



**CAMBRIDGESHIRE  
& PETERBOROUGH**  
COMBINED AUTHORITY

Agenda Item No: 3.5

## Market Towns Programme – Approval of Recommended Projects (Funding Call 8 - March 2022)

- To: Cambridgeshire and Peterborough Combined Authority Board
- Meeting Date: 30<sup>th</sup> March 2022
- Public report: Yes
- Lead Member: Mayor Dr Nik Johnson
- From: Alan Downton, Deputy Chief Officer Business Board, Senior Responsible Officer Business Growth Service/ Energy
- Key Decision: Yes
- Forward Plan ref: KD2021/079 (previously titled Market Towns Programme – Approval of Recommended Projects (Final Funding Call))
- Recommendations: The Combined Authority Board is recommended to:
- (a) approve the project bid received under Market Towns Programme for the town of Soham in East Cambridgeshire to the sum of £330,000.
  - (b) consider the request received from Huntingdonshire District Council and East Cambridgeshire District Council to extend the approval timeline to secure remaining programme budget allocations for Huntingdonshire (£802,150 for the towns of Huntingdon and St Ives) and East Cambridgeshire (£1m for the town of Littleport), and agree to:
    - i. approve the request and extend the deadline for project bids to September 2022; Or
    - ii. approve the request and extend the funding timeline but remaining town allocations will be subject to new assessment criteria agreed under the Revitalising Market Towns and Villages

Programme (where there will be greater focus placed on public consultation and community-based interventions); Or

- iii. reject the request and reallocate all remaining funds to the Revitalising Market Towns & Villages Programme.

Voting arrangements: A simple majority of all Members present and voting.

To be carried, the vote must include the vote of the Mayor, or the Deputy Mayor when acting in place of the Mayor.

## 1. Purpose

- 1.1 To seek Combined Authority Board approval of a bid proposal received from Soham Town Council with East Cambridgeshire District Council for the market town of Soham, under the eighth funding call for the Cambridgeshire and Peterborough Combined Authority (CPCA) Market Towns Programme.
- 1.2 To seek Combined Authority Board approval to extend the budget approval timeline on remaining allocations for Huntingdonshire District Council (Huntingdon and St Ives) and East Cambridgeshire District Council (Littleport).

## 2. Background

- 2.1 The CPCA is committed to helping the region's market towns to thrive and is investing to ensure towns remain vibrant and thriving places. This commitment included the production of a Masterplan for each of the key market towns (based on new research and analysis required to deliver the bold growth ambitions) and their interventions hereby enshrine the importance of inclusive growth, in line with CPIER and LIS recommendations.
- 2.2 Cambridgeshire and Peterborough Combined Authority funding of £13.1m was allocated across the market towns, with district authority leads able to bid for capital funds for each town. Proposals are invited to support the mobilisation of each Masterplan and against activities which address the needs and those interventions identified as required to drive targeted growth and regeneration of each town in a post Covid-19 pandemic economy.
- 2.2 All project proposals are independently appraised where the strategic need, economic and commercial case is assessed against an agreed set of appraisal metrics. Appraised applications are scored based on programme criteria set and must achieve a minimum pass mark to be recommended for Combined Authority Board approval.
- 2.3 To date, there have been six funding calls under the Programme, resulting in 46 projects being approved by the Combined Authority Board, awarding a total of £11,297,850 in grant funding (and bringing in an additional £11,755,295 of partner match funding).
- 2.4 CPCA are working with all local authority leads to confirm what has been delivered before the end of March 2022 for grant claims this financial year, and to set-out what is profiled over financial year 2022/23, by which programme funds must be expended.
- 2.5 In terms of programme monitoring, monthly update meetings are held with respective leads to track delivery and hold to account districts around progress. This information is used to inform the internal monthly highlight reporting and management processes. Furthermore, going forwards and with the programme transitioning to delivery, the Combined Authority Board will receive regular monitoring updates. The next update report will go before the Board from July 2022 onwards to set-out the latest positions.

## 3. Funding Call 8 – March 2022

- 3.1 The following bid is recommended for Combined Authority Board approval. Copies of the Application Form, Independent Appraisal Report and Scoring Matrix are included as

Appendices to this report:

Funding Call 8 - March 2022			
PROJECT NAME	DESCRIPTION	CPCA GRANT AMOUNT	MATCH FUNDING
<b>East Cambridgeshire</b>			
47. Soham to Wicken Fen Cycle Way	This project supports the construction of the cycle-way to deliver a year-round sustainable travel connection between Soham's new station with the Wicken Fen nature reserve and national cycle network.	£330,000	£325,000 (ECDC)

- 3.2 The Board is asked to note this bid is being submitted, pending Soham Town Council securing the balance of funding (matched) in the form of a separate application for funding from East Cambridgeshire District Council, who could, subject to Combined Authority Board approval of this bid, bridge the gap up to £325,000 to support completion of the project.

## 4. Remaining Programme Budget Allocations

- 4.1 The total funding awarded to date and remaining budget allocations against each town is as follows:

Town	Total Allocation	Total Funding Approved	Funding Call 8 (final) - Mar 2022	Remaining Allocation
St Ives	£1,000,000	£620,125		£379,875
Huntingdon	£1,000,000	£577,725		£422,275
Ramsey	£1,000,000	£1,000,000		£0
Wisbech	£1,000,000	£1,000,000		£0
March	£1,000,000	£1,000,000		£0
Whittlesey	£1,000,000	£1,000,000		£0
Chatteris	£1,000,000	£1,000,000		£0
Ely	£1,000,000	£1,000,000		£0
Soham	£1,000,000	£670,000	£330,000	£0
Littleport	£1,000,000	0		£1,000,000
St Neots	£3,100,000	£3,100,000		
	<b>£13,100,000</b>	<b>£10,967,850</b>	<b>£330,000</b>	<b>£1,802,150</b>

- 4.2 The intention was to get the Programme budget fully allocated and approved by the Combined Authority Board by March 2022. This has been impacted by delays because of Covid-19 and there is £1,802,150 of remaining budget allocated to Huntingdonshire (Huntingdon & St Ives) and East Cambridgeshire (Littleport) still subject to Board approval.
- 4.3 Huntingdonshire District Council and East Cambridgeshire District Council have subsequently requested that remaining budget allocations be re-profiled into 2022/23 financial year with the aim of bringing final bid proposals before the Combined Authority Board by September 2022 for final approval.
- 4.4 Huntingdonshire - on 30th September 2020, the Combined Authority Board approved £300,000 of Market Towns funds to HDC for additional feasibility work across the towns, and appointed Tetra Tech in August 2021 (with Steer Economic Consulting and Thomas

Lister, Land and Property Advisors) to provide an updated baseline socio-economic profile and evidence base and including the identification of a pipeline of projects. This offers a firm basis for the remaining Market Towns funds to be invested in priority projects. This also provides a timely financial resource which HDC can use as a basis for leveraging other public and private sector investment for regeneration priorities in the towns.

- 4.5 East Cambridgeshire - This slight delay in submission is a direct result of having to review the various pipeline projects and best assess intervention(s) for the community and deliverability. A future application is nearing conclusion and awaiting external technical input for completion.
- 4.6 Once approved, it is expected that remaining funds will be fully expended by before March 2024 in reflection of the delays with bid submission.

## Significant Implications

### 5. Financial Implications

- 5.1 Financial approval is requested for £330,000. Payments to fund approved projects will be subject to the conditions as set out in the assessment report being met and signed funding agreement in place.

### 6. Legal Implications

- 6.1 None.

### 7. Environmental & Public Health Implications

- 7.1 The community added value of such a project will come from a reduced need for cars to travel to and from the site. It will also encourage students from Wicken to cycle to school, away from the busy A1123 road with all associated health benefits. In addition, workers and visitors will also benefit from a shorter, safer new route between destinations.

### 8. Other Significant Implications

- 8.1 The Market Towns Programme is a substantial commitment being made between the Combined Authority and the local areas, with scope for significant impacts on the growth of the local sub-economies. Successful delivery will have positive benefits to residents, community groups, and businesses and workers from across Cambridgeshire and Peterborough.

### 9. Appendices

- 9.1 Appendix 1 – Market Towns Application (Soham to Wicken Fen Cycle Way)
- 9.2 Appendix 2 – Market Towns Appraisal Report (March 2022)

9.3 Appendix 3 – Market Towns Scoring Matrix (March 2022)

## 10. Background Papers

10.1 [Combined Authority Board report September 2020 - Approval of Market Towns Programme Investment Prospectus](#)