Monitoring & Evaluation**

The draft Monitoring and Evaluation forms were circulated to Board Members for comment and review prior to submission. The completed forms were returned to DLUHC by the tender return deadline of 4<sup>th</sup> December.

HJ provided an overview of the reporting template and data provided. The return was for the reporting period April 2023 to September 2023. The forms were signed by Sefton's S151 Officer and RF on behalf of the Town Deal Board and submitted using the updated submission process.

RF queried the timescales to receive feedback. HJ confirmed that the Monitoring and evaluation process is throughout the year and the financial profiles included in the return trigger the payment amounts. If significant changes are profiled, projects can be selected for a deep dive audit as part of the DLUCH assurance framework.

DT queried the priority rating of the risks identified in the risk registers and the common themes included. HJ confirmed that the top 3 risks at programme level and each project are included in the return but are taken from the more detailed project risk registers. Key themes include delivery challenges and cost inflation.

SW also confirmed that the project risk registers feed into the council's corporate reporting structure and the council, as the accountable body, publish the corporate risk register regularly.

## **15. PROJECT UPDATES**

### Project Updates

#### Les Transformations de Southport

AD reaffirmed the project objectives for Les Transformations de Southport. This project looks at increasing interconnectivity across Southport town centre and the waterfront, from improved pedestrian and cycling routes, to the creation of new public spaces.

As part of the business case development key routes were identified and improvements highlighted that could be made to make a big difference across the town.

Phase one identified existing areas of investment and looks at linking key areas of the town centre. The investment includes the Market, King Street and portions of Eastbank Street and Chapel St with the aim being to change the appearance, making it more attractive to visit and easier to navigate. The works look at the highway network and the potential changes required to achieve this.

Consultation took place with the local businesses and wider area around the projects with Road Traffic Orders and approvals from the licencing and regulatory committee being obtained. WSP, as the framework provider, has now started the detailed design and the team have commissioned a landscaping report to look at the materials used.

Early contractor involvement with Balfour Beatty has been undertaken with the feasibility work now underway. The detailed design is being progressed with more feedback on the detailed design and programme associated with it expected early 2024.

Changes to the traffic movements in the areas affected include a section of 20 mph, one way traffic along King Street and partly pedestrianising

Market Street. Key stakeholder groups such as Southport Access for Everyone (SAFE) have been involved but further engagement will take place once the detailed design is complete with a wide range of stakeholders. Revised artistic impressions have been produced based on the current proposals of Market Street which will be used for further engagement activities.

The key challenges and next steps moving forward will be fully explored once the Contractor's feasibility work is complete. Understanding the contractors programme, is key to minimising disruption and commencing on site as soon as possible. There are increased cost pressures, but this will be reviewed in line with the design development. The team are keen to place long lead orders to enable the start in 2024 and minimise disruption, as such some preliminary works will be undertaken before the start of the main works. Future phases are also in progress, subject to funding, and some imagery produced based on the analysis carried out to date.

RF made enquiries on the timings of works and how business would be affected. AD confirmed that the detailed programme is to be finalised but access will be maintained throughout the work, and aim remains to minimise impact on businesses during peak periods.

DM asked for data based on the number of businesses consulted and the response rates. AD confirmed that a consultation report has been produced and will confirm the actual figures after the meeting.

DM also queried landscaping proposals and the plans in place for ongoing maintenance. AD confirmed that a landscaping report has been produced and input received from the highways maintenance team and Green Sefton.

DM queried the road network loadings and ability to cope with peak demand throughout the year. AD confirmed that the Town Deal projects feed into the wider transport programme including the Eastern Access consultation, which is currently underway.

AG requested information on the traffic impact study carried out. AD confirmed that the traffic modelling simulations have fed into the total centre mapping and noted that Southport does not follow the typical peak hour profiles. The model is being built up to reflect peaks. The proposals in phase one have been modelled and show minimal impact of the changes on surrounding routes.

PH queried the level of works to be undertaken on Chapel Street. AD confirmed that rationalisation of the street furniture will take place as part of phase 1, but more detailed review and further exercise, and partner engagement around the train station, needed to improve the overall appearance and functionality of Chapel Street. This is earmarked for future phases.

RF enquired about the discussions with wider stakeholder groups such as the station. AD confirmed that colleagues are in ongoing discussions with key stakeholders.

RA asked if the design information will be shared after the meeting. AD confirmed that the landscaping report and detailed design will be shared once complete and be shared with all stakeholders as part of the ongoing engagement.

#### Enterprise Arcade

CW provided an overview of the Enterprise Arcade. The Contractor procurement exercise has been concluded with Skyline identified as the preferred bidder. Contracts are due to be signed this month (December 2023).

The construction period is due to commence in early 2024 and run through to Autumn 2024, with the tenant fit out to follow.

An external Creative and Digital Support specialist has been procured who will be introduced to key stakeholders and feed into the contractor-led design development when on site.

A stakeholder engagement event has been scheduled at the next Huddle (February 2023, which will take place in the Studio at the Atkinson).

RF requested that Board members are given details of the Huddle and attend if they can. CW confirmed the event is run by Invest Sefton and details can be shared. CW can also arrange a tour of the building prior to the works or programme a visit when in progress subject to Health and safety restrictions.

#### MLEC

SW provided an update on the Marine Lake Events Centre (MLEC). Diversion and pre-enabling works is ongoing. Hoarding has been erected and utility orders placed.

Contractor roles have been reviewed and the demolition and enabling works and main contract will be progressed through separate tender processes.

In terms of operator, ASM global have been acquired by Legends Hospitality. The legal agreement is progressing, and the acquisition will bring global event expertise to the facility. ASM are involved in the detailed design phase and working alongside the project team.

The hoarding has been erected to protect the significant pre-enabling works and the site. Social value activities are continuing with positive feedback from the hoarding design competition with the Southport Learning Trust. Activities also include clean up sessions, and wider

education and support such as career events and women in construction event at Hugh Baird college.

#### Building Better Customer Experience

MB provided an update on the progress Southport College and partners have made on strand 2 of the Building Better Customer Experience project.

MB noted that the project is running well and is expecting demand to increase in the new year after the current seasonal demand. Outputs are expected to exceed target figures by the next reporting period.

Marketing materials have been disseminated with QR codes and direct link to the enquiry pages.

Learner's feedback has been positive with participants gaining certification and pin badge upon completion of the course. This aim being this will become more widely recognisable across the town as an excellent service standard.

The college continue to work closely with employers and are flexible to amend modules to suit their particular business interest. They have tried to reach out to a variety of different businesses and organisations to reflect the range of different sectors in the town.

DM queried if businesses representing the nighttime economy were aware of the project along with smaller businesses. MB confirmed that the team are reaching out more than once to these types of businesses and recognise their demand on time may not prioritise training when other business need is more pressing. DT also added that links through the Pub watch scheme and Southport Bid can help promote the range of services on offer.

CW added that strands 1 and 3 are also progressing, with module development and promotion of the new material scheduled throughout 2024.

## **16. COMMUNICATIONS**

### Communications

CW requested assistance from Board members to contribute to the promotional material for the launch of the additional Building Better Customer Services modules and wider Town Deal Programme activities in the new year. CW to circulate details.

CW confirmed that the previous Town Deal webpages had been updated but were not consistent. Therefore, taking on board previous comments raised and to ensure up to date and consistent messaging is used, a new

microsite has been developed, the landing page can be found here - [Southport Town Deal \(sefton.gov.uk\)](https://sefton.gov.uk). This now provides links to the Mod.Gov pages and Southport Futures sites. Each project also has its own page where links to recent news stories and project details will be uploaded as the projects progress.

CW confirmed that the majority of upgrade work was completed in November so some pages would have been unavailable in recent weeks. Some links to the old website will no longer work and confidential or restricted papers will still only be visible to attendees rather than the publicly accessible sections of Mod.Gov.

CW also confirmed that whilst some areas of the project pages are under construction, Sefton are exploring temporary messaging to show work is in progress rather than land back on the home page.

**17. AOB**

Social Value

In addition to the discussion under agenda item 6 (minute note 15), DT asked if there were other opportunities or collaboration and linking with local businesses. DT to make introduction to the CSR Manager at Fletchers for Council.

MA reaffirmed that Board members role in promoting and sharing information about the Town Deal projects.

**18. DATE OF NEXT MEETING**

DATE AND TIME OF NEXT MEETINGS:

It is proposed that the meetings in 2024 will be arranged quarterly and combine virtual and meetings in person. This will allow site visits to take place.

ACTION. CW to circulate calendar of meetings for 2024.

Meeting closed: 09:56