

Public Document Pack

CHADDERTON TOWN BOARD Minutes

Date Monday 25 November 2024

Time 9.00 am

Venue South Chadderton Methodist Church, Chadderton

Item No

1 Chadderton Town Board Minutes 25 November 2024 (Pages 3 - 10)

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Minutes

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

DATE: 25 November 2024

VENUE: South Chadderton Methodist Church, Chadderton

TIME: 09:00

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| MEMBERS PRESENT | Ashraf, Kashif | Oldham President, Greater Manchester Chamber of Commerce |
| | Bailey, Abigail | Graduate Management Trainee, Oldham Council |
| | Chapman, Dom | Co-Director, Thrive Economics |
| | Clifford, Paul | Director of Economy, Oldham Council |
| | Consterdine, Neil | Director of Communities, Oldham Council |
| | Freaney, Nicky | North West Group Employer and Partnership Manager, DWP |
| | Hutchinson, Phillip | District Superintendent, Greater Manchester Police |
| | Jordan, Simon | Principal and Chief Executive, Oldham College |
| | Lawson, Susanna | Co-founder, Circle of Trust |
| | McLaren, Colin (Vice-Chair) | Chair, Chadderton Together Community Group |
| | Penn, Jennifer | Town Centre Business Manager, Oldham Council |
| | Shuttleworth, Councillor Graham | West District Community Lead and Councillor for Chadderton South, Oldham Council |
| | Stachnialek, Jowita | Graduate Management Trainee, Oldham Council |
| | Taylor, Catherine | Oldham Partnership Manager, Department for Work and Pensions |
| | Taylor, Councillor Elaine | Deputy Leader, Cabinet Member for Decent Homes, and Councillor for Chadderton Central, Oldham Council |
| | Windsor-Welsh, Laura (Chair) | Oldham Director, Action Together CIO |
| GUESTS PRESENT | Lawson, Susanna | Co-founder, Circle of Trust |
| APOLOGIES | Aldred, Sarah | Director of Customer Experience, First Choice Homes Oldham |
| | Cotton, Maria | Assistant Director for Place Making and Estates, Oldham Council |
| | Lockwood, Stuart | Chief Executive, Oldham Community Leisure |
| | Longsdon, Angela | District Co-ordinator for Oldham West (Werneth and Chadderton), Oldham Council |
| | Mathieson, Estelle | District Commander Oldham, Greater Manchester Police |
| | McMahon, MP Jim | MP, Oldham West, Chadderton and Royton |
| | Nugent, Martin | Senior Policy and Partnership Officer, Safer and Stronger Communities, Greater Manchester Combined Authority |
| | Partington, Ian | Chief Inspector, Greater Manchester Police |
| | Popplewell, Grace | Greater Manchester Deputy Area Lead, Cities and Local Growth Unit |

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| | Shah, Councillor Arooj | Leader, Cabinet Member for Building a Better Oldham, and Councillor for St. Mary's, Oldham Council |
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| 1. Welcome and housekeeping (Chair) |
| Housekeeping matters were covered, and members were welcomed. |
| 2. Introductions and apologies for absence (Chair) |
| Introductions were made and apologies noted. |
| 3. Notice of any urgent business to be accepted onto the agenda and reasons for that urgency (Chair) |
| None received. |
| 4. Update on national position on Long-Term Plan for Towns (Paul Clifford) |
| <p>The Government is retaining and reforming the programme, which means that the budget and delivery area are unchanged, but priorities and timescales are under review. The Board can expect to receive extra revenue for capacity building in FY25/26 but a delay of around 12 months for initial receipt of capital funding for projects. Once the Government affirms the priorities, the Board may need to alter its proposals, revisit the results of the community engagement from July, and/or undertake further community engagement to link local needs to national priorities.</p> <p>ACTION: Paul Clifford to share the outcomes of the next call with Government about the Long-Term Plan for Towns that's scheduled for 27 November.</p> |
| 5. Procedural business and any items accepted as urgent business (Chair) |
| <p>i) Declarations of interests</p> <p>Board members were thanked for declaring their interests before the meeting to enable Oldham Council to develop a register of interests for oldham.gov.uk. No additional interests were declared by those present.</p> <p>ACTION: Board members to send outstanding declarations of interests (including nil responses) to Jennifer Penn by the end of December.</p> <p>ii) Review of minutes and action updates from 9 September 2024</p> <p>The minutes were accepted as a true and accurate record of proceedings. Board members were encouraged to check the action tracker shared before the meeting for updates on the actions from September.</p> <p>ACTION: Jennifer Penn to publish the meeting minutes from 9 September at oldham.gov.uk.</p> <p>iii) Review of capacity-building budget</p> |

Of the £250,000 revenue received to date, there is £70,000 remaining for FY24/25, based on spend to the end of October 2024 and commitments to the end of March 2025 totalling £180,000. The Board will need to establish priorities for the remaining budget for FY24/25 and the additional revenue due in FY25/26.

6. Guest Presenter (Susanna Lawson)

i) Circle of Trust

The Chair introduced Susanna Lawson as a Chadderton resident and entrepreneur, member of the Oldham Economic Board, and co-founder of the Circle of Trust app (circleoftrust.co.uk). Susanna then gave a presentation to promote the launch of the app in Chadderton and Royton in January. Backed by parties including Greater Manchester Combined Authority, Federation of Small Businesses, and GM Chamber of Commerce, and trialled successfully in Bolton, the app promises to solve three problems:

1. *People looking for trusted businesses and having bad experiences after using review sites:* the solution is a new digital word-of-mouth app, where individuals can find recommendations from friends, relatives, colleagues, and neighbours they know and trust. Users can see which of their trusted contacts have made a recommendation, and search results are based on quality and trust, not business size or budget.
2. *Small businesses needing more customers and not seeing return on investment for their marketing methods and budget:* the solution is a fast and easy way to collect recommendations via a simple link or QR code which can be displayed anywhere.
3. *Communities having no central online hub where they can find local jobs, events, discounts, local amenities, and support services:* the solution is a bespoke community page ('circle') for local people to connect, attract visitors and thrive.

Assuming demand does not exceed the budget, businesses in Chadderton and Royton can sign up to the app in January or February and receive free annual memberships worth £60 plus VAT, plus free QR codes for customers to scan to leave reviews.

Board members are encouraged to promote the app to their contacts and consider using a Chadderton 'circle' to promote the work of the Board and connect with hard-to-reach groups and students seeking progression pathways into local jobs.

ACTION: Kashif Ashraf to invite Susanna Lawson to a future Business Breakfast event.

7. Vision and Investment Plan (Dom Chapman)

i) General review / discussion

The vision and investment plan are at an advanced stage, meaning the focus in recent weeks has been upon developing project proposals for years 0-3.

With capital funding not expected until at least FY25/26, and the cost of proposals for years 0-3 exceeding the budget, the Board will spend some time trying to find savings across projects.

8. Project Selection (Dom Chapman)

i) Short-term projects for three-year investment plan

Board members reviewed the confidential draft project proformas. A summary of their discussions is below:

Project 1 - Foxdenton Hall

The Board is planning to contribute c. £1m (85% capital and 15% revenue) to a £3.77m project to refurbish Foxdenton Hall. For this reason, the Chair of the Board recently wrote a letter of support to accompany the Council's bid to Heritage Lottery Fund (HLF) for c.£2m towards the restoration of the hall and walled garden. The ambition is for the Council to manage and deliver the refurbishment process, so that the volunteers of Chadderton Together can then maintain the hall for community, business, and education use, and run a complementary events programme celebrating the hall's history. The bid is the result of many years' work by Chadderton Together. Colin McLaren thanked Paul Clifford and Dom Chapman for their input into the bid, noting the outcome is expected by March 2025.

If the project goes ahead, the Board will have oversight of delivery and will work with education partners to help local people to access the skilled construction/other jobs. The Council will also use its social value framework to bring about lasting benefits for local people.

ACTION: Laura Windsor-Welsh to write a letter of thanks to Chadderton Together, to enable the Board to recognise the volunteers' sustained efforts to bring Foxdenton Hall into use.

ACTION: Board members to assess the status and capacity of voluntary, community, faith and social enterprise organisations across Chadderton, including Chadderton Together, to inform spend in FY24/25 and beyond.

ACTION: Paul Clifford, Nicky Freaney, and Catherine Taylor to review career pathways so that local people have the skills to access job opportunities arising from the Foxdenton Hall refurbishment and other projects within the Long-Term Plan for Towns programme.

ACTION: Oldham Council and Chadderton Together to agree governance arrangements for the Foxdenton Hall project.

Project 2 - Place Making Team and West District Team

Further work is required to define the posts, such as linking roles and responsibilities to Board priorities, and setting training and qualification requirements appropriate to salary/grade. By refining the posts, the Board should reduce costs from the current estimate of £400k over three years for three fixed-term posts. All posts will be hosted by Oldham Council to give postholders full-time leadership support. The posts are currently titled as project manager (Place Making Team), programme management senior apprentice providing a link between Oldham Council and external partners (Place Making Team), and apprentice (West District Team).

ACTION: Simon Jordan and Neil Consterdine to support Dom Chapman and Jennifer Penn with finalising the details of the fixed-term posts for the Place Making and West District Teams.

Project 3 - Business Capital Grants Scheme

There are ambitions for three separate grant schemes:

- Kit/equipment (for manufacturing/construction businesses)
- Shopfront improvements (for retailers)
- Asset/infrastructure upgrades (for arts/culture/leisure operators)

Proposed grant levels are small (up to £5,000), medium (up to £10,000), and large (up to £25,000). Applicants will need to provide 25% match funding.

The Board will deliver the grants within the Long-Term Plan for Towns delivery area, with some priority zones being established to target certain postcodes or places, such as shopping parades.

Like the overall programme, the project might benefit from a branding exercise. Inspiration could be drawn from the branding for the Independent Quarter grants scheme in Oldham a decade ago.

Grant panel membership will be drawn from the Board, Oldham Council and elsewhere.

Start-ups and businesses relocating to Chadderton should be eligible for certain grants.

The Board will co-design the grants scheme with the local business community. When engaging businesses, the Board will need to be responsive to any requests for different/extra business support. Ultimately all support and investment provided must contribute to the Board's vision and priorities.

The grants should give businesses confidence about investing in Chadderton and ultimately add value to their operations. The UK Shared Prosperity Fund is a good example of how grants can deliver strong economic outputs (80 jobs to be realised from 17 grants awarded to date).

Local groups and organisations who were engaged in July have been kept abreast of programme delays and developments. Now that the programme has officially been retained, the Board can consider promoting its recent work on the vision, investment plan and project proposals, and planning next steps in line with its engagement strategy.

Businesses might be more likely to apply for grants if taken to see the results of investment elsewhere. This approach worked well during the Carbon Co-op's Oldham Energy Futures project pilot in Westwood and Sholver from 2020-22, when residents sought advice and inspiration from others to apply in their own communities.

ACTION: Jennifer Penn to find out how the Oldham High Street Accelerator Partnership is securing buy-in from businesses for the maintenance of planters, street art, and more.

ACTION: Jennifer Penn to organise for the thematic/other mapping of all projects recommended for the Long-Term Plan for Towns to show connections and expected areas of impact.

ACTION: Laura Windsor-Welsh to call a meeting of the Board's community engagement sub-group once programme specifics are received from Government, to plan next steps around communications and community engagement.

ACTION: Jennifer Penn to update the Long-Term Plan for Towns content at oldham.gov.uk once programme specifics are received from Government.

Project 4 - Community Capital Grants Scheme

The Chair declared an interest as an employee of Action Together, the organisation set to deliver the community capital grants scheme as an addition to the One Oldham Fund. The Fund was co-designed by Oldham Council and Action Together and is managed by Action Together. Although the Fund provided £1.3m revenue to the voluntary, community, faith and social enterprise (VCFSE) sector last year alone, it does not currently offer any capital. With demand for capital (and revenue) being high, and many local groups having failed to secure funding from the competitive Youth Opportunity Fund, the new grants will offer 80% capital/20% revenue.

Project 5 - Chadderton Cultural Identity

Activities and events to boost visitor numbers, create pride in place, and increase dwell time include an Off the Wall annual street art commission; The Big Chadderton Get Together (building on Chadderton Day); Art Battle Chadderton; Chadderton Story Town; and Chadderton Culture Club. Final choices should complement existing features such as the mural at Wonderlust Café in Westend House, and opportunities coming forward through the wider programme e.g. at Foxdenton Hall.

Cultural grants are being removed from this project and offered through project 3 and/or 4.

Local businesses may wish to contribute, for example by running their own events or providing materials for others to make street art and so on.

For this project to succeed, events and activities need to be accessible. The Board will need to seek solutions to longstanding issues of poor connectivity and limited access to green space. This could involve running events/activities in hyperlocal communities, responding to the pending review of bus routes, and introducing a walking route connecting people and places.

Project 6 - Transport / Connectivity Improvements

The initial focus will be town centre active travel and public realm improvements (stage one in years 0-3), followed by wider improvements (stage two in years 4-7, potentially incorporating private assets like the precinct) to turn Chadderton into more of a destination.

The Board might be able to attract co-funding from other sources such as the Bee Network, if making clear the project benefits, outputs and outcomes.

Project 7 - CCTV

The project will introduce cameras across Chadderton for the prevention of crime and disorder, addressing a longstanding gap in network coverage. Locations will be agreed between the Security, CCTV and Licensing Team, and Community Safety Team. Options being explored include automatic number plate recognition technology, mobile cameras alongside or instead of fixed cameras, and cameras at gateway locations like Broadway to understand who is travelling into/out of Chadderton. Ideally cameras and signs alerting people to their presence will be positioned at antisocial behaviour hotspots like the path from the Metrolink to Coalshaw Green Park.

ACTION: Dom Chapman to check if the cost estimates for CCTV cameras include automatic number plate recognition technology.

ACTION: Neil Consterdine to feed the Community Safety Team's antisocial behaviour data and mapping into the location selection process for CCTV cameras.

ACTION: Jennifer Penn to ask John Garforth to call a meeting so that interested parties can contribute to the selection of CCTV camera locations.

Project 8 - Youth Provision

The Board will ask young people to design and develop the proposal to ensure that the new or refurbished space(s) meet(s) their needs. The project should harness local talent and build on the strong links between VCFSE youth groups and organisations and the Council's Youth Service. The final space(s) should enable local young people to access a quality offer of activities and services delivered by a range of partners.

The Board will commit some of the capacity-building revenue to engaging young people. This work may include repeating the Urban Room, or developing a local community-led approach.

Project 9 - Monitoring and Evaluation

Rather than being a dedicated project, monitoring and evaluation could involve:

- An overarching monitoring and evaluation plan and data returns for the programme
- The creation of a baseline, changes against which could be determined through an annual perceptions survey
- Project-specific requirements and costs for monitoring and evaluation within business cases

ACTION: Jennifer Penn and Dom Chapman to incorporate feedback into project proformas.

ii) Long-term projects for future investment plans

The Board will revisit the longlist of projects for the latter stages once programme specifics are confirmed by Government.

9. Action review / next steps (Chair)

The Chair thanked everyone for attending and summarised the following actions:

ACTION: Paul Clifford to share the outcomes of the next call with Government about the Long-Term Plan for Towns that's scheduled for 27 November.

ACTION: Board members to send outstanding declarations of interests (including nil responses) to Jennifer Penn by the end of December.

ACTION: Jennifer Penn to publish the meeting minutes from 9 September at oldham.gov.uk.

ACTION: Kashif Ashraf to invite Susanna Lawson to a future Business Breakfast event.

ACTION: Laura Windsor-Welsh to write a letter of thanks to Chadderton Together, to enable the Board to recognise the volunteers' sustained efforts to bring Foxdenton Hall into use.

ACTION: Board members to assess the status and capacity of voluntary, community, faith and social enterprise organisations across Chadderton, including Chadderton Together, to inform spend in FY24/25 and beyond.

ACTION: Paul Clifford, Nicky Freaney, and Catherine Taylor to review career pathways so that local people have the skills to access job opportunities arising from the Foxdenton Hall refurbishment and other projects within the Long-Term Plan for Towns programme.

ACTION: Oldham Council and Chadderton Together to agree governance arrangements for the Foxdenton Hall project.

ACTION: Simon Jordan and Neil Consterdine to support Dom Chapman and Jennifer Penn with finalising the details of the fixed-term posts for the Place Making and West District Teams.

ACTION: Jennifer Penn to find out how the Oldham High Street Accelerator Partnership is securing buy-in from businesses for the maintenance of planters, street art, and more.

ACTION: Jennifer Penn to organise for the thematic/other mapping of all projects recommended for the Long-Term Plan for Towns to show connections and expected areas of impact.

ACTION: Laura Windsor-Welsh to call a meeting of the Board's community engagement sub-group once programme specifics are received from Government, to plan next steps around communications and community engagement.

ACTION: Jennifer Penn to update the Long-Term Plan for Towns content at oldham.gov.uk once programme specifics are received from Government.

ACTION: Dom Chapman to check if the cost estimates for CCTV cameras include automatic number plate recognition technology.

ACTION: Neil Consterdine to feed the Community Safety Team's antisocial behaviour data and mapping into the location selection process for CCTV cameras.

ACTION: Jennifer Penn to ask John Garforth to call a meeting so that interested parties can contribute to the selection of CCTV camera locations.

ACTION: Jennifer Penn and Dom Chapman to incorporate feedback into project proformas.

10. Any other business (Chair)

Board members agreed for Councillor Shuttleworth to share the confidential working drafts of the project proformas with other councillors for Chadderton, following requests for information. Councillor Shuttleworth will ask the councillors not to share the documents more widely.

ACTION: Councillor Shuttleworth to consider adding an update on the Long-Term Plan for Towns by Laura Windsor-Welsh to a future agenda of the Community Council. *Post-meeting note: scheduled for 13 February 2025.*

ACTION: Laura Windsor-Welsh to lead a review of Board membership in 2025, once programme updates are received from Government.

ACTION: Jennifer Penn to pause the publication of Board member profiles until after a review of Board membership in early 2025.

11. Time and date of next meeting (Chair)

14:30-16:30 on Wednesday, 22nd January 2025 (venue in Chadderton TBC)

13:00-15:00 on Wednesday, 5th March 2025 (venue in Chadderton TBC)

The meeting closed at 10:55.