



## Market Towns Programme Investment Prospectus – Approval of Third Tranche of Project Proposals

To:	Cambridgeshire and Peterborough Combined Authority Board
Meeting Date:	27 January 2021
Public report:	This report contains appendices which are exempt from publication under Part 1 of Schedule 12A of the Local Government Act 1972, as amended, in that it would not be in the public interest for this information to be disclosed (information relating to the financial or business affairs of any particular person (including the authority holding that information)). The public interest in maintaining the exemption outweighs the public interest in publishing the appendices.
Lead Member:	Mayor James Palmer
From:	John T Hill Director of Business & Skills
Key decision:	Yes
Forward Plan ref:	KD2020/084
Recommendations:	The Combined Authority Board is recommended to:  (a) approve project proposals received under Market Towns Programme and in response to town centre Covid-19 recovery received from Fenland, East Cambridgeshire, and Huntingdonshire to the sum of £4,143,079.
Voting arrangements:	A simple majority of all Members

## 1. Purpose

- 1.1 To seek Combined Authority (CA) Board approval of the third tranche of project proposals received from Fenland and East Cambridgeshire District Council under the Cambridgeshire and Peterborough Combined Authority (CPCA) Market Towns Programme Investment Prospectus.

## 2. Background

- 2.1 The Combined Authority is providing capital investment to mobilise each town masterplan and to act as a funding catalyst to securing additional investment. There is a total of £10m Combined Authority capital allocated to support the delivery and implementation of 10 approved Market Town Masterplans (in addition to £3.1m of funding already allocated to St Neots). The other 10 towns are St Ives, Huntingdon, Ramsey, Wisbech, March, Chatteris, Whittlesey, Ely, Soham and Littleport.
- 2.2 Combined Authority funding is provisionally shared across these 10 market towns, with district authority leads able to bid for up to £1m of capital funding for each town. Proposals have been 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.
- 2.3 Furthermore, up to £500k of the funding for each town is especially focused on supporting Covid-19 recovery and on capital projects that could be implemented for the period between November and Spring 2021 - a period in which our town centres will undoubtedly need real support to survive and rebound from the Covid-19 shock to their businesses revenues and customer footfall. This has been the subject of this latest funding call.
- 2.4 All 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 CA Board approval.
- 2.5 To date, there have been two Market Towns Programme funding calls (September and November 2020) resulting in a total of 15 projects being approved by the CA Board, awarding £4,868,569 of CPCA grant and bringing in an additional £3,792,815 of match funding:

Project Name	Description	CPCA Grant Amount	Match Funding
September 2020			
<b>Huntingdonshire</b>			
St Neots FHSF	To provide market towns funding as match investment towards St Neots Future High Streets Fund bid.	£3,100,000	£3,748,815
St Ives Footfall Cameras	To install footfall counting cameras in St Ives town centre across 4 locations to provide data which will inform HDC on the economic	£42,400	

Project Name	Description	CPCA Grant Amount	Match Funding
	health of the town centre.		
Huntingdonshire Feasibility Development Work	To support the development of economic business and investment cases for the implementation of Planning for Growth in Huntingdon, St Ives and Ramsey.	£300,000	
<b>Fenland</b>			
Wisbech Market Place Improvements	To improve the appearance of Wisbech Market Place – located in the commercial and social “heart” of the town, introducing new and improved facilities; and to enhance its use as both a trading area and community space.	£200,000	£200,000
Whittlesey Interactive Flood Signs	To support the installation of VHMS flashing electronic highway signs that only give limited information. The proposed VHMS for Whittlesey offers information to suit all highway issues - whether road closure owing to flooding, road traffic accidents, highways works single lane traffic or 3-way traffic light system ahead, offering alternative routes.	£57,500	£8,500
Sub-totals (Sept20)		£3,442,400	£3,748,815
November 2020			
<b>Fenland</b>			
Whittlesey Heritage Centre	To support the development of a dedicated Heritage Centre. The building will include education classrooms, flexible space to incorporate small exhibitions and indoor events, coffee shop, toilets, and office and storage space suitable for staff and volunteers.	£500,000	
Whittlesey Heritage Walk	To create a new walk that would provide a distinctive offer to encourage the exploration of this historic Fenland town. The route will include historic landmarks and provide insight into the history and heritage of the town in addition to key information regarding bus stop locations, access to Whittlesea Railway Station and the National Cycling Network Route 63.	£218,169	
Chatteris Town Centre Renaissance Fund	To make Chatteris town centre more attractive improving the appearance of street furniture and enabling refurbishment works to	£92,000	£20,000

Project Name	Description	CPCA Grant Amount	Match Funding
	help businesses recover post Covid-19.		
<b>East Cambridgeshire</b>			
Ely Town Centre Covid-19 Recovery	To deliver key aspects of recovery and future proofing of the town centre and linked infrastructure.	£105,000	
Ely Digital Connectivity	To install additional access points (AP's) to significantly extend the towns free public Wi-fi network, whilst at the same time, upgrade the network to capture and analyse data through additional monitoring technology.	£195,000	
Ely Evidence Strategy	To engage specialist advice and to develop an evidence-based city centre delivery strategy for Ely.	£20,000	
Soham Town Centre Covid-19 Recovery	To deliver key aspects of recovery and future proofing of the town centre and linked infrastructure.	£85,000	
Soham Digital Connectivity	To install additional access points (AP's) to significantly extend the towns free public Wi-fi network, whilst at the same time, upgrade the network to capture and analyse data through additional monitoring technology.	£95,000	
Soham Evidence Strategy	To engage specialist advice and to develop an evidence-based city centre delivery strategy for Soham.	£20,000	
Ely Steeple Row	To undertake environmental improvements to Steeple Row Ely including new pathways, furniture, lighting, signage, digital access points, security and enhanced pedestrian access into High Street.	£96,000	£24,000
Sub-totals (Nov20)		£1,426,169	£44,000
<b>Total grant funding allocated to date</b>		<b>£4,868,569</b>	<b>£3,792,815</b>

- 2.6 A total of 24 bids were received for consideration in this funding call and each independently assessed. The Appraisal Report is included as Exempt Appendix 1, and the Scoring Matrix Assessments are included as Exempt Appendix 2.
- 2.7 The following 22 bids are being recommended for approval by the CA Board (in principal and conditional) - totalling a combined £4,143,079 of CPCA grant funding under the Market Towns Programme:

Project Name	Description	CPCA Grant Amount	Match Funding
<b>Huntingdonshire</b>			

<b>Project Name</b>	<b>Description</b>	<b>CPCA Grant Amount</b>	<b>Match Funding</b>
Market Trader Pop Ups	To provide 20 uniform 'Love Huntingdonshire' branded pop-up stalls for St Ives, Huntingdon, and Ramsey:	£35,000	£5,000
Modern Waste Solutions	To install smart technology within our town centres to create a safer, cleaner, and more welcoming centre for St Ives, Huntingdon, and Ramsey.	£66,348	£7,000
Modern Simplified Street Furniture	To provide enhanced visual impact and generate a renewed sense of place by providing innovative ways to dwell and socialise to revitalise the town centres of St Ives, Huntingdon, and Ramsey.	£45,000	£5,000
Replacement Public Toilets	To refresh the fabric of town centre installations to a high-quality Public Convenience that supports Covid-19 requirements.	£260,000	£50,000
Parklets Beyond Barriers	To install a range of Parklets at key locations within the town centres, and to provide more space and amenities for people using the high streets and generate social and economic benefits.	£206,000	£20,000
Sites for SMEs	To install the provision of improved wayfinding and information to town centre-based SME's at several locations in St Ives and Huntingdon.	£37,300	£5,000
Town Walks	To provide defined walks with key 'stop-off' points across market towns, enhanced through the provision of signage, benches and the appropriate 'way finder' information.	£34,000	£3,400
Places To Dwell	To provide spaces for sheltered social distancing at key town centre locations allowing people to catch up out of the elements whilst staying safe.	£55,000	£5,000
Bicycle Kitchen	To provide "fix it yourself" bicycle maintenance stands to enable cyclists to make basic repairs at easily accessible town centre locations.	£15,000	£13,500
Cycle Storage Infrastructure	To support the installation of 9x bicycle storage facilities at locations throughout the market towns of St Ives, Huntingdon, and Ramsey.	£126,000	£12,600

<b>Project Name</b>	<b>Description</b>	<b>CPCA Grant Amount</b>	<b>Match Funding</b>
Electric Vehicle Charging Infrastructure	To support the installation 17 Electric Vehicle Charging points within off-street car parks across the market towns of St Ives, Huntingdon, and Ramsey.	£89,500	£9,000
Riverside Frontages	To enhance the physical infrastructure of urban green and strategic open space along Huntingdonshire riverside frontage for the benefit of the visitors and residents.	£565,000	£56,500
Smarter Towns	To deliver a standard based Low Power Wide Area (LPWA) network to create a rich data landscape for the market towns of St Ives, Huntingdon, and Ramsey to support businesses and community groups to become more efficient.	£91,300	£20,800
Wayfinding and Information	To support the installation of digital screens/infrastructure appropriate to the requirements of St Ives, Huntingdon, and Ramsey.	£200,000	£20,000
<b>Fenland</b>			
Wisbech Footfall Counters	To install 2x footfall counters at key locations within the Wisbech Market Place area to provide data which will inform HDC on the economic health of the town centre.	£19,500	
Wisbech Shop Watch Radio Scheme	To implement a new (digital) Shop Watch Radio scheme in Wisbech, the aim of which is to make shoppers and retailers feel safe and secure in the town centre.	£33,800	
Wisbech Business Capital Grants Scheme	To implement a Business Capital Grants Scheme for local businesses, to adapt new ways of working, protect local employment opportunities and help improve the local economy of Wisbech.	£200,000	
Whittlesey Business Capital Grants Scheme	To implement a Business Capital Grants Scheme for local businesses, to adapt new ways of working, protect local employment opportunities and help improve the local economy of Wisbech.	£124,331	
March - FHSF	To provide market towns funds as match funding towards March Future High Streets Fund bid.	£900,000	£6,447,129
Fenland District Civil Parking Enforcement	To improve market town parking accessibility by seeking to	£400,000	

Project Name	Description	CPCA Grant Amount	Match Funding
	introduce Civil Parking Enforcement across the Fenland District, ensuring towns remain vibrant and viable as shopping centres.		
<b>East Cambridgeshire</b>			
Ely Wayfaring and Digital Signage	To support the installation of 18 city wide digital displays, to signpost the latest information, highlight educational and cultural events, and act as information points such as local business directories.	£240,000	
Soham High Street Business Incubator (E-Space)	To support the acquire and re-purpose substantial building into a Soham town centre based commercial business hub and linking with E-Space Centres in Littleport and Ely.	£400,000	£600,000
<b>Total funding requested (Jan21)</b>		<b>£4,143,079</b>	<b>£7,279,929</b>

2.8 The following two bids have been referred back to the applicants for further development and will return for consideration at CA Board in March 2021:

- Chatteris Skills Development
- Littleport A10 Roundabout

2.9 The next tranche of project proposals is expected for consideration of approval at the CA Board in March 2021.

## Significant Implications

### 3. Financial Implications

3.1 Approval is requested for £4,143,079.

3.2 There are Combined Authority funds approved in the MTFP budget of £500k for 2020/21, with an additional £9.5m CPCA capital allocated 'subject to approval' in 2020/21 to 2022/23. 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.

### 4. Legal Implications

4.1 No significant legal implications.

## 5. Other Significant Implications

- 5.1 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.

## 6. Appendices

- 6.1 Exempt Appendix 1 – Project Appraisal Report
- 6.2 Exempt Appendix 2 – Project Scoring Matrix Assessment
- 6.3 Appendices 1 and 2 are exempt from publication under Part 1 of Schedule 12A of the Local Government Act 1972, as amended, in that it would not be in the public interest for this information to be disclosed (information relating to the financial or business affairs of any particular person (including the authority holding that information)). The public interest in maintaining the exemption outweighs the public interest in publishing the appendices.

## 7. Background Papers

- 7.1 [Combined Authority Board 30 September 2020 - Item 3.3 refers](#)
- 7.2 [Combined Authority Report 27 November 2020 - Item 4.5 refers](#)

## 8. Accessibility

- 8.1 An accessible version of this report is available on request from [democratic.services@cambridgeshire.gov.uk](mailto:democratic.services@cambridgeshire.gov.uk)