



Agenda Item No: 3.4

Market Towns Programme Investment Prospectus – Approval of Recommended Projects November 2021

To:	Cambridgeshire and Peterborough Combined Authority Board
Meeting Date:	24 November 2021
Public report:	Yes
Lead Member:	Mayor Dr Nik Johnson
From:	John T Hill Director of Business & Skills
Key Decision:	Yes
Forward Plan ref:	KD2021/062
Recommendations:	The Combined Authority Board is recommended to: (a) approve project proposals received under the Market Towns Programme received from East Cambridgeshire District Council for the towns of Ely and Soham to the sum of £344,000.
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 ratification of project proposals received under the sixth funding call for the Cambridgeshire and Peterborough Combined Authority (CPCA) Market Towns Programme.
- 1.2 To seek approval of three recommended project proposals received from East Cambridgeshire District Council for the market towns of Ely and Soham.

2. Background

- 2.1 The CPCA are committed to helping their region's market town to thrive and are 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 Combined Authority funding is shared 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 five funding calls under the Programme (September 2020, November 2020, January 2021, March 2021 and June 2021) resulting in 41 projects being approved by the CA Board, awarding a total of £10,866,348 in grant funding (and bringing in an additional £11,605,295 of partner match investment).
- 2.4 The total funding awarded to date and remaining budget allocations against each town is as follows:

Town	Total Allocation	Total Funding Approved	Funding Call 6 - November 2021	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	£656,000	£344,000	£0
Soham	£1,000,000	£200,000		£800,000
Littleport	£1,000,000			£1,000,000
St Neots	£3,100,000	£3,100,000		
	£13,100,000	£10,153,850	£344,000	£2,602,150

- 2.4 Two further funding calls are scheduled for January and March 2022, with the aim the remaining £2,602,150 will be fully allocated by the end of this financial year.

3. Funding Call 6 – November 2021

- 3.1 The following three bids are recommended for Board approval. The independent Appraisal Report and Scoring Matrix are included as Appendices 1 and 2, and set out the assessment and appraisal recommendations:

PROJECT NAME	DESCRIPTION	CPCA GRANT AMOUNT	MATCH FUNDING
East Cambridgeshire			
42. Ely CCTV Network Expansion	This project is in support the City of Ely Councils ambition to upgrade and extend the city's aging CCTV infrastructure to complete the second and third phases of its CCTV network upgrade and expansion programme. Phase 1 of the CCTV camera network installed 27 cameras, Phase 2 will deliver a further 12. The third phase allows 3 temporary cameras to be used for events such as festivals and concerts.	£120,000	£150,000 (Ely City Council)
43. Ely Town Centre Capital Investment Fund	Following consultation with local stakeholders, the need to improve the frontage of buildings and the general appearance around key areas of the city centre featured strongly. To support this the Council will encourage businesses and organisations to access a capital grant fund for businesses within certain parts of the town centre.	£100,000	
44. Ely Street Furniture Upgrades	The CPCA has awarded ECDC grants totalling £201,000 to improve the appearance of Ely Town Centre's signage, and street furniture (as bins, benches, shelters and walkways). This additional request is aimed at addressing important 'shortfalls' to the first phase of street improvements following local feedback.	£124,000	

- 3.2 One further project proposal was submitted for consideration this funding call. This was the Soham Agritech Business Centre - application to support the successful activities at Soham's Eastern Agritech Innovation Hub (EAIH) managed by NIAB. The Hub is home to five start-up businesses and supports a further seven stakeholder businesses, but does it have adequate seminar facilities. The investment will fund a log cabin style building with kitchen, toilets, and conferencing, meeting, exhibit equipment along with necessary audio visual and seating. The proposal is seeking £145,000 of CPCA grant funding.
- 3.3 The independent appraisal recommends a conditional approval only of the Soham Agritech Business Centre proposal. This application was submitted by East Cambridgeshire District Council, but given that the end beneficiary is NIAB, they should be bound by the grant conditions. Assuming this is addressed along with the other conditional requirements, then this project too would be worthy of full approval and is invited to be resubmitted for ratification at the January 2022 Combined Authority Board.

Significant Implications

4. Financial Implications

- 4.1 Approval is requested for £344,000. There are Combined Authority funds approved in the MTFP budget of £500k for 2020/21, with an additional £9.5m CPCA capital allocated in 2020/21 and 2021/22. 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.

5. Legal Implications

- 5.1 The Combined Authority maintains the legal agreements with project delivery bodies.

6. Other Significant Implications

- 6.1 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 within the CPCA area.

7. Appendices

- 7.1 Appendix 1 – Appraisal Report (November 2021)
- 7.2 Appendix 2 – Scoring Matrix (November 2021)
- 7.3 An accessible version of this report and appendices are available on request from democraticservices@cambridgeshirepeterborough-ca.gov.uk

8. Background Papers

- 8.1 None