

# Public Document Pack

## ***CHADDERTON TOWN BOARD Minutes***

Date            Friday 26 July 2024

Time            1.00 pm

Venue           South Chadderton Methodist Church, Chadderton

### Item No

1                Chadderton Town Board Minutes 26 July 2024 (Pages 3 - 10)

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## Minutes

MEETING: Chadderton Town Board (Long-Term Plan for Towns)

DATE: 26 July 2024

VENUE: South Chadderton Methodist Church, Chadderton, OL9 8LX

TIME: 13:00

<b>PRESENT</b>	Aldred, Sarah	Director of Customer Experience, First Choice Homes Oldham
	Ashraf, Kashif	Oldham President, Greater Manchester Chamber of Commerce
	Bailey, Abigail	Graduate Management Trainee, Oldham Council
	Chapman, Dom	Director, Thrive Economics
	Clifford, Paul	Director of Economy, Oldham Council
	Cobley, Julian	Senior Account Director, Arcadis
	Hutchinson, Phillip	District Superintendent, Greater Manchester Police
	Lockwood, Stuart	Chief Executive, Oldham Community Leisure
	McLaren, Colin	Chair, Chadderton Together Community Group
	Nugent, Martin	Senior Policy and Partnership Officer, Police and Communities, Greater Manchester Combined Authority
	Penn, Jennifer	Town Centre Business Manager, Oldham Council
	Taylor, Catherine	Oldham Partnership Manager, DWP
	Windsor-Welsh, Laura <b>(Chair)</b>	Oldham Director, Action Together CIO
<b>APOLOGIES</b>	Barton, Emma	Deputy Chief Executive (Place), Oldham Council
	Beckett, Jessica	Communications Manager, Oldham Council
	Catherall, Harry	Chief Executive, Oldham Council
	Consterdine, Neil	Director of Communities, Oldham Council
	Cotton, Maria	Assistant Director for Strategic Property, Investment and Place Making, Oldham Council
	Jordan, Simon	Principal and Chief Executive, Oldham College
	Mathieson, Estelle	District Commander Oldham, Greater Manchester Police
	McMahon, MP Jim	MP, Oldham West and Royton
	O'Connor, Nicki	Group Partnership Manager, DWP North-West
	Popplewell, Grace	Greater Manchester Deputy Area Lead, Cities and Local Growth Unit
	Richards, Peter	Assistant Director for Planning, Transport and Housing Delivery, Oldham Council
	Shah, Councillor Arooj	Leader, Oldham Council
	Shuttleworth, Councillor Graham	West District community lead and councillor for Chadderton South, Oldham Council

	Taylor, Councillor Elaine	Deputy Leader, Cabinet member for decent homes, and councillor for Chadderton Central, Oldham Council
	Tolan, James	Principal Regeneration Officer, Oldham Council
	Wharton Jake	Communications Officer, Oldham Council

<b>1. Introductions and apologies for absence (Laura Windsor-Welsh)</b>
Introductions were made and apologies noted.
<b>2. Welcome (Laura Windsor-Welsh)</b>
Housekeeping matters were covered, and members were welcomed.
<b>3. Notice of any urgent business to be accepted onto the agenda and reasons for that urgency (Laura Windsor-Welsh)</b>
None received.
<b>4. Procedural business and any items accepted as urgent business (Laura Windsor-Welsh)</b>
<p><b>i) Declarations of interests</b></p> <p><b>ACTION:</b> Board members to email their declaration forms to Jennifer Penn by 9 August, to enable Oldham Council to publish and maintain a register of interests.</p> <p><b>ii) Terms of Reference</b></p> <p>The Board approved the Terms of Reference that had been amended to reflect changes requested since April.</p> <p><b>ACTION:</b> Jennifer Penn to publish the revised Terms of Reference at <a href="http://oldham.gov.uk">oldham.gov.uk</a>.</p> <p><b>iii) Review of minutes and action updates from 26 April 2024</b></p> <p>The minutes were accepted as a true and accurate record of proceedings (proposed by the Chair and seconded by Kashif Ashraf). All actions from April were noted as completed or in progress, as per the action tracker circulated before the meeting.</p> <p><b>ACTION:</b> Jennifer Penn to publish the minutes of the meeting on 26 April 2024 at <a href="http://oldham.gov.uk">oldham.gov.uk</a>.</p> <p><b>iv) Review of capacity-building budget</b></p> <p>As lead local authority for the Long-Term Plan for Towns, Oldham Council has received £250,000 in capacity-building revenue: £50,000 for FY 2023/24 and £200,000 for FY 2024/25. The Board must advise Oldham Council on how best to use this money to support the development of the Long-Term Investment Plan, including community engagement.</p>

**ACTION:** Jennifer Penn to include a review of the capacity-building budget on future agendas, to help inform spending priorities.

## **5. Community engagement (Local / Arcadis) (Julian Cobley)**

### **i) Recent approach, activity, and findings**

A presentation was given about engagement work led by the creative placemaking arts organisation Local and promoted through invites to community groups and posts on social media. There had been a stall supported by Action Together and the Council's District Team at Chadderton Day on 6 July, and an Urban Room at Chadderton Wellbeing Centre from 8-22 July, led by Local. In total 400 people of different ages and from different backgrounds were engaged to identify possible investment themes and projects through artist workshops, interviews (150 participants), online engagement (200+ participants), focus groups, and informal 'hangouts'.

Originally scheduled to run for eight weeks over the summer, the engagement process was postponed until after the general election and then delivered at pace in just three weeks. The outcomes were fed through to Thrive Economics as the basis for the Long-Term Investment Plan being developed for submission by the Government's original deadline of 1 August (new deadline TBA). Although the Board will need to work hard to engage more of Chadderton's 38,000 residents during the 10-year programme, the initial engagement provided good insight into community priorities. The Board will use the information to bolster the evidence base that includes engagement findings from 2023 when Chadderton Together consulted on a spatial masterplan. The Board should also receive recent polling survey data soon that was commissioned by the previous government for all 75 towns.

During the engagement process, local people requested improvements to assets such as Coalshaw Green Park, Foxdenton Hall, and the district centre precinct, and suggested new or improved assets like meeting places for the young, elderly, and vulnerable. All requests have been grouped under headline findings:

1. Youth engagement (high unemployment, low skills, and lack of spaces for socialising)
2. Health and wellbeing facilities, particularly for the vulnerable
3. Community decision-making
4. Cultural and recreational activities (noted to require ongoing revenue)
5. Support services for the young, elderly and vulnerable
6. Safety and accessibility for pedestrians, cyclists *and* drivers (a direct link to the "transport and connectivity" Long-Term Plan for Towns national priority intervention)
7. Income disparity
8. Community events and spaces
9. Amenities enhancement
10. Transport improvements (connectivity to Metrolink stations and safety on trams)

The data and engagement insight revealed that many people work in Chadderton but live elsewhere, and vice versa, which is typical of many towns. The residential population is growing, which is a real strength. This is likely to mean greater demand for new and improved assets, aligning with the aims of the 10-year programme.

With the investment plan submission deadline being recently suspended and the new deadline not yet confirmed, the Board has extra time in which to align the content with the engagement

outcomes. Depending on the nature of the outcomes, the Board may need to challenge the national priority interventions to champion and reflect local priorities.

**ACTION:** the Chair to await further guidance about the programme following the general election and then lead a review of Board membership to address known gaps including health, transport, and youth sector representation, as appropriate.

## ii) Future approach

The Board has achieved success in a short time and is committed to long-term community engagement to maintain momentum. The Board will retain the engagement task and finish group that worked up the initial approach, as a way of planning and delivering long-term engagement and wraparound communications. The group will explore Engagement HQ as an ongoing digital engagement platform and promotional opportunities such as posts on the Oldham Council Facebook page ("I love Oldham"), sound bites/podcasts, and follow-ups with those people who engaged with the initial engagement activity.

The Board exists to deliver the Long-Term Plan for Towns and must therefore complement and dovetail with broader community initiatives delivered by other providers e.g. Chadderton Community Council, and the NHS (population health management strategy). Other organisations may be better placed than the Board to deliver certain activities and/or wish to join the Board e.g. Transport for Greater Manchester and Metrolink for public transport safety.

Board members should consider their ability to promote the work of the Board to their organisations' users/customers. For example, at Chadderton Wellbeing Centre, Stuart Lockwood could explore introducing a permanent display about the Board in the library entrance and showing links to engagement information/surveys on the screens of public computers.

When discussing and shortlisting projects, Board members must remember that the programme offers roughly 75% capital and 25% revenue. This could render capital projects with long-term revenue requirements unsustainable.

The Board will need to be responsive to changes, opportunities and challenges arising throughout the 10-year programme, including the rollout of universal credit by September 2025 that will require some residents of Chadderton to find work for the first time, and the development of large employment sites through the Local Plan.

**ACTION:** Kashif Ashraf and the Chair of the Board to plan a roundtable event for businesses to determine local needs and priorities after the summer.

**ACTION:** Kashif Ashraf and the Chair of the Board to plan ways of engaging local faith groups, including those who already receive public information following Friday prayers at mosques.

**ACTION:** the Chair of the Board to plan a digital Urban Room and presence on Engagement HQ for the Long-Term Plan for Towns.

**ACTION:** Oldham Council to publish the Long-Term Investment Plan after its submission to Government.

**ACTION:** the Chair to schedule a meeting of the community engagement task and finish group for September to start working up a long-term communication/engagement strategy.

## 6. Vision and Investment Plan (Thrive Economics) (Dom Chapman)

### i) Vision workshop on 28 June 2024

The vision workshop facilitated by Kerry Sutcliffe Coaching confirmed the case for change (including deprivation, low GVA per FTE job, and low skill jobs), reviewed the evidence base, and generated a 250-word vision statement and longlist of projects.

## **ii) Vision**

Thrive Economics will revise the draft vision prepared following the workshop to ensure full alignment with the outcomes of the engagement process.

## **iii) Investment Plan**

The investment plan is at a relatively advanced stage, even though the Board is awaiting the new submission deadline, plan template, and national requirements for measuring programme and project success. The investment plan features key headings recommended by Government and, importantly, a longlist of projects with suggested delivery timescales informed by the engagement outcomes, local data and strategies/policies including Places for Everyone. Projects must be community-led and complement statutory service provision by third parties.

Board members acknowledged the need to achieve basics like community safety in the short-term, so that long-term ambitions such as higher skilled jobs with social responsibility and upskilling elements can follow.

Board members discussed strengthening Chadderton's identity as a town, adopting positive rhetoric, and celebrating local history (e.g. construction of the Lancaster Bomber) and famous faces (e.g. Olympic swimmer Henry Taylor).

Chadderton is already growing as people are attracted to the area by green spaces, construction/manufacturing jobs, Chadderton Wellbeing Centre, good schools, heritage character, modern housing developments, and more. Pakistani and Bangladeshi communities are moving to the town from Coldhurst and Werneth, and Chadderton will become even more attractive if promoted as the gateway to Atom Valley (the UK's innovation cluster). Where possible the Board should explore and understand growth projections and data, although it can be hard to disaggregate Oldham data to reveal Chadderton specifics.

During the discussion that followed Board members commented that:

- Chadderton is a strong, balanced community without some of the socio-economic challenges of neighbouring areas. From a community safety perspective, the Board might extend the limited CCTV coverage in Chadderton as a quick win.
- Chadderton will undoubtedly experience major changes throughout the programme, with those already on the horizon including the loss of maximum support for people in supported living. The Board will need to be responsive and adaptable.
- there is an opportunity to launch a capital grants scheme to enable VCFSE sector groups to invest in their assets for the benefit of local people. There could also be a capital grants scheme for local businesses. This could include grants for environmental sustainability work to reflect the green agenda. Grants would be particularly attractive to those VCFSE sector groups and organisations who failed to secure investment through the highly competitive Youth Opportunities Fund in the last 18 months.

The Chair thanked Local, Thrive Economics, Kerry Sutcliffe Coaching, Oldham Council and Action Together, acknowledging the quality of work being achieved through difficult circumstances. The Chair also thanked Board members for their commitment and praised Oldham for making good progress in relation to other towns in the programme.

<p><b>ACTION:</b> Martin Nugent to determine if he can disaggregate GMCA data for Oldham to reveal specifics for Chadderton.</p> <p><b>ACTION:</b> Oldham Council to share neighbourhood/district-level data with Thrive Economics to inform the development of the Long-Term Investment Plan.</p> <p><b>ACTION:</b> Thrive Economics to ensure that the Long-Term Investment Plan objectives and opportunities include diversity, heritage, housing, health and wellbeing, and youth provision, and add a capital grants scheme for community groups to the longlist of projects.</p> <p><b>ACTION:</b> Thrive Economics to issue a new working draft of the Long-Term Investment Plan to Board members during w/c 29 July, for feedback by mid-August.</p> <p><b>ACTION:</b> Board members to review the project longlist and let Dom Chapman know if they are interested in helping to scope out any project(s), especially in terms of likely costs.</p>
<p><b>7. Action review / next steps (Laura Windsor-Welsh)</b></p>
<p><b>ACTION:</b> Board members to email their declaration forms to Jennifer Penn by 9 August, to enable Oldham Council to publish and maintain a register of interests.</p> <p><b>ACTION:</b> Jennifer Penn to publish the revised Terms of Reference at <a href="http://oldham.gov.uk">oldham.gov.uk</a>.</p> <p><b>ACTION:</b> Jennifer Penn to publish the minutes of the meeting on 26 April 2024 at <a href="http://oldham.gov.uk">oldham.gov.uk</a>.</p> <p><b>ACTION:</b> Jennifer Penn to include a review of the capacity-building budget on future agendas, to help inform spending priorities.</p> <p><b>ACTION:</b> the Chair to await further guidance about the programme following the general election and then lead a review of Board membership to address known gaps including health, transport and youth sector representation, as appropriate.</p> <p><b>ACTION:</b> Kashif Ashraf and the Chair of the Board to plan a roundtable event for businesses to determine local needs and priorities after the summer.</p> <p><b>ACTION:</b> Kashif Ashraf and the Chair of the Board to plan ways of engaging local faith groups, including those who already receive public information following Friday prayers at mosques.</p> <p><b>ACTION:</b> the Chair of the Board to plan a digital Urban Room and presence on Engagement HQ for the Long-Term Plan for Towns.</p> <p><b>ACTION:</b> Oldham Council to publish the Long-Term Investment Plan after its submission to Government.</p> <p><b>ACTION:</b> the Chair to schedule a meeting of the community engagement task and finish group for September to start working up a long-term communication/engagement strategy.</p> <p><b>ACTION:</b> Martin Nugent to determine if he can disaggregate GMCA data for Oldham to reveal specifics for Chadderton.</p> <p><b>ACTION:</b> Oldham Council to share neighbourhood/district-level data with Thrive Economics to inform the development of the Long-Term Investment Plan.</p> <p><b>ACTION:</b> Thrive Economics to ensure that the Long-Term Investment Plan objectives and opportunities include diversity, heritage, housing, health and wellbeing, and youth provision, and add a capital grants scheme for community groups to the longlist of projects.</p> <p><b>ACTION:</b> Thrive Economics to issue a new working draft of the Long-Term Investment Plan to Board members during w/c 29 July, for feedback by mid-August.</p> <p><b>ACTION:</b> Board members to review the project longlist and let Dom Chapman know if they are interested in helping to scope out any project(s), especially in terms of likely costs.</p>
<p><b>8. Any other business (Laura Windsor-Welsh)</b></p>
<p>None.</p>
<p><b>9. Time and date of next meeting (Laura Windsor-Welsh)</b></p>
<p>There will be a regular meeting in September and, if required, an additional, virtual meeting specifically to review and approve the Long-Term Investment Plan.</p>



**ACTION:** Jennifer Penn to schedule the next meeting of the Board for September.

The meeting closed at 14:58.

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