

Agenda Item No:	<b>4</b>	
Committee:	<b>Cabinet</b>	
Date:	<b>21 October 2020</b>	
Report Title:	<b>Project Update - Growing Fenland &amp; CCC £5m Communities Capital Fund</b>	

## 1 Purpose / Summary

Significant capital funding has recently been made available to Fenland District Council via the following schemes:

- Cambridgeshire & Peterborough Combined Authority (CPCA) Market Towns Initiative (which has been given the working title of Growing Fenland)
- Cambridgeshire County Council (CCC) £5m Capital Communities Fund

This report gives an update on the progress of funding bids submitted to both schemes including any resulting capital or revenue implications for the Council should the bids be successful.

## 2 Key issues

- The CPCA has made funding available through their Market Towns Initiative to deliver the priorities outlined in the Growing Fenland town plans.
- Changes to the original programme included:
  - Capital funding available has doubled to £1m (ring-fenced for each town).
  - Deviation from the approved Growing Fenland plans will be permitted if linked to supporting recovery from the COVID-19 pandemic.
  - An element of match funding will be required.
  - FDC will be the accountable body for all funding received.
  - Capital funding to be spent by March 2022.
- The funding made available through the CCC £5m Capital Communities Fund also requires an element of match funding.
- This report provides an update on projects at various stages of submission to both funding streams.
- A number of these projects may link to other initiatives, such as the Local Economic Recovery Strategy.
- It should be noted that some of the projects submitted through both initiatives relate to FDC owned assets and some projects may require capital or revenue contributions from the FDC capital or revenue budget either immediately or in future.
- Other projects are requesting match funding from FDC's revenue budget as set out in the recommendations below.

### 3 Recommendations

To note the content of the report and projects submitted as set out in appendices D, E, F, G and I.

#### **CCC Capital Communities Fund:**

- No further action required

#### **Growing Fenland:**

- To approve the capital and/or revenue costs as set out below:

<b>TOWN</b>	<b>PROJECT</b>	<b>CPCA FUNDING REQUESTED</b>	<b>CAPITAL COST IMPLICATIONS FOR FDC</b>	<b>REVENUE COST IMPLICATIONS FOR FDC (PER YEAR)</b>
Chatteris	Chatteris Town Centre Renaissance Fund	£100,000	£0	None anticipated
Whittlesey	Heritage Visitor Centre	£500,000	£0	To be confirmed
Wisbech	Wisbech Water Park	£147,500	£0	Circa £1,500 (please note point 5.15 in the main report)

<b>Wards Affected</b>	All wards
<b>Forward Plan Reference</b>	
<b>Portfolio Holder(s)</b>	Cllr Chris Boden - Leader of the Council Cllr Jan French - Deputy Leader of the Council Cllr Ian Benney - Portfolio Holder for Economic Growth
<b>Report Originator(s)</b>	Paul Medd - Chief Executive Carol Pilson - Corporate Director Peter Catchpole - Corporate Director Jo Blackmore - Executive Officer
<b>Contact Officer(s)</b>	Paul Medd - Chief Executive Carol Pilson - Corporate Director Peter Catchpole - Corporate Director Jo Blackmore - Executive Officer

**Background Paper(s)**

[Cambridgeshire & Peterborough Combined Authority Board Meeting minutes - 28.03.18](#)

Growing Fenland reports tabled at FDC Cabinet meeting held on 09.01.20:

[Growing Fenland Town Reports](#)

[Growing Fenland Overarching Strategic Report](#)

Details of Cambridgeshire County Council £5m Communities Capital Fund

[CCC £5m Capital Community Fund](#)

## **4 Background**

- 4.1 Significant capital funding has recently been made available to Fenland District Council via the following schemes:
- Cambridgeshire & Peterborough Combined Authority (CPCA) Market Towns Initiative (which has been given the working title of Growing Fenland)
  - Cambridgeshire County Council (CCC) £5m Capital Communities Fund
- 4.2 This report gives an update on the progress of funding bids submitted to both schemes as well as any resulting capital or revenue implications for the Council should the bids be successful.

## **5 Growing Fenland**

### **Introduction**

- 5.1 Following a successful pilot scheme undertaken in St Neots, the Cambridgeshire & Peterborough Combined Authority (CPCA) Board committed to provide funding to create a masterplan for growth for each market towns within the CPCA area (as recorded in the actions from the [CPCA Board meeting held on 28.03.18](#)).
- 5.2 With the aim of bringing jobs, infrastructure and growth the Fenland area, the masterplans would also enable each of our towns to become and remain "vibrant and thriving places" in their own right whilst helping to boost the local and regional economy. The recent COVID-19 pandemic has brought a sharper focus to this work as communities and businesses adapt to new ways of working, shopping and socialising in the midst of a recession.
- 5.3 A commitment of £50k was made by the CPCA to produce a masterplan for each town. In Fenland, funding was originally provided for Chatteris, March and Whittlesey only (£150k in total) due the ongoing Wisbech 2020 Vision work. However, a decision was later made to include Wisbech in the process and a further £50k was committed to the Fenland project.
- 5.4 The master planning project was given a working title of 'Growing Fenland' which linked the proposed growth of the local economy to our important agricultural heritage.
- 5.5 Four town masterplans were produced, following the process outlined in the '[Growing Fenland - Town Reports](#)' paper tabled at the FDC Cabinet meeting held on 09 January 2020.
- 5.6 All four town reports were approved at number of formal meetings from October 2019 to January 2020 which include:
- All four town council meetings
  - FDC Cabinet meeting (09.01.20)
  - CCC Communities & Partnership Committee (23.01.20)
  - CPCA Board Meeting (29.01.20)

### **CPCA Market Towns Initiative Funding**

- 5.7 At the start of the project, the capital funding due to be made available by the CPCA was thought to be in the region of £50k per town. However, the Board of the CPCA

[unanimously approved revised plans for their Market Towns Programme](#) at their board meeting held on 3 June 2020.

5.8 Changes to the original programme included:

- Capital funding available was doubled to £1m (ring-fenced for each town)
- Deviation from the approved Growing Fenland plans would be permitted if linked to supporting recovery from the COVID-19 pandemic
- An element of match funding would be required
- FDC will be the accountable body for all funding received
- Capital funding to be spent by March 2022

5.9 Further information on the CPCA Market Towns Programme can be found in the following documents:

- CPCA Market Towns Programme Investment Prospectus - June 2020 (appendix A)
- Guidance for Market Town Funding Applications - June 2020 (appendix B)
- CPCA Market Towns Programme Funding Application Form (appendix C)

### **Growing Fenland bids**

5.10 Following the announcement of the revised criteria for bid submission to the CPCA Market Towns Programme, a number of meetings were held by the Growing Fenland Town Teams to determine which bids would be submitted to the next CPCA Board Meeting scheduled for 30 September 2020.

5.11 Two projects were submitted to the September CPCA Board meeting as shown below (for more detail please see appendix D attached). Both bids were approved and the completed bids are attached in appendices F and G:

<b>TOWN</b>	<b>PROJECT</b>	<b>CPCA FUNDING ALLOCATED</b>
Whittlesey	Interactive Flood Signs (appendix F attached)	£56,500
Wisbech	Wisbech Market Place Enhancement Scheme (appendix G attached)	£200,000

5.12 The following bids are due to be submitted to the November CPCA Board Meeting (for more detail, please see appendix E attached). The capital and revenue implications for FDC are shown below:

<b>TOWN</b>	<b>PROJECT</b>	<b>CPCA FUNDING REQUESTED</b>	<b>CAPITAL COST IMPLICATIONS FOR FDC</b>	<b>REVENUE COST IMPLICATIONS FOR FDC (PER YEAR)</b>
Chatteris	Chatteris Town Centre	£100,000	£0	None

	Renaissance Fund			anticipated
March	March Future High Street Fund bid - match funding	£900,000	£0	£0
Whittlesey	Heritage Visitor Centre	£500,000	£0	To be confirmed
Whittlesey	Heritage Walk	£150,000	£0	£0
Wisbech	Wisbech Water Park	£147,500	£0	Circa £1,500 (please note point 5.15 below)

- 5.13 With regard to the **March Future High Street Fund project**, a request for a further £1.1m has been made to the CPCA in order to provide the strongest possible bid for resubmission in relation to match funding. This figure has yet to be agreed by the CPCA.
- 5.14 FDC's commitment to provide 50% of the revenue costs for the **Whittlesey Heritage Visitor Centre** is limited to the first year of operation.
- 5.15 It should be noted that the expected lifespan of the **Wisbech Water Park** equipment is around 10 years. To replace the equipment at the end of its useful life is likely to cost circa £125,000.
- 5.16 Cabinet are asked to note the bid information and approve any capital and/or revenue costs associated with each project.

### **Growing Fenland - next steps**

- 5.17 Completed bid documents will be submitted to the CPCA Board meeting scheduled for 25 November 2020 as outlined above, once approved by FDC Cabinet. These documents will be circulated to Cabinet members as part of the next Projects Update Report, along with the outcome of the bid if known at that point.
- 5.18 Details of bids due to be submitted to subsequent CPCA meetings will be brought to a FDC Cabinet meeting prior to submission to the CPCA.

## **6 Cambridgeshire County Council £5m Communities Capital Fund**

### **Background**

- 6.1 A £5m fund aimed at creating opportunities and improving lives and skills across Cambridgeshire was launched by Cambridgeshire County Council (CCC) on 7 April 2020.
- 6.2 Bid submissions were welcomed if they could demonstrate that they would:
- bring people together and involve them in the design and implementation
  - improve local places and spaces that are important to communities
  - help to address local priorities, e.g. increasing skills, reducing loneliness, improving physical and mental health
  - improve access to new or existing services or activities, e.g. sports, leisure, education
  - demonstrate match funding - this could include in kind contributions, land transfer etc
  - minimise any potential impact on carbon emissions

- 6.3 Bids could be submitted by any voluntary, community organisation or social enterprise alongside public bodies such as district, parish and town councils, schools or any other organisation that could demonstrate how their project would benefit Cambridgeshire residents.

### **Submission process**

- 6.4 Each bid could apply for up to £500,000 of capital funding. Bids were to be considered on a 'first come, first served' basis.
- 6.5 CCC requested that bids were submitted via the local county councillor or community champion.
- 6.6 An expression of interest was submitted initially, and a more detailed business case was requested if the project passed the first stage. For further detail, please see appendix H attached.

### **Projects submitted to the CCC £5m Communities Capital Fund**

- 6.7 A number of projects were submitted to the CCC £5m Communities Capital Fund. A summary of the successful projects are shown in appendix I attached.
- 6.8 Cabinet are asked to note the bid information.
- 6.9 The CCC £5m Communities Capital Fund is now closed to any further Expressions of Interest having been oversubscribed.

## **7 Effect on corporate objectives**

- 7.1 The corporate objectives which link to the Growing Fenland project area as follows:

### **7.2 Communities**

- Support vulnerable members of our community
- Promote health & wellbeing for all
- Work with partners to promote Fenland through culture and heritage
- **Environment**
- Work with partners and the community on projects that improve the environment and our street scene
- Work with partners to keep people safe in their neighbourhoods by reducing crime and anti-social behaviour and promoting social cohesion
- **Economy**
- Attract new businesses, jobs and opportunities whilst supporting our existing businesses in Fenland
- Promote and enable housing growth, economic growth and regeneration across Fenland
- Promote and lobby for infrastructure improvements across the district

## **8 Conclusions**

- 8.1 Attracting funding to deliver the priorities outlined in the Growing Fenland Town Reports is key to driving economic growth whilst celebrating the unique character and strengths of each individual area.
- 8.2 The CCC £5m Communities Capital Fund has provided additional opportunities to deliver projects that will benefit the local community.
- 8.3 Projects that are successfully funded through these funding streams will help to deliver many of the Council's corporate objectives as well as a number of targets set out within the [CPCA's Business Plan for 2020/21](#).
- 8.4 Further update reports will be tabled at future Cabinet meetings to ensure that any capital and/or revenue costs taken from FDC budgets can be considered.



# APPENDIX A

## CPCA MARKET TOWNS PROGRAMME INVESTMENT PROSPECTUS - JUNE 2020

### INTRODUCTION – GROWING THE CAMBRIDGESHIRE & PETERBOROUGH SUB-ECONOMIES

The Market Towns Programme is a substantial commitment being made between the Combined Authority and the local areas, with scope to develop key market towns for significant impacts on the growth of sub-economies. Successful delivery of the programme will have positive benefits to residents, businesses, and workers within the CPCA area.

The Combined Authority is committed to the future prosperity and success of every market town in the county and is investing in making this a reality through working closely with Town Councils, District Councils' and local partners across Huntingdonshire, Fenland and East Cambridgeshire to deliver eleven Masterplans for key market towns. The Market Towns Programme was piloted in St Neots as part of the Mayor's 100 Day Plan.

### LOCAL INDUSTRIAL STRATEGY PRIORITIES

The Market Towns Programme endorses Mayor Palmer's target for the region, to double its Gross value added (GVA) over the next twenty years. For this to be achieved, the areas market towns will be required to 'do their bit' to improve the three economies.

The LIS has detailed the key areas of action needed to support the Combined Authority's devolution deal commitment to doubling the size of the Cambridgeshire and Peterborough economy. It has identified the key strengths and challenges of the distinct sub economies of the Fens, Greater Peterborough and Greater Cambridge, detailing the strategy for supporting broad-based growth and spreading prosperity to more people.

A commitment was made by the CPCA to produce a Masterplan for each of the key market towns (based on new research and analysis required to deliver the bold growth ambitions) and their interventions hereby enshrine the importance of inclusive growth, in line with CPIER and LIS recommendations.

Applicants will need to demonstrate how they help deliver against LIS priorities through capital investment that will:

- Further develop infrastructure through planned transport, digital and energy interventions across the Combined Authority partnership.
- Deliver integrated approaches to business support, ensuring businesses and potential businesses have the access to the right kind of space, access to growth coaching and supporting networks to help them.
- Harnessing innovation as a tool for business growth, generating world class research.
- Improving education and training levels to ensure businesses have the skills they need, and people have better opportunities.

The Local Industrial Strategy can be viewed [here](#).

## MARKET TOWNS PROGRAMME

A third of our population lives in market towns, with nearly as many again living in surrounding areas. Although links with our core cities are vital, investment and attention has often favoured cities and forgotten the role that market towns play for our region. Alongside this under-investment towns are facing many external pressures like the declining town centres and high streets, an ageing population, and a reduction of in-town job opportunities leading to more outward commuting.

Many of the market towns and villages surrounding Cambridge have rich visitor opportunities, which if developed into a more coordinated offer can bring in revenue and create real economic opportunities. Business tourism is very important as well and has an important impact on the growth and productivity of other sectors in the economy, especially in knowledge intensive industries.

A Masterplan for each of the eleven market towns across the region provides the opportunity to look at the unique features of each town and offers deliverables which will benefit the immediate and wider economy.

With the aim of bringing jobs, infrastructure and growth, the Market Towns Programme will enable each town to become and remain "vibrant and thriving places" whilst helping to boost the local and regional economy.

## PROGRAMME FUNDING CRITERIA

The CPCA is providing capital investment to mobilise each town masterplan and to act as a funding catalyst to securing additional investment. This is an open call – that will last until all available resources have been invested, or the Board decides to issue further instruction.

This Investment Prospectus outlines the process that allocates funding and manages the process post allocation. A transparent and consistent approach has been established to oversee delivery of the Market Towns Programme. All funding applications will be assessed in accordance with specific call specifications & criteria (including match funding and value for money), set against delivery and implementation of each CPCA approved Masterplan.

**Given the transformative aims of the Programme, the CPCA is especially keen to see movement on the more ambitious projects set out in the Masterplans and prospectuses for growth and will prioritise these. And whilst there will be opportunities for longer term projects, applications will have more chance of approval if they can also demonstrate fast impact, especially to support COVID economic recovery over the next 9 months to the new financial year when unemployment impacts of COVID are expected to peak. Applicants are encouraged to explicitly set out how project proposals respond to the challenge of a post Covid-19 economy and how they help reshape and transform the high street and towns, so they are fit for the future.**

Applicants are asked to also consider promoting healthier lifestyles for market town communities – including active travel & air quality benefits and supporting a greener economy.

To secure funding, local authority leads will be invited to submit bids against the following programme eligibility and funding criteria:

- Market Towns funding is allocated to East Cambridgeshire, Fenland, and Huntingdonshire and cover the market towns of St Neots, St Ives, Huntingdon, Ramsey, Wisbech, March, Chatteris, Whittlesey, Ely, Soham and Littleport.
- Market Towns funding must be spent at the latest by 31 March 2022, or earlier as specified within the funding agreement. Deliverability of projects will be an important factor in appraising proposals.
- Proposals are 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.
- Proposals will be required to set out how they can support the tailoring of local economic policy for each market town to increase the attractiveness of towns for the new generation of lifestyle entrepreneurs.
- The prospectus is seeking proposals for capital investment only. There is no revenue funding available through this prospectus.
- CPCA funding will be provisionally shared across the 10 market towns, with applicants able to bid for up to £1m of capital funding for each town. Consideration will be given to a variety of funding proposals, and applicants will have the opportunity to bid for one or few investments (several smaller scale interventions) against the £1m funding cap for each town. Any unallocated funds will be made available to all 11 market towns.
- In addition, the CPCA has also agreed to recycle £3.1m market town investment back into St Neots and this will be also administered through the Investment Prospectus process. This makes the total CPCA investment being pledged to support delivery of Market Town masterplans is £13.1m across the 11 market towns.
- If the total project(s) cost is likely to exceed the £1m threshold for each town, then a demonstration of a phasing approach would help show how initial funds can be used now, while raising additional funds or investment from other sources.
- Applicants should seek their own advice on State Aids implications of the proposed project, and evidence of this will be sought as a condition of funding. Combined Authority funding cannot be used towards State Aids or other legal costs incurred by the project delivery body as part of the application process. The Combined Authority will not reimburse legal or other costs incurred during applications, whether the application successful or unsuccessful in seeking funding.

## **COVID RECOVERY**

Applicants are also be asked to consider how market towns can support Covid-19 recovery for Cambridgeshire & Peterborough, focusing on the anticipated changes in behaviour around the use of public transport, commercial and public community space, and the revitalisation of High Streets.

Proposals should outline how market town interventions can help support and sustain Government recovery plans based on new econometrics around increased home/remote working and shared commercial space, improve public transport systems, repurpose community space and enhance infrastructure connectivity.

## **APPLICATION PROCESS & FUNDING APPROVAL**

- The process will be a one-stage application process and applicants will be invited to complete an application form for each project to the Combined Authority. Applicants will have the opportunity to have initial discussions with relevant Combined Authority officers regarding eligibility and the suitability of the proposed project.
- Due diligence and appraisal will be initially managed by the Combined Authority, where the strategic need, economic and commercial case for each project proposal will be examined based on delivery of CPCA approved Masterplans.
- All proposals will be assessed against a set of appraisal metrics. Appraised applications will be scored and ranked based on the programme criteria. This approach will help manage any oversubscription of programme funds.
- Recommendations will be brought to the Entrepreneurial Advisory Panel (EAP) for independent review and then onto the CA Board for approval.
- It is expected that project proposals will be brought to Combined Authority Board for approval in July, September, and November 2020 for approval. The submission timeline for the next three Board cycles are as follows:
  - **July Combined Authority Board** (Wednesday 5 August 2020) \* for those proposals already in development and discussed with CPCA officers.

APPLICATION DEADLINE – FRIDAY 10 JULY 2020

- **September Combined Authority Board** (30 September 2020)

APPLICATION DEADLINE – FRIDAY 11 SEPTEMBER 2020

- **November Combined Authority Board** (25 November 2020)

APPLICATION DEADLINE – FRIDAY 30 OCTOBER 2020

## **FURTHER INFORMATION**

- Application Form & Guidance



**CAMBRIDGESHIRE & PETERBOROUGH**  
COMBINED AUTHORITY

## **APPENDIX B**

# **GUIDANCE FOR MARKET TOWN FUNDING APPLICATIONS**

**June 2020**



## **CONTENT**

1. Key Purpose
2. Project Details
3. Project Deliverables
4. Funding Award Process
5. Supporting Documentation
6. Project Variance
7. Project Monitoring

## 1. Key Purpose

This guide is to assist district authorities applying for Market Town Funds to understand the process and the procedures in place at Cambridgeshire & Peterborough Combined Authority (CPCA) prior to and once funding has been agreed.

It covers the following:

- Proposal development
- Application
- Requesting any changes
- Reporting structure
- Key documents

## 2. Project Details

CPCA has committed capital funding to support economic growth of key market towns and to facilitate implementation of approved Masterplans, developed in partnership with district partners.

The Investment Prospectus outlines the process that allocates funding and manages the process post allocation. A transparent and consistent approach has been established to oversee delivery of the Market Towns Programme. Given the transformative aims of the programme, the CPCA is especially keen to see movement on the more ambitious projects set out in the Masterplans and prospectuses for growth and will prioritise these.

There will be opportunities for longer term projects, but applications will have more chance of approval if they can also demonstrate fast impact, especially to support COVID economic recovery over the next 9 months to the new financial year when unemployment impacts of COVID are expected to peak.

Applicants are encouraged to explicitly set out how project proposals respond to the challenge of Covid-19 recovery and helps reshape the high street to transform it, so it is fit for the future. Applicants are also asked to consider promoting healthier lifestyles for market town communities – including active travel benefits, air quality benefits and supporting a greener economy.

If the total project(s) cost is likely to exceed the £1m threshold for each town, then a demonstration of a phasing approach would help show how initial funds can be used now, while raising additional funds or investment from other sources.

## 3. Project Deliverables

Please refer to the below table and guidelines in setting out the project outputs and outcomes:

<b>Employment &amp; Skills</b>					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
<i>Amount of newly created full-time jobs.</i>	<i>Temporary jobs (construction of contract based) as a direct result of intervention.</i>	<i>Wider job impacts as a result of indirect intervention.</i>	<i>Amount of newly created apprenticeship opportunities as a direct result of intervention.</i>		
Area of learning/training space improved (m2)	Area of learning/training space rationalised (m2)	New learners assisted (on courses to full qualification)			
<i>Amount of training/learning floor space refurbished to improve building condition and/or fitness for purpose. For FE Colleges, this should be by estate grading. Figures to be provided following completion.</i>	<i>Amount of training/learning floor space rationalised to operate more efficiently.</i>	<i>The number of new learners assisted as a direct result of the intervention, in courses leading to a full qualification.</i>			
<b>Business &amp; Enterprise</b>					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
<i>Number of SMEs receiving grant funding support with the intention of improving</i>		<i>Number of SMEs receiving support (inc.</i>			



<i>performance (i.e. reduce costs, increase turnover/profit, innovation, exporting). To be counted where the support is at least £1,000.</i>		<i>advice and training with the intention of improving performance (i.e. reduce costs, increase turnover/profit, innovation, exporting).</i>			
<b>Commercial</b>					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
<i>Amount of newly created commercial floorspace as a direct result of intervention.</i>	<i>Amount of existing commercial floorspace improved or refurbished as a direct result of intervention.</i>	<i>Amount of newly created public realm improvements as a direct result of intervention.</i>	<i>Amount of commercial land or floorspace rationalised to operate more efficiently.</i>	<i>Amount of commercial properties with improved digital infrastructure and connectivity as a direct result of intervention.</i>	
<b>Transport</b>					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new public transport services			
<i>Amount of newly created cycleway infrastructure as a direct result of intervention.</i>	<i>Amount of newly created footpath infrastructure as a direct result of intervention.</i>	<i>Amount of newly established transport links or improved services as a direct result of intervention.</i>			
<b>Development Sites &amp; Housing</b>					

Area of land to be developed (m2)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
<i>At the impact site, the area and class of development to be completed. Floor areas should be measured in accordance with the RICS Code of measuring practice (6th edition) 2007. A building should be classified as completed once it is on the non-domestic rating list.</i>	<i>Amount of new housing infrastructure creating new dwellings as a direct result of intervention.</i>	<i>Amount of existing housing stock to be refurbished as a direct result of intervention.</i>			
<b>Community</b>					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		
<i>At the impact site, the area and class of community use development to be completed.</i>	<i>Amount of existing community use floorspace improved or refurbished as a direct result of intervention.</i>	<i>Amount of community use floorspace rationalised to operate more efficiently.</i>	<i>Number of community-based groups receiving grant funding support with the intention of improving performance.</i>		

## 4. Funding Award Process

- a. Project Proposals
  - i. Ideas should come from the approved Masterplan for each town and the interventions recommended therein. Consideration should also be given to Covid response related interventions to support short-medium term economic recovery to March 2021. Furthermore, ideas should all link in some way to the [Cambridgeshire and Peterborough Local Industrial Strategy](#)
- b. Application
  - i. The Application will be developed and submitted by the lead organisation (district authorities) on behalf of each town based on wider consultation with town councils.
  - ii. Due diligence and appraisal will be initially managed by the CPCA, where the strategic need, economic and commercial case for the projects will be examined based on proposed interventions for each town. All proposals will be assessed against an agreed set of appraisal metrics, and independent appraisals will be commissioned if needed for complex projects.
  - iii. The application and appraisal report will be submitted to CA Board and the project is recommended for approval, approval with conditions or rejection.
  - iv. If the project is deemed unsuitable for funding the lead organisation will be informed within 5 working days of the CA Board decision.
  - v. If the lead organisation wishes they can update the Application taking into account, the feedback from the CA Board and resubmit their project or they can stop the process.
  - vi. If the project is recommended for funding with conditions those conditions must be met before final approval is given by the CA Board.
  - vii. Once full approval is given the lead organisation will be issued with an Approval Letter.
  - viii. Further contractual arrangements are entered into with the CPCA Legal Team and are based on whether the funds are a grant fund or a loan arrangement.

## 5. Supporting Documentation

In order for your Application Form to progress you will need to provide additional supporting documents, these are:

- a. *Project Plan*
- b. *Risk Log*
- c. *Project cashflow spreadsheet*

## 6. Project Variance

A change to the project could be generated because of changes to:

- a. Cost
- b. Time
- c. Scope.



Any changes will be submitted by the lead organisation on the correct form and recommendations will be made to the CA Board.

The lead organisation will be informed via a formal Project Variation letter within 10 working days of the request being submitted.

## **7. Project Monitoring**

- a. A [claim form](#) requesting payment and milestone update is required monthly/weekly.
- b. A formal highlight report is required monthly and should be completed by the Project Manager identified in the Application.



## APPENDIX C

### CPCA MARKET TOWNS PROGRAMME FUNDING APPLICATION FORM

APPLICANT DETAILS			
Project Title			
Market Town			
Lead Authority			
UK Registered Address			
Contact Person (please include job title and project role)			
Contact Telephone			
Contact Email			
VAT Registration Number		Companies House Registration Number	
Number of Employees			
Key Documents in Place	Equal Opportunities/Diversity Policy	Yes	No
	Modern Slavery Policy	Yes	No
	Health & Safety Policy	Yes	No
We do not require copies of these policies at this stage, please circle as appropriate			

PROJECT DETAILS
Project Description – please provide details of the project and what specifically will be delivered (please refer to the Investment Prospectus and Guidance)

<b>Project Partners - please list any key partners in the project and the engagement on the project to date</b>	
<b>Proposed project Start date</b>	
<b>Proposed project Completion date</b>  (Please note: CPCA Market Towns funding must be spent by the project delivery body by 31 March 2022)	
<b>Key Milestones – please detail project phasing to delivery</b>	

<b>PROJECT DELIVERABLES</b>	
<b>Project Outcomes - please indicate how the project will deliver against job outputs and wider economic outcomes, including any increases in productivity and volumes of trade exports (<u>please refer to the Investment Prospectus and Guidance</u>)</b>	
<b>Which key sector(s) does this project intend to support?</b>	
<b>Is the project part of a wider development/programme/project? If so, please</b>	



<b>provide details</b>	
<b>What is the current status of your project (or key elements)?</b>  E.g. In development, Outline design, Planning approved, Ready to start or Project underway?	
<b>Is Planning Permission required? If so, by when is this anticipated?</b>	
<b>If the project includes development or redevelopment of land or premises, please indicate whether your organisation has control of the site or when you expect to have control or ownership</b>	

<b>SITE DETAILS (FOR CONSTRUCTION PROJECTS)</b>	
<b>Location</b>	
<b>Site Ownership</b>	
<b>Current Use</b>	
<b>Proposed Use</b>	
<b>Site Area (ha)</b>	
<b>Existing Built Floorspace (sqm)</b>	
<b>Planning Permissions?</b>	
<b>Section 106 Agreements?</b>	
<b>Existing Land Charges or Restrictions?</b>	

<b>SITE DETAILS (FOR REFURBISHMENT PROJECTS)</b>	
<b>Location</b>	
<b>Site Ownership</b>	



<b>Current Use</b>	
<b>Proposed Use</b>	
<b>Site Area (ha)</b>	
<b>Existing Built Floorspace (sqm)</b>	
<b>Planning Permissions?</b>	
<b>Section 106 Agreements?</b>	
<b>Existing Land Charges or Restrictions?</b>	



PROJECT OUTPUTS 2020/21					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
<b>Employment &amp; Skills</b>					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
<b>Business &amp; Enterprise</b>					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
<b>Commercial</b>					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
<b>Transport</b>					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new public transport services			

Development Sites & Housing					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

PROJECT OUTPUTS 2021/22					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
<b>Employment &amp; Skills</b>					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
<b>Business &amp; Enterprise</b>					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
<b>Commercial</b>					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
<b>Transport</b>					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			

Development Sites & Housing					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

PROJECT OUTPUTS 2022/23 (Onwards)					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
<b>Employment &amp; Skills</b>					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
<b>Business &amp; Enterprise</b>					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
<b>Commercial</b>					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
<b>Transport</b>					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			

Development Sites & Housing					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		



FINANCIAL DETAILS				
Total Project Costs				
Total Capital				
Total Revenue				
Total Market Town Funds requested				
Please provide a financial summary for the project. All information should relate to the project for which Growth Funds are being sought				
	2020/21	2021/22	2022/23 onwards	TOTAL COSTS
COSTS (£)				
TOTALS				
Please submit any information which substantiates these values and costs				

PROJECT FUNDING			
Please provide details of the funding already secured and/ or any being sought in addition to Market Town Funds, including, where appropriate any funding certificates			
SOURCE	VALUE (£)	TYPE (CAP/REV)	STATUS
Please confirm the projected expenditure profile for the Market Town Funding requested			
MILESTONE	AMOUNT (£)	DATE	
Please describe any other options (including funding options) that have been considered and explain why the amount being requested is the minimum necessary in order for the project to proceed			

STATE AIDS
Please confirm the Project is State Aid compliant: <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/325465/bis-14-943-state-aid-general-block-exemption-guidance.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/325465/bis-14-943-state-aid-general-block-exemption-guidance.pdf</a>
(Please provide a copy of any legal advice received in this respect)



<b>PROJECT RISKS</b>
<b>What are the key risks associated with the project and identified mitigation measures?</b>
<b>Do you have any additional comments/information to support your application?</b>

<b>DECLARATION</b>	
<ul style="list-style-type: none"><li>• I/We certify that to the best of our knowledge the information provided is a true and accurate reflection of our business circumstances. If this is found not to be the case the application will be declined without any further reference to us.</li><li>• I/We authorise Cambridgeshire &amp; Peterborough Combined Authority (CPCA) undertake any searches or other investigations deemed necessary in the assessment of my/our application. CPCA is under no obligation to notify me/us of the nature of these searches.</li><li>• I/We authorise CPCA to notify HM Government Ministry of Housing, Communities &amp; Local Government (MHCLG) and any of its subsidiaries of our application, where, in the opinion of CPCA, alternative and more appropriate sources of funding may be available.</li><li>• I/We confirm that CPCA may make enquiries of any person who may have access to information relevant to my/our application without prior reference to me/us.</li><li>• I/We agree that CPCA may use our company name in conjunction with their marketing activities.</li><li>• I/We agree that CPCA's decision is final.</li><li>• I/We have read and understood the features and eligibility criteria of the Programme.</li></ul>	
<b>Signature</b>	
<b>Name</b>	
<b>Position</b>	
<b>Date</b>	



### APPLICATION CHECKLIST

Please check you have included copies the following with your completed application:

- A completed and signed application form
- A spreadsheet setting out the timeline for drawing down funds against key project milestones
- A project cashflow spreadsheet (setting out all project costs and Market Towns funding)
- A completed Project Plan (template provided)
- A completed Risk Log (template provided)
- Lead organisation Health & Safety Policy
- Lead organisation Anti Slavery Policy
- Lead organisation Equal Opportunity Policy

Please note

- Submissions must be electronic
- Applicants agree to the information contained in this form being processed by Cambridgeshire & Peterborough Combined Authority for the express use of statistical analysis

### COMPLETED APPLICATIONS

Please return completed Application forms to:

[Domenico.Cirillo@cambridgeshirepeterborough-ca.gov.uk](mailto:Domenico.Cirillo@cambridgeshirepeterborough-ca.gov.uk)

If you have any queries, please contact the CPCA on 01480 277180

APPENDIX D

GROWING FENLAND PROJECTS - SUBMITTED BIDS - updated 07.10.20

Projects submitted to CPCA meeting held on 30.09.20

REF	TOWN	PROJECT TITLE	PROJECT DESCRIPTION	FUNDING REQUESTED FROM CPCA	MATCH FUNDING	MATCH FUNDING PROVIDER	CAPITAL COST IMPLICATIONS FOR FDC	REVENUE COST IMPLICATIONS FOR FDC (PER YEAR)	BID SUBMISSION APPROVED?
WHI1	Whittlesey	Interactive Flood Signs	Interactive signs which will signal when the B1040 is closed due to flooding and can also be used to communicate other information to passing drivers	£56,500	£8,000	Whittlesey Town Council	£500	£0	Yes
					£500	FDC Leaders Fund			
WIS3	Wisbech	Wisbech Market Place	Modifications to Wisbech Market Place as part of a town centre improvement initiative	£200,000	£200,000	Wisbech Town Council	£0	£0	Yes

APPENDIX E

GROWING FENLAND PROJECTS - BIDS TO BE SUBMITTED - updated 07.10.20

Projects due to be submitted to CPCA meeting scheduled for 25.11.20

REF	TOWN	PROJECT TITLE	PROJECT DESCRIPTION	FUNDING TO BE REQUESTED FROM CPCA	MATCH FUNDING	MATCH FUNDING PROVIDER	CAPITAL COST IMPLICATIONS FOR FDC	REVENUE COST IMPLICATIONS FOR FDC (PER YEAR)	COMMENTS
CHA2	Chatteris	Chatteris Town Centre Renaissance Fund	Refurbishment of street furniture and ornate streetlamps together with a grant fund available to business/retail unit owners and leaseholders in the centre of Chatteris for schemes to help improve the visual appearance of the town centre.	£100,000	40% of costs payable by businesses / retailers for grant fund	Local businesses / retailers	£0	None anticipated	
MAR1	March	March Future High Fund bid - match funding	Match funding for the Future High Street Fund bid which has been submitted to MHCLG. Additional information and match funding was requested after the original bid had been submitted.	£900,000	£0	N/A	£0	£0	
WHI2	Whittlesey	Heritage Visitor Centre	A new visitor centre that showcases local artifacts and tells the story of Whittlesey, and Fenland more generally, from the Bronze Age to modern day.	£500,000	c £100,000	Value of land gifted by Forterra PLC	£0	TBC	FDC match funding provided for preliminary work needed prior to bid submission. Revenue costs to be split 50/50 between Whittlesey Town Council & FDC for the first year of operation pending further work to provide estimates
					£8,000	Whittlesey Town Council			
					£1,666	FDC			
WHI3	Whittlesey	Heritage Walk	A walk starting and ending at the planned Heritage Visitor Centre (with alternative start & finish points in the town) providing residents and visitors with background information on key landmarks in the town	£150,000	£0	n/a	£0	£0	
WIS6	Wisbech	Wisbech Water Park	A water play space providing a permanent fun activity for families from Wisbech and the surrounding area, whilst also enhancing Wisbech Park, a key open space in the town.	£147,500	£2,500	Wisbech Town Council	£0	£1,500	Revenue costs to be provided from current Open Spaces budget. Occasional repair and maintenance to be provided from current Open Spaces repairs and maintenance budget. Water system will start and finish automatically, with access being provided by staff who usually carry out duties in the park at that time at no extra cost. Wisbech Town Council will also be asked to assist with revenue costs.

## APPENDIX F

# CPCA MARKET TOWNS PROGRAMME FUNDING APPLICATION FORM

APPLICANT DETAILS			
<b>Project Title</b>	Variable Highways Message Signs (VHMS)		
<b>Market Town</b>	Whittlesey		
<b>Lead Authority</b>	Fenland District Council		
<b>UK Registered Address</b>	Fenland Hall County Road March Cambs PE15 8NQ		
<b>Contact Person</b> <small>(please include job title and project role)</small>	Dan Horn  Head of Housing & Community Support  Support officer for the Growing Fenland Stakeholders Whittlesey Group		
<b>Contact Telephone</b>	07795301664		
<b>Contact Email</b>	<a href="mailto:dhorn@fenland.gov.uk">dhorn@fenland.gov.uk</a>		
<b>VAT Registration Number</b>	107176191	<b>Companies House Registration Number</b>	N/A
<b>Number of Employees</b>	Circa 350		
<b>Key Documents in Place</b>	Equal Opportunities/Diversity Policy	<b>Yes</b>	No
	Modern Slavery Policy	Yes	<b>No (addressed through Community Safety Partnership)</b>
	Health & Safety Policy	<b>Yes</b>	No
<b>We do not require copies of these policies at this stage, please circle as appropriate</b>			

## PROJECT DETAILS

**Project Description – please provide details of the project and what specifically will be delivered (please refer to the Investment Prospectus and Guidance)**

### Improved traffic flow in the town

The project will consist of the installation of four VHMS (2.5 x 1.5 M). Most VHMS are 1.2m x 1.2m flashing electronic highway signs that only give limited information - ie as with Christchurch or Welney Wash which displays a flashing red triangle with centre exclamation symbol.

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. They are free wording boards.

The VHMS would be situated around the junction of the A605/B1040 Whittlesey Road junction. These signs will warn the residents of problems on the network in the local area. Whittlesey, a fast-growing town with more than 18,000 residents, has long-standing road infrastructure problems. These are exacerbated by frequent flooding events. Several times every year Whittlesey Washes flood (they are a designated and largely tidal flood catchment area for the River Nene). In bad years, the resultant closures can be in place for more than 70 days in the year.

When the Washes are about to flood, the Environment Agency closes North Bank, Peterborough and/or the B1040 immediately north of Whittlesey. This closes off the second most heavily used route for road access between Whittlesey and Peterborough, pushing all of the displaced traffic onto the already massively congested A605. Together, the A605 and B1040 are estimated to support over 23,000 vehicle movements a day between Whittlesey and Peterborough (the most recent official CCC traffic count data is from 2010-12, before significant additional local growth, showing over 12,500 normal weekday traffic movements on the A605 and almost 7,300 on the B1040 north of Whittlesey).

The closure of the B1040 and/or North Bank results in massive traffic delays, with the 7 mile journey between Whittlesey and Peterborough taking as much as 80 minutes each way every day during closures.

Road closures due to flooding occur at relatively short notice, and much confusion is also caused by the existing poor road signage indicating when the B1040 and/or North Bank are closed or (just as important) when they are reopened. Consequently, many drivers either distrust the current signage and fail to divert until they are faced with physical barriers across the affected roads, or they observe the incorrect signage and undertake lengthy unnecessary diversions despite the previously-closed roads having already being re-opened. Residents and businesses need reliable up-to-date information at key junctions so that they can utilise the most practical routes for their journeys. This problem is exacerbated by volume of HGV commercial transport using the A47 and A605 to gain access to the Station Road Whittlesey designated industrial area.

The installation, maintenance and management of four interactive flood signs at key locations in Whittlesey will provide this much-needed information for westbound traffic from Whittlesey towards

Peterborough.

As a secondary benefit, the interactive signs will also be able to warn motorists of problems created when the A47 is closed because of accidents (the already-congested A605 through Whittlesey is the route normally used for diversions) and when there are other accidents or roadworks affecting traffic flow in the area.

This project has a short timeline for implementation with a massive impact to keep Whittlesey traffic flow moving as a quick win as more longer term strategic projects are developed as set out in the Whittlesey plan particularly priority 8 “transport improvement package” and the southern relief road.

The importance of the VHMS alongside Kings Dyke Bridge Crossing and the Milk and Water Drove improvements on the A605 cannot be overstated as Whittlesey is delivering on its Housing growth targets with the following planning approvals:

- Persimmon – 220 homes on the B1040 Whittlesey Showfield site
- Larkfleet – 450 homes A605 / Eastrea Road
- Taylor Wimpey – 169 homes A605 Eastrea Road
- 60 homes A605 Coates
- Longhurst – 60 affordable homes extra care scheme
- Linden Homes – 84 homes (affordable – cross keys homes) A605 Kings Dyke

Pre application pipeline:

- 200 homes and supermarket A605 Eastrea Road
- Lorry Trailer Park and Industrial Units at Kings Dyke land known as Churchfield Farm

#### Health and Well Being benefits

##### Air Pollution

Air pollution from traffic is one of the primary sources of air pollution in the UK. The main traffic related air pollutants in the UK are Particulate Matter, Nitrogen Dioxide, Volatile Organic Compounds and Carbon Monoxide. This is due to the combustion of petrol or diesel in our vehicle engines, vehicle idling in traffic jams and lastly, tyre and brake wear. Air pollution varies from hour to hour, typically the highest levels of pollution are recorded in the peak am and pm rush hours. The higher the traffic density, the higher the air pollution.

##### Traffic related Air Pollution in Whittlesey

Fenland District Council monitors Nitrogen Dioxide in Whittlesey via the use of diffusion tubes. These provide an indicative value of the nitrogen dioxide concentrations in the local area of the tube. They are useful for collecting long-term average nitrogen dioxide data, however they do not discriminate peak rush hour periods.

In England, there are annual objectives set out in legislation for Nitrogen Dioxide. FDC has a duty to measure and report air quality data to Defra on an annual basis.

In the year of 2019, FDC had 7 diffusion tubes positioned in Whittlesey and one diffusion tube in Coates, out of those 8, 7 of the tubes were located along A605. In tube locations S4 and S23, which are positioned either side of the B1040 junction to the A605, there has been exceedances of the annual mean, however after bias adjustment and distance correction to the nearest receptor, these achieved the annual mean objective. When comparing this to 2018 and 2017, there has been a slight increase in Nitrogen Dioxide levels at these locations. All other sites in Whittlesey and Coates were compliant with the annual mean objective in 2019. A traffic management system will help to reduce journeys along the A605, in turn this will aid in reducing congestion on the A605 and help to reduce the number of exceedances of the annual mean objective of nitrogen dioxide. With the housing growth referenced above the importance of traffic flow to mitigate against air pollution risks will intensify.

#### Health Impacts of Traffic Related Air Pollution

Air pollution is associated with a number of adverse health impacts, it is recognised as a contributing factor in the onset of heart disease and cancer. Air pollution particularly affects the most vulnerable in society: children and older people, it can also exacerbate existing heart and lung conditions, for example asthma. Poor air pollution could discourage people from participating in active travel (walking/cycling to school or work), exercising outside and using green space, which has knock-on effects for the health of the population, e.g. increased prevalence of obesity or poor mental health. There is also often a strong correlation with equalities issues, because areas with poor air quality are also often the less affluent areas. Improved air pollution through traffic reduction and improved traffic flow can help to make Whittlesey an attractive area to live and work.

#### Other sources of Air Pollution in Whittlesey

Forterra Building Products Ltd operate a large brickmaking facility at Kings Dyke. Forterra have an Environmental Permit in place which includes regulation of emissions to air, in particular, Sulphur Dioxide. As with nitrogen dioxide, there are emissions objectives set for sulphur dioxide. In 2006, modelling of sulphur dioxide was carried out which predicted exceedances of the sulphur dioxide objectives. This resulted in an Air Quality Management Area being declared which covered parts of Whittlesey.

Although this is not directly associated with air pollution from traffic, increased emissions from traffic as a result of congestion due to the Kings Dyke Closure, in addition to emissions from industrial sources in Whittlesey could have a detrimental impact on the town. It also important to point out that Forterra is a busy site, with regular vehicle movements coming to and from the site, reducing unnecessary journeys by use of a traffic management system could aid in relieving congestion in this area.

#### Emergency Services access to the town

Whittlesey has several Residential/Nursing Homes and Supported Housing Complexes for the over 55's. Frequently, the emergency services are called, especially ambulances, para-medics and first responders. As we all know minutes saves lives - electronic information Highway signs would give instant and accurate information for all the emergency services.

Examples of affected schemes include:

- Residential/Nursing Homes –
  - The Gables, Coates Road
  - Cedar Court, New Road
  - The Hermitage, St. Mary's Street
  - The Elms, Arnolds Lane
  - Keneydon House, Delph Street.
- Housing for the over 55's
  - Sudbury Court (Stonald Road),
  - Quinion Close, St. Mary's House Gracious Street,
  - Palmerston court New Road

#### **Project Partners - please list any key partners in the project and the engagement on the project to date**

**Cambridgeshire County Council (CCC) Highways team will be the lead for implementation.**  
**Staff Support – CCC partnership**  
**Cambridgeshire County Council Team (IHMC) based at Vantage House, Huntingdon are available 24/7 to update the system with all Highway information as and when required, free of charge.**

**Confirmation received from Graham Hughes via Martin Brooker, CCC Highways**

**We have for the purposes of financial planning received detailed proposals from a provider**

of a VHMS. The delivery partner will be awarded in accordance with relevant procurement legislation through CCC.

#### Whittlesey Town Council – Funding Contribution

FDC – Leaders Fund and Enabler of delivery of Growing Fenland Whittlesey Plan

<b>Proposed project Start date</b>	November 2020
<b>Proposed project Completion date</b>  (Please note: CPCA Market Towns funding must be spent by the project delivery body by 31 March 2022)	February 2021
<b>Key Milestones – please detail project phasing to delivery</b>	
Award of the funding	
Procurement on the VHMS October 2020	
Installation of the VHMS November – February 2021	
Commissioning of the VHMS (Operationally Active following installation) – March 2021	

<b>PROJECT DELIVERABLES</b>
<b>Project Outcomes - please indicate how the project will deliver against job outputs and wider economic outcomes, including any increases in productivity and volumes of trade exports (please refer to the Investment Prospectus and Guidance)</b>
<p>With the signs installed this will allow for the residents to be better informed of issues on the network and they will be able to better plan their journey. This will decrease the amount of wasted miles on the network and reduce unnecessary journeys. At a time of unprecedented challenges facing the economy as a result of Covid this system is a quick win for the community to be better informed of issues on the network and prevent wasted business time for the local economy.</p> <p>This improvement has a benefit in the:</p> <ul style="list-style-type: none"> <li>• short term... to productivity and the local economy for the reasons set out above as the community is affected for the foreseeable future by the major improvements at Kings Dyke Level Crossing and the A605 improvements by PCC at Milk Water Drove alongside the seasonal flooding at B1040 Whittlesey Wash Road and North Bank Peterborough. The VHMS will accurately signpost residents to mitigate any impacts from these issues.</li> <li>• In the long term it will support the Southern relief road as set out in priority 8 of the Whittlesey Growing Fenland plan coupled with complementing the benefits realised</li> </ul>



<p><b>to productivity from traffic flow as a result of the completed projects at Kings Dyke and Milk Water Drove</b></p> <p>The impact of the current delays as a result of wasted journey time and loss of productivity is severe already however you couple that with the huge housing growth which is well underway in the town as highlighted in project details shows how important this proposal is as part of a menu of improvements to the transport infrastructure that is underway and planned for the future.</p>	
<p><b>Which key sector(s) does this project intend to support?</b></p>	<p>Economy. Health and Well Being and flow of Transport infrastructure</p>
<p><b>Is the project part of a wider development/programme/project? If so, please provide details</b></p>	<p>It is seen as an quick win to complement other improvements underway currently at Kings Dyke and Milk and Water Drove and the prospect of the Southern Relief Road as set out in priority 8 of the Whittlesey Growing Fenland plan</p>
<p><b>What is the current status of your project (or key elements)?</b></p> <p><b>E.g. In development, Outline design, Planning approved, Ready to start or Project underway?</b></p>	
<p>Currently the project is in the outline design stage and once the funding has been decided we will be able to proceed quickly to get these installed. We have received detailed costs from a provider which ensures the project can be delivered with the finance requested</p>	
<p><b>Is Planning Permission required? If so, by when is this anticipated?</b></p>	<p>No – permission is needed from landowners , which in this case is Cambridgeshire County Council and the permission has been received.</p>
<p><b>If the project includes development or redevelopment of land or premises, please indicate whether your organisation has control</b></p>	<p>N/A</p>



<b>of the site or when you expect to have control or ownership</b>	

SITE DETAILS (FOR CONSTRUCTION PROJECTS)	
Location	East Delph / A605 east and west of the B1040 roundabout (four locations)
Site Ownership	Cambridgeshire County Council
Current Use	Footway
Proposed Use	To remain with signs mounted above
Site Area (ha)	N/A
Existing Built Floorspace (sqm)	N/A
Planning Permissions?	N/A
Section 106 Agreements?	These signs will remain the property of Whittlesey Town Council and therefore no section 106 agreements are required.
Existing Land Charges or Restrictions?	N/A

SITE DETAILS (FOR REFURBISHMENT PROJECTS)	
Location	
Site Ownership	
Current Use	
Proposed Use	
Site Area (ha)	
Existing Built Floorspace (sqm)	
Planning Permissions?	
Section 106 Agreements?	
Existing Land Charges or Restrictions?	

PROJECT OUTPUTS 2020/21					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
<b>Employment &amp; Skills</b>					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
<b>Business &amp; Enterprise</b>					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
		<p>Circa 150 businesses in the town will have a positive impact from improved journey times and improved productivity alongside the importance of encouraging out of town visitors to the town to enjoy what the town of Whittlesey has to offer.</p> <p>Town Councillors have been informed by local</p>			

		businesses and shops that shoppers travel from Thorney, Eye , Stanground, Pondersbridge , Benwick , Turves , Coates and Eastrea. They come as a result of no parking fees and the VHMS alongside the other road improvements will add further value to the economy.			
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
<b>Transport</b>					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new public transport services			
		4 new public transport services by way of 4 information management systems to improve awareness of traffic issues for the public driving in the town and towards the town.			
<b>Development Sites &amp; Housing</b>					
Area of land to be	Number of new	Number of new			

developed (hectares)	housing units/dwellings to be created	housing units/dwellings to be refurbished			
<b>Community</b>					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

PROJECT OUTPUTS 2021/22					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
<b>Employment &amp; Skills</b>					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
<b>Business &amp; Enterprise</b>					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
		<p>Circa 150 businesses in the town will have a positive impact from improved journey times and improved productivity alongside the importance of encouraging out of town visitors to the town to enjoy what the town of Whittlesey has to offer.</p> <p>Town Councillors have been informed by local</p>			

		businesses and shops that shoppers travel from Thorney, Eye , Stanground, Pondersbridge , Benwick , Turves , Coates and Eastrea. They come as a result of no parking fees and the VHMS alongside the other road improvements will add further value to the economy.			
<b>Commercial</b>					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
<b>Transport</b>					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			
		4new public transport services by way of 4 information management systems to improve awareness of traffic issues for the public driving in the town and towards the town.			
<b>Development Sites &amp; Housing</b>					
Area of land to be	Number of new	Number of new			

developed (hectares)	housing units/dwellings to be created	housing units/dwellings to be refurbished			
<b>Community</b>					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		



PROJECT OUTPUTS 2022/23 (Onwards)					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
<b>Employment &amp; Skills</b>					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
<b>Business &amp; Enterprise</b>					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
		<p>Circa 150 businesses in the town will have a positive impact from improved journey times and improved productivity alongside the importance of encouraging out of town visitors to the town to enjoy what the town of Whittlesey has to offer.</p> <p>Town Councillors have been informed by local</p>			

		businesses and shops that shoppers travel from Thorney, Eye , Stanground, Pondersbridge , Benwick , Turves , Coates and Eastrea. They come as a result of no parking fees and the VHMS alongside the other road improvements will add further value to the economy.			
<b>Commercial</b>					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
<b>Transport</b>					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			
		4 new public transport services by way of 4 information management systems to improve awareness of traffic issues for the public driving in the town and towards the town.			
<b>Development Sites &amp; Housing</b>					
Area of land to be	Number of new	Number of new			

developed (hectares)	housing units/dwellings to be created	housing units/dwellings to be refurbished			
<b>Community</b>					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		



FINANCIAL DETAILS				
Total Project Costs		£66,000		
Total Capital		£66,000		
Total Revenue		0		
Total Market Town Funds requested		£57,500		
Please provide a financial summary for the project. All information should relate to the project for which Growth Funds are being sought				
	2020/21	2021/22	2022/23 onwards	TOTAL COSTS
<b>COSTS (£)</b>				
Implementation	£66,000			£66,000
<b>TOTALS</b>	<b>£66,000</b>			
Please submit any information which substantiates these values and costs				

PROJECT FUNDING			
Please provide details of the funding already secured and/ or any being sought in addition to Market Town Funds, including, where appropriate any funding certificates			
SOURCE	VALUE (£)	TYPE (CAP/REV)	STATUS
Whittlesey Town Council	8,000	Capital	Approved
FDC Leaders Fund	500	Either	Approved
Please confirm the projected expenditure profile for the Market Town Funding requested			
MILESTONE	AMOUNT (£)	DATE	
Procurement	0	November 2020	
Implementation	66,000	Completed February 2021	
Please describe any other options (including funding options) that have been considered and explain why the amount being requested is the minimum necessary in order for the project to proceed			
Whittlesey Town Council have explored grant funding with partners such as CCC and PCC with no success.			

STATE AIDS
Please confirm the Project is State Aid compliant: <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/325465/bis-14-943-state-aid-general-block-exemption-guidance.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/325465/bis-14-943-state-aid-general-block-exemption-guidance.pdf</a>
(Please provide a copy of any legal advice received in this respect)
This is state aid compliant

--

<b>PROJECT RISKS</b>
<b>What are the key risks associated with the project and identified mitigation measures?</b>
<p>The key risks on the project are poor ground conditions, however there is no evidence of this currently and foundation design has confirmed this.</p> <p>Location of existing services are a risk, however CCC will be able to re-position the signs where there is space available and no services present.</p> <p>The power for the signs will be directly from the UK Power Networks cable in the ground, we had initially looked at utilising the street lighting network, however this isn't achievable.</p>
<b>Do you have any additional comments/information to support your application?</b>
<p>These signs will be a great benefit to the local residents and they will be able to select their routes better. The signs will display hold ups on the network for the local area.</p>

<b>DECLARATION</b>	
<ul style="list-style-type: none"> <li>I/We certify that to the best of our knowledge the information provided is a true and accurate reflection of our business circumstances. If this is found not to be the case the application will be declined without any further reference to us.</li> <li>I/We authorise Cambridgeshire &amp; Peterborough Combined Authority (CPCA) undertake any searches or other investigations deemed necessary in the assessment of my/our application. CPCA is under no obligation to notify me/us of the nature of these searches.</li> <li>I/We authorise CPCA to notify HM Government Ministry of Housing, Communities &amp; Local Government (MHCLG) and any of its subsidiaries of our application, where, in the opinion of CPCA, alternative and more appropriate sources of funding may be available.</li> <li>I/We confirm that CPCA may make enquiries of any person who may have access to information relevant to my/our application without prior reference to me/us.</li> <li>I/We agree that CPCA may use our company name in conjunction with their marketing activities.</li> <li>I/We agree that CPCA's decision is final.</li> <li>I/We have read and understood the features and eligibility criteria of the Programme.</li> </ul>	
<b>Signature</b>	Dan Horn
<b>Name</b>	Dan Horn
<b>Position</b>	Head of Housing & Community Support
<b>Date</b>	11/09/20

### APPLICATION CHECKLIST

**Please check you have included copies the following with your completed application:**

- A completed and signed application form
- A spreadsheet setting out the timeline for drawing down funds against key project milestones
- A project cashflow spreadsheet (setting out all project costs and Market Towns funding)
- A completed Project Plan (template provided)
- A completed Risk Log (template provided)
- Lead organisation Health & Safety Policy
- Lead organisation Anti Slavery Policy
- Lead organisation Equal Opportunity Policy

**Please note**

- Submissions must be electronic
- Applicants agree to the information contained in this form being processed by Cambridgeshire & Peterborough Combined Authority for the express use of statistical analysis

### COMPLETED APPLICATIONS

**Please return completed Application forms to:**

[Domenico.Cirillo@cambridgeshirepeterborough-ca.gov.uk](mailto:Domenico.Cirillo@cambridgeshirepeterborough-ca.gov.uk)

**If you have any queries, please contact the CPCA on 01480 277180**



## APPENDIX G

# CPCA MARKET TOWNS PROGRAMME FUNDING APPLICATION FORM

APPLICANT DETAILS			
<b>Project Title</b>	Wisbech Market Place enhancement scheme		
<b>Market Town</b>	Wisbech		
<b>Lead Authority</b>	Fenland District Council		
<b>UK Registered Address</b>	Fenland Hall, County Road, March, Cambs, PE15 8NQ		
<b>Contact Person</b> <small>(please include job title and project role)</small>	Jo Blackmore – Executive Officer - Fenland District Council  Terry Jordan - Clerk to Wisbech Town Council		
<b>Contact Telephone</b>	01354 622448 (Jo Blackmore)  01945 461333 (Terry Jordan)		
<b>Contact Email</b>	jblackmore@fenland.gov.uk  clerk@wisbechtowncouncil.org.uk		
<b>VAT Registration Number</b>	107176191	<b>Companies House Registration Number</b>	Not applicable
<b>Number of Employees</b>	Circa 350		
<b>Key Documents in Place</b>	Equal Opportunities/Diversity Policy	<b>Yes</b>	No
	Modern Slavery Policy	Yes	<b>No (addressed through Community Safety Partnership)</b>
	Health and Safety Policy	<b>Yes</b>	No
<b>We do not require copies of these policies at this stage, please circle as appropriate</b>			



## PROJECT DETAILS

### **Project Description – please provide details of the project and what specifically will be delivered (please refer to the Investment Prospectus and Guidance)**

Proposal is to implement a scheme to improve the appearance of Wisbech Market Place – located in the commercial and social “heart” of the town - and introduce new and improved facilities; to enhance its use as both:

- (1) a trading area – to add to the economic success of the town centre (already supported by Wisbech Town Council's markets activity seven days per week)
- (2) a community space – where people can spend time and integrate (already supported by the community events and festivals organised or facilitated by Wisbech Town Council).

In summary, the elements of the proposed enhancement scheme are:

- re-paving works to the whole Market Place, featuring a compass motif within the central area
- a water feature (with the necessary drainage arrangements) and walkover lighting within the central area
- new benches (with attached planters)
- new waste bins
- planters
- a tidal clock
- an activity area for children (may be a second phase depending upon the availability of funding).

The rationale behind the initiative is to deliver something, in this key area of Wisbech, which would add to the vitality and vibrancy of the town – providing social, environmental and economic benefits for those who live in the town, work in the town, visit the town or are looking to invest in the town.

There are two elements to the Wisbech Market Place enhancement project – firstly, get in place (via the Local Highway Authority (LHA)) a pedestrianised zone (operating between 7.00 am and 4.00 pm (with controlled access for deliveries between 7.00 am and 10.00 am)) within the Market Place area and, secondly, to prohibit car parking on the Market Place and to undertake physical works (such as new seating and waste bins, re-paving, introducing a tidal clock (to acknowledge the fact that the town has a port) and decorative water features, plus a feature to attract children (with parents, guardians, carers) to want to spend time in that space.

Wisbech Town Council is able to fund the works to “pedestrianize” the area and to contribute towards the “physical” works to the Market Place itself but would need to obtain external funding to be able to deliver a comprehensive enhancement scheme.

### **Project Partners - please list any key partners in the project and the engagement on the project to date**

**Fenland District Council** has been working with Wisbech Town Council to provide Planning and Conservation advice, which has been taken into account by the Town Council in formulating the scheme.

Fenland District Council is supportive of this scheme and provided a letter of support for the Town Council's application to the County Council's Communities Capital Fund; the application for £150,000 was successful.

The Town Council has been working closely with **Cambridgeshire County Council**, as Local Highway Authority, on the production of a Traffic Regulation Order (TRO) to “pedestrianise” roads

in the Market Place area, as part of a wider plan to improve the appeal and safety of the Market Place.

The draft TRO is currently the subject of a public consultation exercise)

The Growing Fenland: Wisbech: Masterplan report, commissioned by the **Cambridgeshire and Peterborough Combined Authority**, states (within its recommendations relating to developing A Town Centre Improvement Initiative): “work with Wisbech Town Council to introduce its plans for Wisbech Market Place, which includes pedestrianisation as well as visual features”.

Delivery of the Wisbech Market Place enhancement scheme is included within the Wisbech 2020 Vision action plan (within the Infrastructure theme of that plan). The Vision is shared by **numerous public-sector and private-sector partners**, including the County Council, the MP and the CPCA.

There is a close working relationship between Wisbech Town Council and the management of the **Horsefair Shopping Centre** in terms of the economic and social well-being of people who visit the town centre.

<b>Proposed project Start date</b>	February 2020
<b>Proposed project Completion date</b>  <b>(Please note: CPCA Market Towns funding must be spent by the project delivery body by 31 March 2022)</b>	May/June 2020

**Key Milestones – please detail project phasing to delivery**

No specific milestones set yet.

The proposed scheme, which has been produced by a Design Engineer engaged by Wisbech Town Council, was agreed by the council’s Wisbech Market Place Management Committee as recently as 17 August 2020; the decision of the committee being that:

- (1) the scheme design be approved, with the amendment that the proposed location of the tidal clock be changed to the eastern (instead of western) end of the Market Place;
- (2) the Clerk would enquire of Local Planning Authority whether or not Wisbech Town Council would need to obtain planning permission for the implementation of this scheme;
- (3) the Clerk would request the Design Engineer to take the next steps to progress the implementation of this scheme; to include commissioning, on behalf of the council, the necessary site survey works etc;
- (4) the current situation regarding the proposed new traffic management arrangements associated with the enhancement scheme be noted;
- (5) the financial implications of the delivery of this scheme and the funding currently available, as reported by the Clerk, be noted.

The Town Clerk has actioned parts (2) and (3) of that decision.

The Clerk has received a response from the Local Planning Authority, to which reference is made elsewhere within this application form. An update is awaited from the Design Engineer in relation to the matters mentioned at (3) above.

It will not be possible to provide specific milestones until further information is provided to the council by the Design Engineer.

## PROJECT DELIVERABLES

**Project Outcomes - please indicate how the project will deliver against job outputs and wider economic outcomes, including any increases in productivity and volumes of trade exports (please refer to the Investment Prospectus and Guidance)**

The Market Place is used daily for market trading, which is supplemented on Sundays by car boot activity – these activities enable the local community to purchase essential items (such as fresh food) and non-essential items at good prices.

The Market Place is also used as the location for a number of the town's community events and festivals. These are either delivered by the Town Council or in partnership with local community groups and businesses (often with financial and/or volunteer support provided by the Town Council).

Making the Market Place more attractive and comfortable to spend time will increase the footfall and dwell time in the town centre; this will lead to an increase in spending, not only in the Market Place but the town centre more widely. It is a well-known fact that footfall (and spend) in town centres is declining and the hope is that, at least in Wisbech, the Town Council's proposed enhancement scheme will play a part in reversing that trend.

It is anticipated that additional footfall and spend will not only encourage the retention and expansion of existing businesses in the town centre but also make Wisbech a better destination for new business and economic investment. This opinion is shared by the management of the Horsefair Shopping Centre; the centre is adjacent to Wisbech Market Place.

The Market Place, once enhanced, could be used for outdoor physical activity and the delivery of "healthy lifestyle" initiatives. The Town Council would link to the District Council's Active Fenland Project. Officers at Wisbech Town Council have begun organising cooking demonstrations (to give members of the public ideas as to what they could cook (healthily)), which will use fresh produce from stall holders (encouraging members of the public to purchase such items from market traders). Also, a series of gentle exercise sessions are being arranged.

The proposed enhancement scheme also provides for an activity area for children (yet to be defined and subject to the Town Council being able to secure sufficient funding), which would encourage children to become more active. Also, children visiting the Market Place would be accompanied by parents, grandparents, carers or guardians, who may wish to spend money whilst in the town centre.

The highway which runs through the Market Place is part of a national cycle route and the Town Council has ensured that this facility is incorporated in the wider plans for traffic management in that area. This will offer a safe, car-free environment for cyclists to use.

Under the proposed enhancement scheme, the car parking facility which exists currently on the Market Place would be removed. This means that people would need to park in one of the town's off-street car parks and then walk to the Market Place; i.e. further physical activity.

The current appearance of the Market Place does little to encourage families to visit that area; more often than not, it has the appearance of a car park and those families are required to contend with potential motorist/pedestrian conflict. The proposal to prevent vehicular access to the Market Place for the "shopping" hours of each day of the week and the removal of parking facilities from the central area - which would not only make it safer but also make it more attractive and improve the air quality – would make the Market Place a more welcoming piece of public realm. The

installation of interesting facilities (such as a water feature) and a children's activity area would also attract more families to spend time in the town centre.

The issues relating to Wisbech in terms of health, learning and skills etc are well known/documentated and are supported by a significant amount of data held by many of the different partner organisations which are delivering collectively the Wisbech 2020 Vision action plan.

The Indices of Multiple Deprivation show that the majority of the top ten most deprived wards in Cambridgeshire are in Wisbech.

There is also reference to some of this data in the **Growing Fenland: Wisbech: Masterplan report**, commissioned by the Cambridgeshire and Peterborough Combined Authority; for example, for those living in Wisbech, hospital stays for alcohol-related harm are 46% above the England average; premature mortality rates for those under 75 years of age are 30.9% higher than the England average.

This project accords with one of the actions within the Health, Well-being and Cohesion theme within the **Wisbech 2020 Vision** strategy; that is "support the community to grow together and address areas where there is a lack of cohesion".

This project accords with one of the actions within the Infrastructure and the built Environment theme within the Wisbech 2020 Vision strategy; that is "secure further investment in Wisbech's built environment and leave a positive legacy for future generations."

Given the levels of deprivation in Wisbech, many people who live in the town do not have access to a motor vehicle; also the level of public transport between Wisbech and other towns/cities is very low. In addition, Wisbech does not possess a railway station. All of that means that the local community uses the town centre to meet shopping needs. All of the issues regarding the lack of access to transport in Wisbech are well known by the Fenland Transport and Access Group; hence, the Wisbech Travel Choices project which was delivered a couple of years ago.

Whilst the Medworth ward, in which the Market Place is located, has the majority of the shops, it also has limited places for children and families to spend time and engage in activities. Enhancement of Wisbech Market Place would help to address that situation.

Despite the Market Place being in a Conservation Area, which includes one Grade II\* Listed Building, it generally has a "run-down" feel.

The Conservation deficit in the centre of the town has been acknowledged by the Heritage Lottery Fund through the award of £1.9 million to address the dilapidated buildings on High Street. The Wisbech Market Place enhancement scheme would deliver a natural and logical "extension" to the Wisbech High Street project (which is being managed by the Local Planning Authority (LPA). The Town Council's conclusion is shared by the LPA.

Wisbech suffers from a Tourism deficit – there is a huge amount of activity in Wisbech but it is not co-ordinated and is not promoted collaboratively. A revitalised Market Place could provide the central hub in Wisbech for drawing-together all of the town's tourism activity; providing easy-to-access information.

More people; more spend; resulting in improved local economy and more jobs; those holders of those additional jobs spending wages/salaries in the local economy.

**Which key sector(s) does this project intend to support?**

Businesses



Employers	
Employees	
Market Traders	
Members of the public	
<b>Is the project part of a wider development/programme/project? If so, please provide details</b>	
This is a stand-alone project of Wisbech Town Council but will deliver a natural and logical "extension" to the Wisbech High Street project, which has secured approximately £1.9 million from the Heritage Lottery Fund.	
<b>What is the current status of your project (or key elements)?</b>  <b>E.g. In development, Outline design, Planning approved, Ready to start or Project underway?</b>	
A Design Engineer has been commissioned by the Town Council. He has produced a scheme design, which was agreed by the council's Wisbech Market Place Management Committee on 17 August 2020. Planning permission is not required but before any further works could take place, various investigation and site survey works will be required. The Design Engineer has been given the "go ahead" to commission those works. He will then produce a detailed specification, for the purpose of inviting tenders. It is anticipated that, subject to all necessary funding being in place, construction works would begin in early (possibly February) 2020. The Design Engineer estimates that construction period could be 16 weeks.	
<b>Is Planning Permission required? If so, by when is this anticipated?</b>	
No. It has been confirmed, as the result of a pre-planning enquiry of the Local Planning Authority (LPA), that - having regard for Schedule 2, Part 12 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) - the proposed enhancement scheme for Wisbech Market Place is deemed, by the LPA, to constitute Permitted Development.	
<b>If the project includes development or redevelopment of land or premises, please indicate whether your organisation has control of the site or when you expect to have control or ownership</b>	
All of the land to which the scheme relates is owned and managed by Wisbech Town Council.	

<b>SITE DETAILS (FOR REFURBISHMENT PROJECTS)</b>	
<b>Location</b>	Market Place, Wisbech
<b>Site Ownership</b>	Wisbech Town Council
<b>Current Use</b>	Market Place (for daily market trading and occasional use for community events)
<b>Proposed Use</b>	Market Place (for daily market trading and occasional use for community events)
<b>Site Area</b>	22.86 x 91.44 metres
<b>Existing Built Floorspace (sqm)</b>	N/A
<b>Planning Permissions?</b>	Not required – deemed by Local Planning Authority as Permitted Development.
<b>Section 106 Agreements?</b>	Not applicable
<b>Existing Land Charges or Restrictions?</b>	None

PROJECT OUTPUTS 2020/21					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
<b>Employment &amp; Skills</b>					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
<b>Business &amp; Enterprise</b>					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
<b>Commercial</b>					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
		2,090			
<b>Transport</b>					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new public transport services			

<b>Development Sites &amp; Housing</b>					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
<b>Community</b>					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		



PROJECT OUTPUTS 2021/22					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
<b>Employment &amp; Skills</b>					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
<b>Business &amp; Enterprise</b>					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
<b>Commercial</b>					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
<b>Transport</b>					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			

<b>Development Sites &amp; Housing</b>					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
<b>Community</b>					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

PROJECT OUTPUTS 2022/23 (Onwards)					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
<b>Employment &amp; Skills</b>					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
<b>Business &amp; Enterprise</b>					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
<b>Commercial</b>					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
<b>Transport</b>					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			

<b>Development Sites &amp; Housing</b>					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
<b>Community</b>					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		



FINANCIAL DETAILS				
Total Project Costs		£400,000		
Total Capital		£400,000		
Total Revenue		All revenue costs (such as maintenance, cleansing, utilities, insurance) will be met from Wisbech Town Council's revenue budgets, as is currently the case.		
Total Market Town Funds requested		£200,000		
Please provide a financial summary for the project. All information should relate to the project for which Growth Funds are being sought				
	2020/21	2021/22	2022/23 onwards	TOTAL COSTS
COSTS (£)				
Refurbishment works	200,000			200,000
Refurbishment works		200,000		200,000
TOTALS	200,000	200,000	400,000	
Please submit any information which substantiates these values and costs – see below:				

Ref	Item Description	Quantity	Unit	Rate	Cost
<b>Professional Consultancy Fees</b>					
	Design Fees (Parsons Consulting Engineers )				£2,950.00
	Surveys				£4,000.00
	Specialist Design Fees				£1,800.00
	Tender Preparation				£500.00
	Project Management during Construction				£3,000.00
<b>Construction Works</b>					
1.00	<b>Contractors Set-up &amp; Supervision</b>				
1.01	Mobilise & Site Set Up	1	No.	£1,500.00	£1,500.00
1.02	Supervision	16	Weeks	£2,000.00	£32,000.00
1.03	Temporary Fencing	225	m	£10.00	£2,250.00
1.04	Temporary Signs	1	Sum	£2,000.00	£2,000.00

**2.00 Removal existing street furniture**

2.01	Removal trees	2	No.	£200.00	£400.00
2.02	Removal Benches	4	No.	£25.00	£100.00
2.03	Removal Bins	4	No.	£25.00	£100.00

**3.00 Removal of existing Surfacing**

3.01	Breaking up and remove surface	1800	m2	£12.00	£21,600.00
3.02	Excavate existing subbase	270	m3	£12.00	£3,240.00
3.03	Dispose of Waste	540	m3	£30.00	£16,200.00

**4.00 Construct Sub-surface fountain**

4.01	Wet Well, incl Pumps	1	No.	£8,000.00	£8,000.00
4.02	Reservoir, incl Filter	1	No.	£4,000.00	£4,000.00
4.03	Pipework	30	m	£50.00	£1,500.00
4.04	Overflow Chamber	1	No.	£1,500.00	£1,500.00
4.05	Collection Channels, incl Base	32	m	£45.00	£1,440.00
4.06	8-no. Fountain Nozzles	8	No.	£150.00	£1,200.00
4.07	Cable Draw Pits	2	No.	£800.00	£1,600.00
4.08	Ductwork	50	m	£20.00	£1,000.00
4.09	Control Panel, Kiosk & cabling	1	No.	£15,000.00	£15,000.00
4.10	Electricity Supply	1	No.	£5,000.00	£5,000.00
4.11	Water Supply	1	No.	£3,000.00	£3,000.00

**5.00 Tide Clock**

5.01	Electricity Supply	1	No.	£1,000.00	£1,000.00
5.02	Foundation	1	No.	£1,200.00	£1,200.00
5.03	Column	1	No.	£1,400.00	£1,400.00
5.04	Clock	1	No.	£1,200.00	£1,200.00

**6.00 Display Board**

Page 15  
£0.00



6.01	Electricity Supply	1	No.	£1,000.00	£1,000.00
6.02	Foundation	1	No.	£1,200.00	£1,200.00
6.03	Display Board	1	No.	£20,000.00	£20,000.00
7.00	<b>New Surfacing in Square</b>				
7.01	Type 1 Subbase	5.4	m3	£75.00	£405.00
7.02	Specialist cut tiles & Conc bedding	20	m2	£250.00	£5,000.00
7.03	Block surfacing	24	m2	£120.00	£2,880.00
8.00	<b>Outer Area Surfacing</b>				
8.01	Type 1 Subbase	270	m3	£75.00	£20,250.00
8.02	1.0m wide Masonry Strips	530	m2	£100.00	£53,000.00
8.03	Block surfacing	1200	m2	£60.00	£72,000.00
9.00	<b>New Bins</b>	8	No.	£250.00	£2,000.00
10.00	<b>New Benches</b>	6	No.	£1,000.00	£6,000.00
11.00	<b>New Walkover Lights</b>				
11.01	Walkover Lights	6	No.	£500.00	£3,000.00
11.02	Ducts	30	m	£20.00	£600.00
11.03	Power Supply			Included above	
12.00	<b>New Power Supply Posts</b>	6	No.	£900.00	£5,400.00
13.00	<b>Drinking Fountain</b>	1	No.	£2,000.00	£2,000.00
				Sub-total =	£334,415.00
				Contingency (10%) =	£33,441.50
				<b>Total =</b>	<b>£367,856.50</b>

It is also proposed that a **children's "activity"** be added to the scheme. Originally it had been hoped that such an installation could be achieved as a second phase of the scheme. However, it would be more beneficial, in terms of attracting families to Wisbech Market Place, it could be achieved in "one go". It is estimated that such provision could be **of the order of £30,000**. Hence, when taken with the figures above, a **total scheme cost of circa £400,000**.



<b>PROJECT FUNDING</b>			
<b>Please provide details of the funding already secured and/ or any being sought in addition to Market Town Funds, including, where appropriate any funding certificates</b>			
<b>SOURCE</b>	<b>VALUE (£)</b>	<b>TYPE (CAP/REV)</b>	<b>STATUS</b>
Cambridgeshire County Council's Communities Capital Fund	150,000	Capital	Agreed by the County Council's Communities and Partnerships Committee on 6 August 2020.
Wisbech Town Council	50,000	Capital	Available in Town Council's financial reserves
<b>Please confirm the projected expenditure profile for the Market Town Funding requested</b>			
<b>MILESTONE</b>	<b>AMOUNT (£)</b>	<b>DATE</b>	
Not possible to specify accurately at this time but best guess is	100,000 100,000	March 2021 June 2021	
<b>Please describe any other options (including funding options) that have been considered and explain why the amount being requested is the minimum necessary in order for the project to proceed</b>			
No other options have been considered at this stage. In the event that funding is not forthcoming from the CPCA, Wisbech Town Council may need to consider borrowing money from the Public Works Loans Board (but an increase in the Parish Precept – a situation which the council is keen to avoid – would be required to fund the loan re-payments).			

<b>STATE AIDS</b>
<b>Please confirm the Project is State Aid compliant:</b>
<b>(Please provide a copy of any legal advice received in this respect)</b>
Not applicable.

<b>PROJECT RISKS</b>
<b>What are the key risks associated with the project and identified mitigation measures?</b>
<p>The main risk to the scheme is not being able to secure the funding. The Town Council would not be able to deliver a meaningful scheme within its financial resources. If it were to need to borrow the money, it would have an adverse financial impact upon local people, who would need to meet the loan re-payments via an increase in the Parish Precept.</p> <p>If this application is not supported, the Town Council may need to think about a “watered-down” scheme; that would have a lower level of impact and, consequently, not achieve the desired benefits of a “full” scheme.</p>



Another risk is that there could be objections to the proposed Traffic Regulation Order (TRO). However, because of close working between members and officers of Wisbech Town Council and officers of the Local Highway, it is felt that all of the potential reasons for objection to the Order have been addressed through the design of the TRO proposals.

If the Order were implemented, to make the area safer for visitors to the centre of town, but Wisbech Town Council were not able to fund the enhancement of the Market Place itself, this would lead to public disappointment. The rationale for changes in traffic management in the town centre is to underpin the enhancement scheme.

One risk could be the lack of officer capacity within the Town Council to manage delivery of this project. If that proved to be the case, the Town Council would look to re-profile staff roles as necessary and potentially “buy in” additional, temporary resource as necessary (to be funded using its existing revenue budgets or from general reserves).

There could also be the reputational risk to the council in appearing not to deliver on its promises to the community.

#### **Do you have any additional comments/information to support your application?**

This scheme will improve the whole town centre and increase footfall and shopper/visitor dwell time, which will help retain the shops in the town. This is important for the local economy, as it supports local employment.

It is probably of greater importance now than it may have been previously, given the detrimental impact that the Covid-19 pandemic has had, and may continue to have, upon the trading within town centres.

The Town Council is firmly of the belief that an improved Market Place will make it more attractive to potential new market traders; this would not only result in a positive effect upon the number of shoppers and their associated spend but would generate additional income to the Town Council (from rental of stall space), which would assist the council in keeping low the Parish Precept.

Wisbech Market Place, because of its central location, provides the economic and social heart to the town (which has a “catchment” of, say 40,000 to 50,000 people).

This scheme has the potential to benefit everyone who lives in the town, works in the town, visits the town or is considering investing in the town.

The Growing Fenland: Wisbech: Masterplan report, commissioned by the Cambridgeshire Combined Authority, states (within its recommendations relating to Support Cohesion and Community Shared Space): “(the need for) Continuation of Public Events”. The Combined Authority acknowledges that Wisbech Town Council is a “key player” in the delivery of and support for community events. A large number of these events, which not only bring people together but also assist the town centre economy, take place on Wisbech Market Place.

That same report makes the point that there is no real night-time economy in Wisbech. Implementation of the Market Place enhancement scheme, which should assist with developing more social use of the town centre, including an element of “café society”, could stimulate a night-time economy; there is currently no real reason to go into the Market Place after 5.00 pm.

The proposed enhancement scheme links to the following projects:

Growing Fenland:

- Priority 2 – A town centre improvements initiative
- Priority 3 – Support cohesion and community shared space
- Priority 6 – Focus on Tourism



I Love Wisbech

Theme 2 – Making the most of our heritage and encouraging tourism

Theme 4 – Things to do for young people

Theme 5 – Knowing what's going on and connecting people

### DECLARATION

- I certify that to the best of our knowledge the information provided is a true and accurate reflection of our business circumstances. If this is found not to be the case the application will be declined without any further reference to us.
- I authorise Cambridgeshire & Peterborough Combined Authority (CPCA) undertake any searches or other investigations deemed necessary in the assessment of my/our application. CPCA is under no obligation to notify me/us of the nature of these searches.
- I authorise CPCA to notify HM Government Ministry of Housing, Communities & Local Government (MHCLG) and any of its subsidiaries of our application, where, in the opinion of CPCA, alternative and more appropriate sources of funding may be available.
- I confirm that CPCA may make enquiries of any person who may have access to information relevant to my/our application without prior reference to me/us.
- I agree that CPCA may use our company name in conjunction with their marketing activities.
- I agree that CPCA's decision is final.
- I have read and understood the features and eligibility criteria of the Programme.

**Signature**

**Name**

Terry Jordan

**Position**

Clerk (and Responsible Financial Officer) to Wisbech Town Council

**Date**

9 September 2020

### APPLICATION CHECKLIST

**Please check you have included copies the following with your completed application:**

- A completed and signed application form
- A spreadsheet setting out the timeline for drawing down funds against key project milestones
- A project cashflow spreadsheet (setting out all project costs and Market Towns funding)
- A completed Project Plan (template provided)
- A completed Risk Log (template provided)
- Lead organisation Health and Safety Policy
- Lead organisation Anti Slavery Policy
- Lead organisation Equal Opportunity Policy

**Please note**

- Submissions must be electronic
- Applicants agree to the information contained in this form being processed by Cambridgeshire & Peterborough Combined Authority for the express use of statistical analysis

### COMPLETED APPLICATIONS

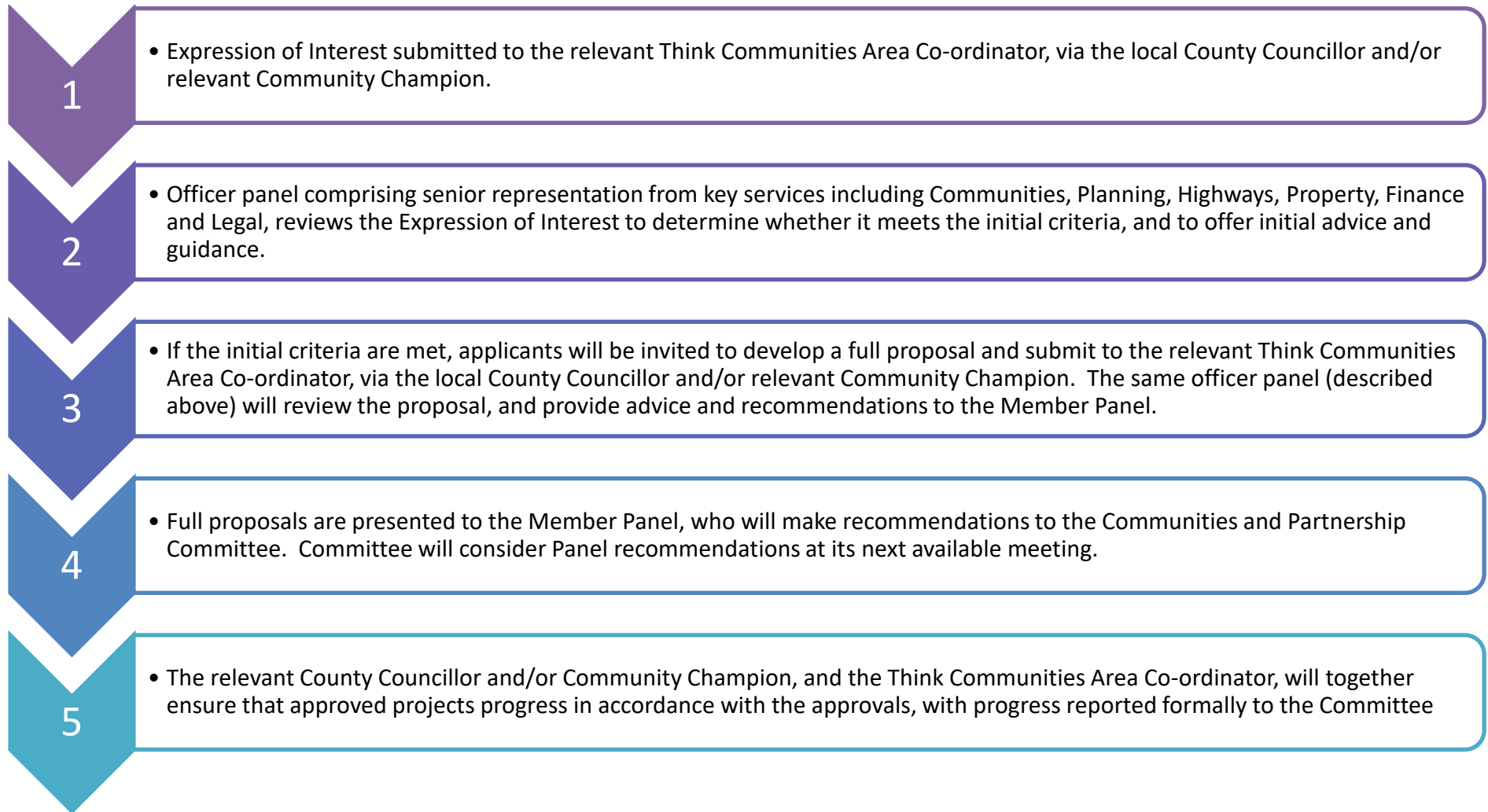
**Please return completed Application forms to:**

[Domenico.Cirillo@cambridgeshirepeterborough-ca.gov.uk](mailto:Domenico.Cirillo@cambridgeshirepeterborough-ca.gov.uk)

**If you have any queries, please contact the CPCA on 01480 277180**

# APPENDIX H

## SUMMARY OF APPLICATION PROCESS FOR CCC £5M COMMUNITIES CAPITAL FUND



## APPENDIX I

### CCC £5m Communities Capital Fund

#### APPROVED SUBMISSIONS (FUNDING AWARDED)

REF	PROJECT NAME	BRIEF DESCRIPTION	CAPITAL FUNDING REQUIRED	MATCH FUNDING	PROJECT MANAGEMENT LEAD	DATE SUBMITTED	COMMENTS
3	March Town Rugby Club	<ul style="list-style-type: none"> <li>New Club House facility</li> </ul>	£194,000	£126,000 – Sport England £TBC – March Rugby Club £TBC – Taylor Wimpy	March Town Rugby Club	30.04.20	£234,000 funding approved
6	West End Park (March)	<ul style="list-style-type: none"> <li>Improve Park Run surface</li> <li>Tarmac path from park entrance to bandstand</li> <li>Enhance junior play area</li> <li>Skate Park Fence</li> </ul>	£75,000	£7,500 – FDC play area funding £2,500 – March Town Council £2,000 – in kind support from CCC	FDC	30.04.20	
8	Estover Park, March	<ul style="list-style-type: none"> <li>Install fencing around whole site</li> <li>Lay pathways and patio</li> <li>Furnish kitchen and café area</li> </ul>	£35,000	£6,000	March Town Council	Not recorded	
10	Tower Hall, Friday Bridge	<ul style="list-style-type: none"> <li>Provide 'fit for purpose' disabled toilet and improve other toilets</li> <li>Install solar panels with battery back up</li> </ul>	£36,000	£3,000 – Tower Hall £3,000 – Elm Parish Council (TBC)	Elm Parish Council	Not recorded	Maximum of £36k will be awarded, subject to confirmation of written quotes and planning permission.
14	Wisbech Market Place Enhancement Scheme	<ul style="list-style-type: none"> <li>Enhancements to Wisbech Market Place</li> </ul>	£150,000	£50,000 - Wisbech Town Council	Wisbech Town Council	01.05.20	
18	Christchurch Outdoor Equipment	<ul style="list-style-type: none"> <li>Details not available</li> </ul>	£15,000	Details not available	Possibly Christchurch Parish Council?	Not recorded	
19	Gorefield Extension to community parish hall	<ul style="list-style-type: none"> <li>Details not available</li> </ul>	£198,000	Details not available	Possibly Gorefield Parish Council?	Not recorded	
7	Wisbech Park – Changing Rooms Conversion	<ul style="list-style-type: none"> <li>Convert existing changing room block into a community arts space</li> </ul>	£240,000	£10,000 – FDC £10,000 - Wisbech Town Council £5,000 (TBC) – Arts Council	FDC	Not recorded	