



**CAMBRIDGESHIRE  
& PETERBOROUGH**  
COMBINED AUTHORITY

**JAMES PALMER**  
CAMBRIDGESHIRE &  
PETERBOROUGH MAYOR

Agenda Item No: 3.4

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

- To: Cambridgeshire and Peterborough Combined Authority Board
- Meeting Date: 24 March 2021
- Public report: This report contains an appendix which is 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: KD2020/088
- Recommendations: The Combined Authority Board is recommended to:
- a) Approve project proposals received under the Market Towns Programme and in response to town centre Covid-19 recovery received from Fenland and Huntingdonshire to the sum of £778,679
  - b) Authorise the Chief Legal Officer and Monitoring Officer to complete grant agreements with the grant recipients
- Voting arrangements: A simple majority of all Members present and voting

## 1. Purpose

- 1.1 To seek Combined Authority (CA) Board approval of the fourth tranche of project proposals received from Fenland and Huntingdonshire District Councils 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 three Market Towns Programme funding calls (September and November 2020, and January 2021) resulting in 38 projects being approved by the CA Board, awarding a total of £9,016,648 in CPCA grant funding (and bringing in an additional £11,072,744 of match investment).
- 2.6 A further five bids have been received for consideration in this March 2021 funding call and each has been independently assessed.
- 2.7 The following four projects are recommended for approval. The proposal summary matrix is included as Exempt Appendix 1 which sets out the assessment report and appraisal recommendations:

## Huntingdonshire:

PROJECT NAME	DESCRIPTION	CPCA GRANT AMOUNT	MATCH FUNDING
Ramsey - Great Whyte Civic and Business Hub	To support the acquisition and development of new Civic Offices of approx. 130m2 on Great Whyte (between New Road and Little Whyte) to revitalise Ramsey town centre, the local economy and wider civic society.	£300,000	£230,200
Ramsey Pedestrianisation Zone	To support the Pedestrianisation of the Great Whyte between New Road and Little Whyte represents an opportunity to create civic space where residents and visitors can meet in a re-configured pedestrian zone that is amenable to outdoor gatherings.	£295,000	£10,000

## Fenland:

PROJECT NAME	DESCRIPTION	CPCA GRANT AMOUNT	MATCH FUNDING
Wisbech Water Park	To support the development of a new water play area facility within Wisbech Park to help widen the community appeal of the park, encourage more events and attract new users. Wisbech Park is the heart of the town offering key open outdoor space and lies within the Bowthorpe Conservation Area. Investment in park infrastructure in this space is important to the community of Wisbech.	£147,500	£2,500
Chatteris Local Skills Development	To provide PC equipment (50 stations) to enable the development of digital skills in Chatteris and the surrounding villages either remotely in learner homes, virtually or at the new Training Centre being built as part of the Advanced Manufacturing Innovation Launchpad (AMIL) project in Chatteris.	£36,178.50	

<b>Total funding requested (March 21)</b>	<b>£778,679</b>	<b>£242,700</b>
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- 2.8 The Chatteris Museum and Community Space project bid has been referred back to the applicant for further development and will return for consideration at CA Board in July 2021.
- 2.9 The aim is to get all Market Towns funding fully allocated and the final tranche of project proposals for approval by the CA Board in July 2021.

## Significant Implications

### 3. Financial Implications

- 3.1 Approval is requested for £778,679.
- 3.2 Total funding awarded to date and remaining budget allocations against each town is as follows:

Town	Total Funding Awarded	Committed/Bid (Mar21)	Remaining Budget
St Ives	£620,125		£379,875
Huntingdon	£577,725		£422,275
Ramsey	£405,000	£595,000	£0
Wisbech	£553,300	£147,500	£299,200
March	£1,000,000		£0
Whittlesey	£1,000,000		£0
Chatteris	£192,000	£36,179	£771,821
Ely	£656,000		£344,000
Soham	£600,000		£400,000
Littleport		£1,000,000	£0
St Neots	£1,000,000	£3,100,000	£0
	<b>£6,604,150</b>	<b>£4,878,679</b>	<b>£2,617,171</b>

- 3.3 There are Combined Authority funds approved in the medium term financial plan (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.

### 4. Legal Implications

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

### 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 Assessment Summary Report (Mar21)

6.2 Appendix 1 is 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 None