



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

**MARKET TOWNS PROGRAMME
Investment Prospectus**

Appraisal Report

5th November 2021

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1. Cambridgeshire & Peterborough Combined Authority issued its sixth call for Market Towns funding projects with **four applications** from East Cambridgeshire received by the agreed timescale.
2. The CPCA are committed to helping their region's market town to thrive and are investing over £13 million, to ensure our 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.
3. We were asked to act as the independent assessors for the call and this report is prepared to assist the Combined Authority's Board for a decision on each project.
4. **Strategic Fit.** All projects followed directly from the completion of their respective town masterplan which were produced in line with CPIER and LIS recommendations. Most projects were therefore able to find strong alignment with them, so the Strategic Fit score is less useful as a criterion for distinguishing between bids.
5. **Leverage / Resources.** Match funding is thin on the ground with only one of the projects able to get close to a 50% match and the other requesting 95% funding. Typically, we placed less value on contributions in kind and placed more weight on direct cash contributions. However, the in-kind contributions were still included in our assessments.
6. **Value for Money** This was easier to assess than in previous rounds, which have had a paucity of information supplied. In both these applications some attempt to provide meaningful targets has been made. Because of the value of public funding being requested, it is vitally important that each application demonstrates a competitive cost per outcomes.
7. The projects each covered different areas of activities that we have summarised in the table below:

PURPOSE	Number	Value
Place making	3	£369,000
Transport Improvements	0	0
Community Safety	0	0
Capacity Building	1	£120,000
TOTALS	4	£ 489,000

8. The small number of projects in this round allows time to expand on the Scoring matrix and included a summary of our review.
9. 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.
10. 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.
11. 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.
12. Soham Agritech Business Centre – The application is 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.
13. We have recommended the first 3 projects for approval totalling **£344,000** from the market towns programme at the amount they have requested. We have recommended a conditional approval only of the Soham Agritech Business Centre for **£145,000**. This application was submitted by East Cambridgeshire District Council, but given that the end beneficiary is NIAB, NIAB should resubmit this application to be bound by the grant conditions. Assuming this is addressed along with our other requirements, then this project too would be worthy of full approval.
14. The detailed recommendations are set out in the next section. This report should be read in conjunction with the appraisal matrix for each project which is provided as a separate attachment.

App No.	Applicant	Project	Grant Requested	Recommendations
1	City Of Ely Council	Ely CCTV Network Expansion	£120,000	Approve at the request amount of £120,000 subject to the following conditions 1. Letter from the City of Ely Council confirming they have approved this application. 2. Agreement of suitable performance measures with which to measure the project's impact. 3. Confirmation that City of Ely Council will underwrite any future capital or revenue shortfall. 4. Submission of a risk register using the CPCA's supplied template.
2	East Cambridgeshire District Council	Ely Town Centre Capital Investment Fund	£100,000	Approve at the request amount of £100,000 subject to the following: 1. Submission of suitable economic measures on which to assess the performance of the business support grant such as number of businesses supported, jobs created. 2. Submission of suitable state aid advice for the grant fund and a Risk Register. 3. Confirmation of the that Fund has been approved by the Council's Finance and Assets committee with a copy of the final Grant scheme terms/application criteria/and governance arrangements.
3	East Cambridgeshire District Council	Ely Street Furniture Upgrades	£124,000	Approve for the request amount of £124,000 subject to the following conditions: 1. Submission of costs estimates detailing the works to be supported via this application. 2. Agreement of suitable performance measures with which to measure the project's impact. 3. Submission of a risk register using the CPCA's supplied template.
4	East Cambridgeshire District Council	Soham Agritech Business Centre	£145,000	Conditional approval for the requested amount of £145,000 subject to the following conditions: 1. Resubmission of the application with NIAB as the applicant. 2. Submission of evidence of Subsidy Control (state aid) compliance. 3. Submission of a detailed cost break down along with details of a tender process with at least three quotations sought. 4. Confirmation that all project revenue costs and any capital cost overrun will be met by NIAB.
	TOTAL		£ 489,000	

Market Towns Programme Investment Prospectus

Application Appraisal Matrix (summary)

Weighted Score (max 99 available)	Minimum pass is 74 marks (75%)			
Project Title / Town:	Ely CCTV Network Expansion	Ely Town Centre Capital Investment Fund	Ely Street Furniture Upgrades	Soham Agritech Business Centre
Criteria	Mark - Edit	Mark - Edit		Mark - Edit
Rationale	4	6	6	4
Timescales	4	6	6	4
Activities/Milestones	3	3	1	2
Delivery Arrangements	9	9	9	6
Outputs/Outcomes	5	10	10	15
Strategic Fit	15	15	15	10
State Aid	2	2	3	2
Costs	6	6	6	6
Resourcing	12	4	4	4
VFM	15	10	10	15
Risks	4	4	4	4
Total Score	79.0	75.0	74.0	72.0
Percentage Score	79.8%	75.8%	74.7%	72.7%