



**CAMBRIDGESHIRE  
& PETERBOROUGH**  
COMBINED AUTHORITY

<b>CAMBRIDGESHIRE AND PETERBOROUGH COMBINED AUTHORITY BOARD</b>	<b>AGENDA ITEM No: 3.1</b>
<b>28 MARCH 2018</b>	<b>PUBLIC REPORT</b>

## **MARKET TOWN MASTERPLANS FOR GROWTH**

### **1.0 PURPOSE**

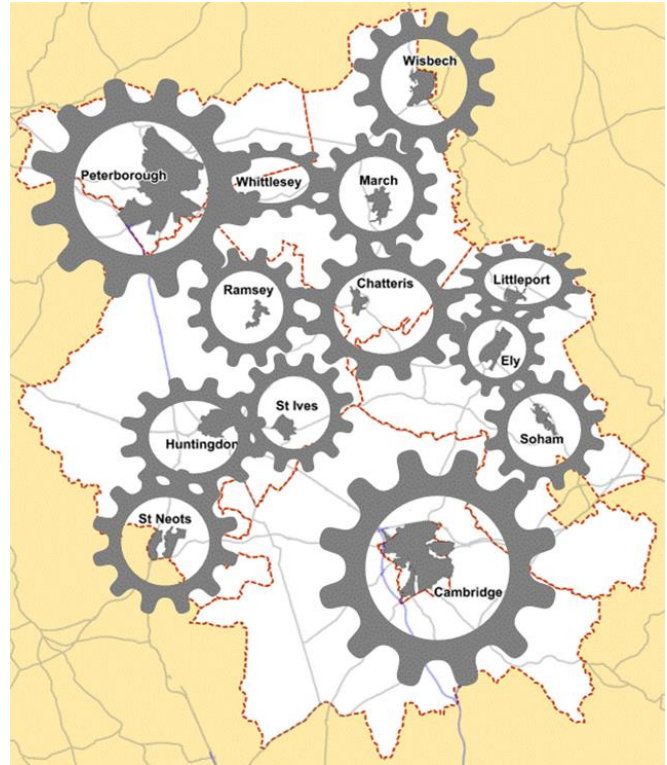
- 1.1. Every one of our market towns should be a vibrant and thriving place in its own right, with its own distinct identity and set of ambitions for the future. This report sets out how the Combined Authority will support every town to make this a reality by developing Market Town Masterplans for Growth, and ensuring that these are interconnected in an overall plan for the region's future prosperity.
- 1.2. A Masterplan for Growth will mean that in every single town there is;
  - a shared ambition for the future which authorities, businesses and communities can unite behind;
  - which focuses collective resources against the same priorities, and crucially;
  - which unlocks new investment from the Combined Authority and other agencies.
- 1.3. This report recommends that the Combined Authority agree a programme to develop Masterplans for Growth in the remaining nine Market Towns over 2018 and 2019 for a total programme cost of up to £450,000.

<b><u>DECISION REQUIRED</u></b>	
<b>Lead Member:</b>	<b>Cllr Charles Robert, Deputy Mayor</b>
<b>Lead Officer:</b>	<b>Dan Thorp, Interim Assistant Director</b>
<b>Forward Plan Ref: N/A</b>	<b>Key Decision: No</b>
<p>The Combined Authority Board is recommended to:</p> <p>(a) Note the proposed principles and role of Market Town Masterplans for Growth as set out in this report</p> <p>(b) Approve the sum of £50,000 to develop a Masterplan for each of the nine market towns (total budget of £450,000)</p> <p>(c) Note that each Masterplan is to be reported to a subsequent Combined Authority Board for approval</p> <p>(d) Note the collaborative arrangements of a Partnership Team with the relevant District Council to develop and subsequently lead the Masterplans</p>	<p><b>Voting arrangements</b></p> <p>Simple majority of all Members</p>

## **2.0 OVERVIEW**

- 2.1. The Combined Authority's core ambitions can only become a reality by being translated into specific plans for specific places, and these plans need to be owned and driven by local communities.

2.2. There are eleven Market Towns, or similarly sized areas, in the Combined Authority which are currently home to around 190,000 people and are expected to grow significantly to over 250,000 by 2036. However, strategies to date have not always managed to recognise the scale and importance of the role that our towns play, or their future potential.



2.3. This sits within a context of national trends that can as a whole present a worrying future for towns, if greater attention and investment is not given. For example, across the country between 1981 and 2011 towns and villages lost over a million people under the age of 25. In contrast core cities gained 300,000. Over the same period the number of over 65s in towns grew by over 2 million.

2.4. Each of our towns should be a vibrant and thriving place in its own right, with an evidence-based ambition that describes the new job opportunities, education and skills provision, community facilities, local attractions, and other reasons for enthusiasm that will exist in the future. These ambitions should act as the antidote to fears around town centre decline and economic displacement.

2.5. Furthermore, the development of these ambitions should be the collective effort of authorities, businesses and communities – and should be driven forward by local leaders. The Combined Authority should be a strategic partner in this process, so that each market town plays into our overall economic strategy and so that all critical activities like housing, skills, infrastructure and public service reform can be brought together with place as the anchor.

## St Neots Masterplan for Growth

2.6. St Neots became the first market town backed by the Combined Authority with a Masterplan for Growth that was developed and reported to the Board in October last year. This established an initial priority investment programme of £5.8m short, medium and long-term actions.

2.7. The St Neots Masterplan for Growth struck upon a number of key priorities which the local community collectively recognise the importance of, for example; the core proposition of creating more job opportunities within St Neots so that less people feel the need to commute out and more economic value is retained locally.

2.8. As requested by the Board a local delivery partnership has been established which brings all local authorities together with business and community representatives to jointly oversee the delivery of the Masterplan under the leadership of Huntingdonshire District Council. This St Neots Masterplan Steering Group is well underway in the development of Strategic Business Case which will be brought to the Combined Authority, and other funding partners, to unlock the first tranche of investment.

2.9. The work to develop the St Neots Masterplan for Growth also made clear that the process does not stop when the document is produced – the first Masterplans should be seen as foundations. There is firstly a need to ensure that all partners are working together to optimise current growth plans, for each town there will then be a need to look beyond these and the Masterplan for Growth principle will provide a robust local and strategic vehicle for doing so.

2.10. The lessons learned so far in St Neots, and from the Wisbech 2020 initiative, have informed the propositions below for how the remaining programme should be rolled out.

## Proposed Programme for Market Town Masterplans for Growth

2.11. It is proposed that Masterplans for Growth are produced with the following three-stage principles:



1. The Combined Authority commissions the development of the Masterplan and requests the District Council to form a Partnership team. The Partnership team will be led by the District Council and bring together local representatives from across public, private and community sectors.



*Combined Authority investment brings additional capacity and expertise into this process*



2. Nine-month programme of engagement, evidence gathering, and idea generation is undertaken to scope the ambitions of the town.

*Attention is focussed around the game-changing interventions that can make the most difference for the town, and the creation of jobs in and around towns. The Combined Authority will use its relationship with the Business Board and the new LEP to develop bespoke growth products for towns, such as locally-designed versions of Enterprise Zones.*



3. Approval by the Combined Authority of a Masterplan for Growth and associated Action Plan which have the collective backing of the town and acts as:

- An evidence-base to unlock new investment
- A focussing of collective resources
- A prospectus attracting and inviting new interest in the town

### **Programme Roll-Out**

2.12. It is recommended that the programme is rolled out in two waves over 2018 and 2019 so that every town has a Masterplan in place by Summer 2019.

April 2018 – December 2018	January 2018 – September 2019
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Chatteris

March

Littleport

St Ives

Whittlesey

Ramsey

Ely

Soham

Huntingdon

Programme capacity investment:

Up to £250,000

Programme capacity investment:

Up to £200,000

2.13. In the case of Wisbech, the Combined Authority will work with Fenland District Council and other partners to build upon the work to date of the well-established Wisbech 2020 Vision and the priorities it has identified. To date, this has included a commitment in June 2017 from this Board of £6.5m for the Wisbech Garden Town feasibility project.

- 2.14. As new developments come forward of the same scale as existing market towns, such as Northstowe, it is suggested that the relevant authorities work alongside the Combined Authority to establish Masterplan for Growth principles from the point of concept, where there is an ambition to do so.
- 2.15. It is recommended that the Board approved the programme set out in paragraph 2.10 and allocate a budget of up to £50k per market town, totalling £250k in 2018-19 and £200k in 2019-20 (this equates to a reprofiling of the programme across two, rather than three, years).

### **3.0 FINANCIAL IMPLICATIONS**

- 3.1. The Board is asked to approve funding of £250k in 2018-19 and £200k in 2019-20 for the development of the nine Market Town Masterplans.

### **4.0 LEGAL IMPLICATIONS**

- 4.1. The devolution deal in June 2016 committed the Combined Authority to delivering increased economic growth for the area. In order to achieve this the Combined Authority intends to focus on market towns as a driver for growth and therefore it may rely upon the general power of competence under Article 11 of the Cambridgeshire and Peterborough Combined Authority Order 2017 to approve these recommendations.
- 4.2. The Combined Authority has an obligation to comply with its contract rules (constitution) and procurement legislation when commissioning for the delivery of the Masterplans. In this regard the Combined Authority may commission separately for each Masterplan or collectively for two or more Masterplans. The number of Masterplans being commissioned will dictate the appropriate procurement exercise to undertake. Where the commissioning exceeds EU procurement thresholds, a relevant framework may be used to call-off the appropriate contract subject to compliance with the rules relevant to that framework. As a compliant procurement process will be followed there are no state aid implications for this decision.
- 4.3. The Combined Authority will work with the leadership of each District Council to develop a Partnership Team. The District Council will set its own criteria for the membership of the Partnership Team and follow its constitutional rules relating to the nomination of councillors to this Partnership Team. In each case the Combined Authority will expect to play a strategic partner role and will work with the District Council to agree a partnership working agreement in compliance with our Assurance Framework.

### **5.0 SIGNIFICANT IMPLICATIONS**

No significant implications have been identified.

## 6.0 APPENDICES

None

<b><u>Source Documents</u></b>	<b><u>Location</u></b>
St Neots Masterplan for Growth	<a href="http://www.cambridgeshirepeterborough-ca.gov.uk/assets/Combined-Authority/St-Neots-Masterplan-Phase-1.pdf">www.cambridgeshirepeterborough-ca.gov.uk/assets/Combined-Authority/St-Neots-Masterplan-Phase-1.pdf</a>