



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

**MARKET TOWNS PROGRAMME
Investment Prospectus**

Appraisal Report

22nd February 2023

Hewdon Consulting 

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1. Cambridgeshire & Peterborough Combined Authority issued its ninth call for Market Towns funding projects with **one application** received by the agreed timescale.
2. We were asked to act as the independent assessors for the call and this report is prepared to assist the Entrepreneurial Advisory Panel (EAP) conduct its review before the bids are presented onto the Combined Authority's Board for a decision.
3. The project is a package of 5 separate elements that covered different areas of activity. We have summarised these in the table below:

PURPOSE	Number	Value
Place making	2	£472,150
Transport Improvements	1	£200,000
Community Safety	0	£0
Capacity Building	2	£250,000
TOTALS	5	£922,150

4. As these is one this one project in this round allows time to expand on the Scoring matrix and included a summary of each element in the Huntingdon and St Ives Market Town Regeneration project
5. **Broadway (St Ives) cycle link scheme** – This £280k scheme has been consulted on, designed to detailed level, and is ready for delivery. The scheme will be delivered, and match funded by £80k from Cambridgeshire County Council. This project will deliver improvements across the transport network delivering approximately 1km of the Cambridgeshire Active Travel.
6. **St Ives Community bandstand** - This £95k element is community driven, and all designs have been completed, necessary approvals have been received, and the majority of the £40k matching funds has been raised. The scheme aims to foster collaboration whilst providing an asset to the area which will help to support the visitor economy and improving local cultural assets. An appropriate monitoring framework devised to assess this element's impact.
7. **Shop front grant scheme** – This £200k scheme will be promoted and managed by Huntingdon BID and run in both St Ives and Huntingdon. All grants issued will be subject to planning approval and paid upon completion of works. The aim is to enable supported businesses to perform better while providing a more attractive offering to potential customers. The Council expect a minimum of 20 grants to be issued over three separate funding rounds. A cost contribution is expected from applicant, which should amount to between £60,000 and £100,000 of additional third party investment.
8. **Cromwell Museum expansion** - This £350k element is the largest in the package and will be delivered in partnership with the property owner (Huntingdon Town Council) and the Property tenant (Cromwell Museum Trust). It aims to deliver a 70 m2 extension of the existing museum for the purpose of providing visitor amenities and infrastructure e.g., washrooms. The scheme will require planning permission and the building is grade 2 listed. The Council expects to submit a pre-application in March to begin this process. No match funding is included for this element and no outputs were given in the application.
9. **Huntingdon BID Visitor Information** - This £50k element will be housed within the Commemoration Hall. It does not require planning permission and the works required are

minimal, albeit building control approvals will be required. The designs for the layout of the facility are to be commissioned upon confirmation of funding. The Huntingdon Visitor Centre aims to foster and support local tourism businesses.

10. We have recommended the Huntingdon and St Ives Market Town Regeneration for approval with conditions. The detailed recommendation is set out in the next section. This report should be read in conjunction with the appraisal matrix which is provided as a separate attachment.

George Bennett

February 2023

App No.	Applicant	Project	Grant Requested	Recommendations
1	Huntingdon District Council	Huntingdon and St Ives Market Town Regeneration	£802,150	Approval for the requested amount of £802,150 subject to the following conditions: 1. Confirmation that any capital cost overrun will be met by Huntingdon DC 2. An appropriate monitoring framework be agreed to assess each of the 5 sub-project's job creation and wider benefits. 3. Submission of the application form, guidance notes and approval process for the Shop front grant scheme. 4. Submission of a risk assessment for each of the 5 sub-projects. 5. Confirmation of the submission of detailed planning permission on the Cromwell Museum by 31st October 2023 prior to any claim being made by the Museum.
	TOTAL		£802,150	

Market Towns Programme Investment Prospectus

Application Appraisal Matrix (summary)

	Minimum pass is 74 marks (75%)
Project Title / Town:	East Cambs -E- Space (North), Littleport
Criteria	Mark - Edit
Rationale	6
Timescales	4
Activities/Milestones	2
Delivery Arrangements	9
Outputs/Outcomes	10
Strategic Fit	15
State Aid	2
Costs	6
Resourcing	8
VFM	10
Risks	2
Total Score	74.0
Percentage Score	74.7%