

# Agenda



## MK: Bletchley/Fenny Stratford Town Deal Board

Thursday 10 December 2020

3.30pm – 5.30pm

### Virtual Meeting

*(Note: Members of the public are not permitted to attend this meeting.  
However, agendas and minutes of the Board will be published and made available to the public)*

			Verbal/paper update
1. Welcome, Introductions and apologies	Chair	5 mins	
2. Previous minutes and matters arising <i>Link to previous minutes <a href="#">here</a></i>	Chair	10 mins	
3. Register and Declarations of Interest	Chair	5 mins	
4. Update from Government on latest position of Bid	Mike Todman	5 mins	V
5. Update on East/West Rail meeting report back	Chair	10 mins	V
6. Accelerated Projects Update	PH	5 mins	V
7. Outline of Delivery Plan	TA	10 mins	P
8. Community Engagement – next steps	TA	15 mins	P
9. Update on Budget	MS	10 mins	P
10. Dates of next meeting Thursday 4 February 2021, 3.30pm-5.30pm			
11. AOB	Chair	5 mins	

## **Distribution:**

### **Towns Deal Board:**

CLlr Pete Marland (Leader, Milton Keynes Council), Delia Shephard (Bletchley and Fenny Stratford Town Council), Helen Hupton (West Bletchley Parish Council), Angie Ravn-Aagaard (Consortium of Bletchley Resident Associations), Ian Revell (MK Community Foundation), Julie Mills (Milton Keynes College), Oliver Mytton (Deputy Director Public Health), John Cove (MK Dons), Hilary Chipping (SEMLEP), Denise Wetton (Network Rail), Catherine Butt (St Frideswide), Iain Stewart MP, Vann Canthaboo (Westfield Road Practice)

### **Non-Board Member Attendees:**

Tracey Aldworth (Milton Keynes Council), Paul Hammond (Milton Keynes Council), Martyn Smith (Milton Keynes Council) Member of Democratic Services Team (Clerking the meeting), Adam Rolfe (Iain Stewart's office), Mike Todman (BEIS), Stephanie Beggs (MHCLG)

Agenda Contact Officer: Pete Brown, Democratic Services

Email: [Peter.Brown@milton-keynes.gov.uk](mailto:Peter.Brown@milton-keynes.gov.uk)

Telephone: 01908 253671

Date of Issue: 2 December 2020



	Progress feasibility work & production of cost estimates							
	Identify preferred route option							
<b>Tech Park Bletchley</b>								
	Monitor outcome of Department of Education IoT funding announcement							
	Monitor IoT programme roll-out with MK College Group							
	Develop a draft funding agreement between MKC and MK College Group							
<b>Transformation of Bletchley Park</b>								
	Agree governance arrangements with Bletchley Park Trust [e.g. TD Board representation]							
	Monitor programme progress with Bletchley Park Trust							
	Develop a draft funding agreement between MKC & Bletchley Park Trust							
<b>Fibre Connectivity</b>								
	Feasibility work and evaluation informed by Open Reach modelling							
<b>Active Marketing of Sites</b>								
	Production of comprehensive land ownership plan covering the Central Bletchley Prospectus Area							
	Identify key vacant sites and devise marketing strategy							
<b>Key TIP Milestones</b>								
	TIP clarification issues with MHCLG							
	MHCLG decision on TIP award [anticipated]							
	Agreement of HoT							
	Production of initial business cases [NB ongoing into new financial year]							

# Briefing Note



10 December 2020

Agenda Item 8

## **MK: Bletchley/Fenny Stratford Town Deal**

### **Stage 3: Stakeholder Engagement Plan, November 2020**

#### **1. Purpose:**

To confirm the approach to be adopted in respect of the delivering Stage 3 of the Stakeholder Engagement Plan to support the Towns Deal work and to decide on which option set out below to progress.

#### **2. Background**

Attached as appendix 1 to this report is an extract from the submitted Town Investment Plan (TIP) that sets out the approach to engaging with stakeholders. We now need to confirm the approach in respect of Stage 3: Post Submission of Town Investment Plan and how to resource this.

Plans are being put in place to establish the Town Deal Implementation Group, that will consist of lead officers/partners responsible for the co-ordination, management and delivery of actions and implementing the Investment Plan. This will also include helping to manage the ongoing consultation and engagement processes. It is proposed that the Chair leads the implementation group and ensures appropriate progress is being made and that reports are then presented to the Board.

Hyas had previously been commissioned to help support and develop the overall engagement strategy for the first 2 phases of activity – Stage 1, helping to raise awareness for the Town Deal and identifying challenges and opportunities. The also delivered stage 2 which was to support the engagement in relation to the development of the vision and objectives and project prioritisation and feedback and information in advance of the TIP submission.

This commission has now finished, and the Board need to decide how it wishes to take forward the next stage of engagement. Pages 4 and 5 of the attached appendix set out the activities to be progressed in this period and in order to do this effectively a dedicated resource will need to be secured to ensure effective delivery.

There are 3 options for the board to consider:

- |          |   |
|----------|---|
| Option 1 | Extend the Hyas arrangement for 3 months to get to the next stage of the process                              |
| Option 2 | Extend the Hyas arrangement for 6 months to get further through the development of the bid and delivery plans |
| Option 3 | Undertake a new procurement process to secure new consultancy support to deliver the programme.               |

# Briefing Note



### **3. Next steps**

In terms of budget commitment, we will need to operate within the resources that we can identify from the initial capacity funding allocation. It is proposed that we earmark up to £20k from the remaining capacity funding budget to support the engagement programme and operate within and scale this appropriately depending on the length of the commission the Board wish to pursue. Once we are clear about the position with the TIP and whether we are progressing through to the next stage we can explore whether there is funding that can be secured from this to support further community engagement activity.

### **4. Issue/implications/key considerations**

Following agreement by the Board, the Towns Deal team will progress the procurement option and agree the programme for delivery and report to the next meeting of the Board.

Tracey Aldworth

01908 253888

[Tracey.aldworth@milton-keynes.gov.uk](mailto:Tracey.aldworth@milton-keynes.gov.uk)

# **MK: Bletchley/Fenny Stratford Town Deal Draft Stakeholder Engagement Plan, November 2020**

## **1 Introduction**

The Stakeholder Engagement Plan was produced and included to support the preparation and delivery of a Town Investment Plan (TIP) for the Milton Keynes Town Deal focus area of Bletchley and Fenny Stratford. Its purpose is to set out the stakeholder engagement undertaken to date and how that has assisted in the development of the TIP. The Plan also outlines how engagement will continue and evolve following the submission of the TIP, in order to support the delivery of interventions and projects in the Town Deal to unlock the area's economic potential.

This note is an extract of the overall engagement plan, with a focus on the principles and objectives of engagement, together with a reminder of approach that was set out for the third stage of the engagement plan, post submission of the TIP.

## **2 Principles and Objectives of Engagement**

### **Principles**

As part of consultation and engagement through the planning process, the Council will work to the following principles. The principles which will inform our approach to consultation, communication and engagement are:

#### **Clear and concise**

- Our approaches to consultation, communication and engagement are based on ease of access to information, the way that it is provided, and that it is simple and straightforward in the language that it uses.
- Consultation, communication and engagement activities will be worthwhile, timely, and undertaken efficiently.

#### **Inclusive**

- We will use a range of methods recognising that a one-size-fits all approach would not support our objective of engaging and involving as many people with an interest in Bletchley and Fenny Stratford as possible.
- We will provide a range of means for engaging with and involving people and in doing so will use all reasonable means to make sure no one is excluded.

#### **Open and transparent:**

- We will ensure that the communities of Bletchley and Fenny Stratford are aware of the Town Deal, its ambitions and what it means for the area and for them.
- We will ensure that partners and stakeholders are aware of the Town Deal and its ambitions, and how it relates to their area of activity and how they can contribute to the delivery of those ambitions.

- We will provide the opportunity for the local communities and stakeholders to contribute ideas to support the development of the Town Investment Plan and take an active part in developing emerging proposals.
- We will communicate how we have used feedback to shape the Town Investment Plan and the delivery of projects agreed in any Town Deal.

## Objectives

To ensure that the Town Deal engagement and communication offer is meaningful, clear and informs our work, we intend to focus on the following objectives:

- Developing constructive relationships with key partners and stakeholders supporting their active participation in the development of the Town Investment Plan and the delivery of its ambitions.
- Developing positive relationships with existing communities in the area. We will promote a 'locally led' focus and secure participation in the development of the Town Investment Plan.
- Keeping all those with an interest fully informed of the progress of the Town Investment Plan and the Town Deal through a single interactive website with links provided from partner/stakeholder websites; through press releases and articles in local papers; Facebook, Twitter and other communication channels.

To achieve these objectives, we will put in place a strong culture of clear communication and transparency, based on our commitment to genuine interaction with stakeholders and local communities.

The approach will be coordinated and presented via the new '**Groundbreaking Bletchley & Fenny**' brand and identity. This has been established to present an identifiable identity for the Town Board and for its work going forward.

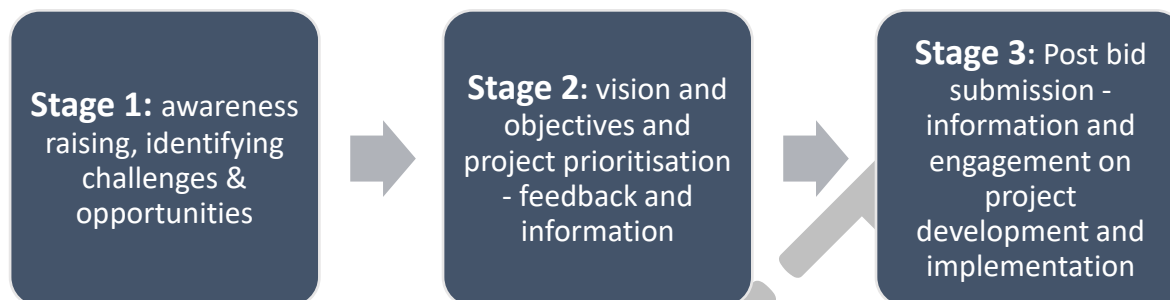
We have committed resources will be put in place to manage the consultation, communication and engagement commitments for the development of the TIP and in addition to the Groundbreaking Bletchley & Fenny brand, we will a wider range of use existing networks and communication channels, where these are the most efficient and effective way of engaging to avoid duplication of effort.



### 3 Stakeholder Engagement Strategy

#### A staged approach to stakeholder engagement

The engagement programme for the Town Deal focusses on three key stages, Stages 1 and 2 leading to the submission of the TIP in October 2020 and the third stage looking beyond submission to the delivery of the Town Deal projects and interventions.



#### Stage 3: Post submission of Town Investment Plan

Whilst the engagement undertaken leading to the production of the TIP is vital to understand the views to the local community, stakeholders and key partners and using those to shape the vision for the future of Bletchley and Fenny Stratford, the involvement of these groups in the development and delivery of the chosen projects is just as important to ensure that they can shape the long term development of their area.

The planned engagement approach and activities for Stage 3 build on those already started in Stages 1 and 2 and aims to enhance and expand the reach of these activities to the wider community.

The engagement approach has been prepared in the context of the COVID-19 pandemic and associated guidance for social distancing. Over the short term going in to 2021, it is anticipated that restrictions on gatherings and face to face meetings are likely to continue in some form and, as a result, a bespoke programme of engagement is considered to be required, based primarily on a continuation of virtual engagement platforms and opinions gathering, with material available in physical locations as (and if) appropriate.

Going forward into the medium to longer term, resources can be made available to support more traditional forms of engagement including workshops, meetings and exhibitions but only if it aligns to Government guidance.

Moving into the delivery phase of the Town Deal, the Board will be supported by a Town Deal Programme & Delivery Group which will manage the stakeholder engagement, marketing and communications activities to communicate progress to the wider community through the 'Groundbreaking Bletchley & Fenny' brand. The Group will do this alongside its key role to oversee the development of detailed business cases and adopt a programme management approach to

support the delivery of the Towns Fund Investment Programme in addition to overseeing the delivery of the Town Deal projects and advising the Town Deal Board on progress.

## Future engagement activities

### Stakeholder identification and engagement

- Work to identify and engage with the diverse communities and stakeholders across the area will continue, building on the contacts that have been made. Engagement with specific sub-groups of stakeholders to provide more detailed 'drilled-down' insight. Given the emphasis on building skills for the future and attracting new investment into the area, engagement with young people will be a key focus of activity, and we will seek to develop closer working relationships with local schools as well as engaging students at MK College and working with the Youth Cabinet.
- As work on the development and delivery of projects progresses, more project specific communications and engagement activities will be developed as part of the project management approach to identify those stakeholders who could add specific value to that project, as well as ensuring that the wider community are also involved.

### Digital communications:

- **Groundbreaking Bletchley & Fenny brand and website:** the website and its associate social media pages will provide the main source of information on the Town Deal and what is going on in the area. Its content will be maintained and updated to both report on progress of the bid as well as to report on other related activities, events and news items relevant to the area. The website will link to other partners' web pages to provide a central hub of information for the Town Deal area, including to Milton Keynes Council for the emerging Urban Design Framework SPD for Central Bletchley and to Bletchley and Fenny Town Council for the development of their neighbourhood plan. The promotion of the website and social media will maximise awareness of the Groundbreaking Bletchley and Fenny brand and identity.
- **Partners' websites and social media:** continuing and building on the approach at Stages 1 and 2, maximum use will be made of the online resources of our partners to share information as widely as possible. To date, this has primarily used the online presence of Milton Keynes Council, Bletchley & Fenny Stratford Town Council and West Bletchley Council as well as the local residents associations in COBRA. Other Town Board members will be encouraged to share information on their own websites and encourage partners in their own networks to do the same.
- **Email:** updates and key messages will be communicated through existing networks, facilitated by Town Deal Board members; ward councillors; residents' associations and Milton Keynes Council.
- **Online meetings and resources:** online resources to maximise opportunities for people to engage will be developed. This would encompass a wide range of engagement and feedback

mechanisms, such as through the use of online surveys & polls, live/recorded webinars/broadcasts; the use of inspirational animations and video clips and online interactive sessions with whiteboards/feedback mechanisms.

Online interactive sessions will be advertised through the Town Deal website as well as being arranged directly with key partners and the sub-groups. These approaches are useful methods to employ when face to face approaches such as exhibitions cannot be used but will, in any case, form part of the digital first approach to engagement.

### **Printed media**

- Printed media will use the Groundbreaking Bletchley and Fenny brand to reinforce the identity. Whilst mindful of COVID-19 guidelines, posters, flyers, and printed newsletters and consultation survey forms will be used to raise awareness and encourage feedback from those without access to digital channels.

### **Face to face activities**

- When circumstances allow, the engagement approach will make use of more 'traditional' approaches, including workshops, meetings, and drop-in sessions, including those that take place at community events such as the West Bletchley Carnival and the Fenny Poppers. The use of empty shop units for 'pop-up' information sessions can both bring life and animation to an otherwise blank façade and take information direct to those using the shopping areas.

### **Mapping of existing and planned activities in the Town Deal area**

- Working with the Town Deal Board members, especially the local councils and Milton Keynes Council, a mapping exercise of activity underway across the area would identify potential partners and projects which the Town Deal engagement could 'piggy back' on to raise awareness and potentially reach parts of the community that may not otherwise engage.

### **Town Deal Board sub-groups**

- The four sub groups that have been established at Stage 1 will continue to meet to consider particular themes and issues, especially as the projects in the TIP are developed and delivered. The Membership of the sub-groups will be kept under review, ensuring that the right stakeholders, knowledge and experience can be pooled to work through issues, challenges and opportunities for the future.

## 4 Monitoring, feedback and evolving the Stakeholder Engagement Plan

The Town Deal Board will be supported by the Town Deal Programme & Delivery Group and the project working group will monitor and evaluate communication and engagement activity in a number of ways so that we can measure the impact of our activities and recognise gaps in our approaches:

- By recording variations in website hits
- By recording variations in the number of local people involved with Town Deal activities
- By providing a regular Engagement Report to the Town Deal Board
- By seeking participant feedback on our engagement initiatives
- Through the use of digital software tools to measure social media activity and media coverage
- By developing mechanisms that capture the effectiveness of our public engagement activities. We are collecting demographic data from the online survey and will review this to understand who is responding and whether a targeted campaign to certain groups is needed to ensure a diverse response.

DRAFT

# Briefing Note



## Agenda Item 9

### **Budget Position – December 2020**

Martyn Smith  
01908 252056  
martyn.smith@milton-keynes.gov.uk

#### **Purpose**

Update on the Town Deal Capacity Funding budget position

#### **Background**

£173,000 “Capacity Funding” was provided to Milton Keynes Council (MKC) by the Ministry for Housing Communities and Local Government (MHCLG) to fund the production of the TIP during summer 2020. This funding will also need to provide resource to cover the agreement of Head of Terms once the TIP is approved and production of the initial TIP Business Cases, although it is likely that some of those costs will be capitalised at some point.

No further funding will be made available until the TIP is approved and Heads of Terms agreed. Core-TIP funding will not be available until April 2021, at the earliest.

#### **Issue/implications/key considerations**

The Board is asked to note the current financial position as indicated in the attached slide. This shows that we expect to have adequate financial resource available until March 2021 to meet the requirements set out above.

#### **Next steps**

The Programme Team will continue to monitor the financial position.

**MS 01/12/20**

# MK: BFS Towns Deal Board – Budget Position December 2020



2020/21	Income	Current Programme Expenditure	Budget Estimate 2020/21	Actual Spend to Date (10/12/20)	Total Forecast Spend (31 March 2021)	Notes
Capacity Grant	£173,000	Initial Consultancy Support (HYAS)	£9,000	£9,000	£9,000	
		TIP Development (Hatch Regeneris)	£25,000	£25,055	£25,055	Hatch £22,175 + £2,880 UDLA costs for TIP graphics
		Stakeholder Engagement (HYAS + AN Other) Stage 1/ Stage 2	£45,000	£23,488	£43,488	HYAS £19,988 + £3,500 OPEN (via HYAS) DTP costs (Plus c.£20k Future Stakeholder Engagement – see paper)
		Legal and other support for agreement of Heads of Terms/Initial Business Case Development	£30,000	£0	£38,000	
		Communications Materials	£5,000	£1,600	£3,100	Photography for TIP £1,600 plus likely costs for TIP award publicity
		Towns deal core project team staffing	£42,000	£42,000	£42,000	P Hammond and M Smith
		Other Miscellaneous Costs	£11,500	£11,500	£11,500	Cost of Website. £8,000 Web Labs – invoiced separately plus video c.£3,500 (TBA)
		<b>TOTAL</b>	<b>£173,000</b>	<b>£112,643</b>	<b>£172,143</b>	<b>Contingency remaining £857</b>