

LEADER OF THE COUNCIL MEETING

Date: Wednesday 20 July 2022
Time: 12.30 pm
Venue: Maidstone House, King Street, Maidstone

Membership:
Councillors Burton

AGENDA

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| 1. UK Share Prosperity Fund, Local Investment Plan | 1 - 38 |
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INFORMATION FOR THE PUBLIC

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Issued on 12 July 2022

Alison Broom

Alison Broom, Chief Executive

Leader of the Council

20 July 2022

UK Shared Prosperity Fund, Local Investment Plan

Timetable	
Meeting	Date
Economic Regeneration and Leisure PAC	5 July 2022
Communities, Housing and Environment PAC	12 July 2022
Leader of the Council	20 July 2022

Will this be a Key Decision?	Yes
Urgency	Not Applicable
Final Decision-Maker	Leader of the Council
Director	Chief Executive
Lead Officer and Report Author	Angela Woodhouse, Head of Policy, Communications and Governance and Anna Collier, Corporate Insight, Communities and Governance Manager
Classification	Public
Wards affected	All

Executive Summary

The Council has been allocated funding as part of the UK Shared Prosperity Fund. Release of the funding is dependent on submission of a Local Investment Plan (LIP) to the Department of Levelling Up Housing and Communities (DLUHC); DLUHC has provided substantial guidance for the scope of how the funding should be applied, the outcomes it achieves and the profiling of spend. The deadline for submission is 1st August 2022. Work has been undertaken informally with the Cabinet and key partners to create a proposed list of priority projects for the Local Investment Plan the two Policy Advisory Committees whose remit this falls within are being consulted on the proposals prior to decision by the Leader of the Council.

Purpose of Report

Decision

This report makes the following recommendations to the Leader of the Council

1. The planned projects and actions in Appendix Four to the report are approved as the Local Investment Plan for Maidstone.

2. The Head of Policy, Communications and Governance be delegated responsibility to submit the plan to government by 1 August 2022.

1. CROSS-CUTTING ISSUES AND IMPLICATIONS

Issue	Implications	Sign-off
Impact on Corporate Priorities	<p>The four Strategic Plan objectives are:</p> <ul style="list-style-type: none"> • Embracing Growth and Enabling Infrastructure • Safe, Clean and Green • Homes and Communities • A Thriving Place <p>Accepting the recommendations will materially improve the Council’s ability to achieve all our priorities as evidenced in the interventions and outcomes and the objectives of our Recovery and Renewal Plan.</p>	Head of Policy, Communications and Governance
Cross Cutting Objectives	<p>The four cross-cutting objectives are:</p> <ul style="list-style-type: none"> • Heritage is Respected • Health Inequalities are Addressed and Reduced • Deprivation and Social Mobility is Improved • Biodiversity and Environmental Sustainability is respected <p>The report recommendation supports the achievement of the cross-cutting objectives as evidenced in the interventions and outcomes.</p>	Head of Policy, Communications and Governance
Risk Management	Covered in the risk section	Head of Policy, Communications and Governance
Financial	The proposals set out in the recommendation will be funded by the Council’s UK Shared Prosperity Fund (UKSPF) allocation. A funding breakdown can be seen at Appendix Five.	Head of Policy, Communications and Governance

Staffing	The fund allows for up to 4% to be spent each year supporting the delivery of local investment plans. The proposal is that work will be managed with our existing staffing with additional project management support funded through the 4% allowance to be combined with other major project support.	Head of Policy, Communications and Governance
Legal	Acting on the recommendations is within the Council's powers.	Head of Policy, Communications and Governance
Information Governance	The recommendations do not impact personal information (as defined in UK GDPR and Data Protection Act 2018) the Council Processes.	Corporate Insight Communities and Governance Manager
Equalities	The recommendations do not propose a change in service therefore will not require an equalities impact assessment	Corporate Insight Communities and Governance Manager
Public Health	We recognise that the recommendations will have a positive impact on population health or that of individuals.	Head of Policy, Communications and Governance
Crime and Disorder	Some of the projects seek to increase and diversify activity in the town centre and to engage with local people and this complements our strategy to make the town centre a safer place to be.	Head of Policy, Communications and Governance
Procurement	On accepting the recommendations, the Council will then follow procurement exercises as required and in accordance with the Council's financial procedure rules and the rules of the UKSPF	Head of Policy, Communications and Governance
Biodiversity and Climate Change	The implications of this report on biodiversity and climate change will meet the council's commitment to take action to mitigate climate change and promote biodiversity	Head of Policy, Communications and Governance

2. INTRODUCTION AND BACKGROUND

2.1 The UK Shared Prosperity Fund (UKSPF) forms part of a suite of complementary Levelling Up funding. It builds on the competitive Levelling Up Fund and Community Ownership Fund through long term, stable

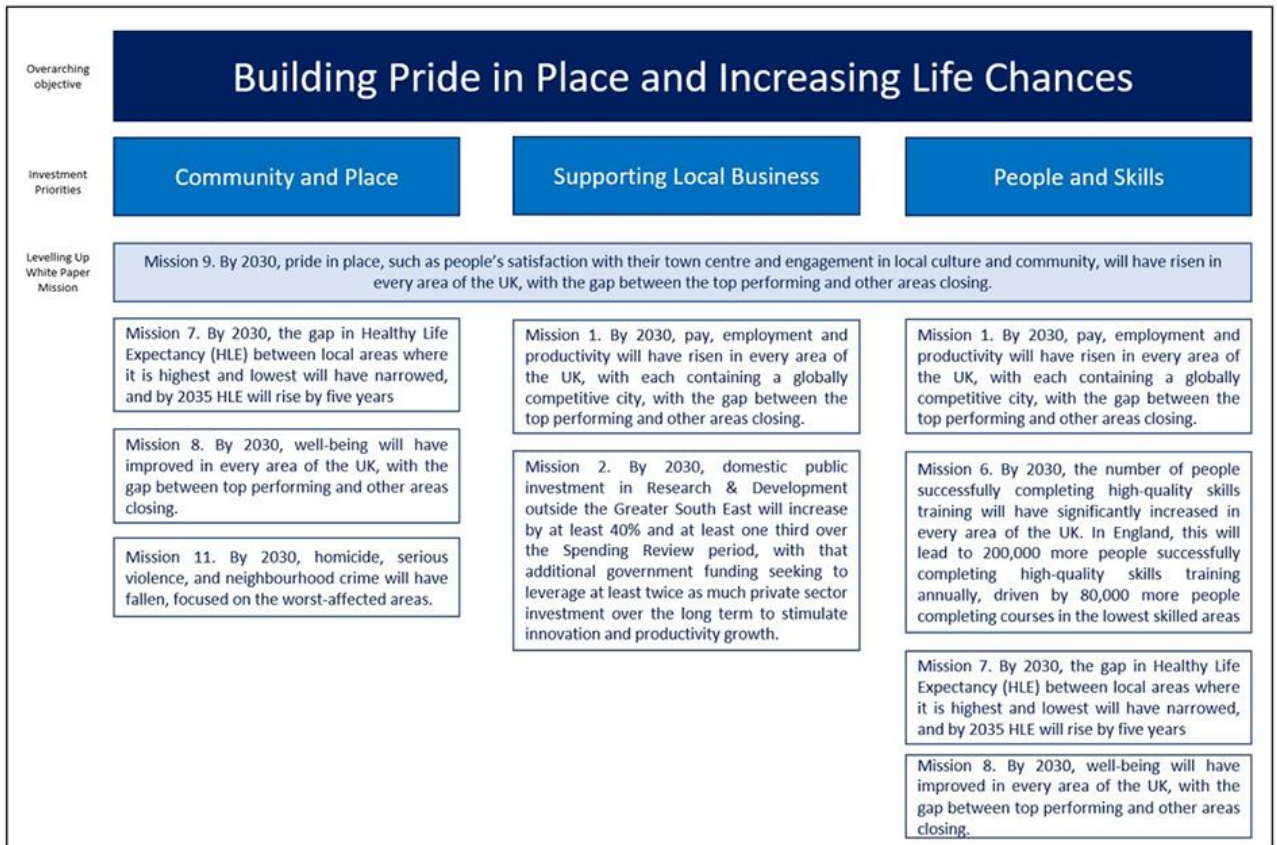
funding, allocated to all places. In England the fund has been allocated at District Level in two tier areas.

Vision and Objectives of the UKSPF

2.2 The UK Shared Prosperity Fund will support the UK Government’s wider commitment to level up all parts of the UK by delivering on each of the four parts of Levelling Up:

- Boost productivity, pay, jobs and living standards, especially in those places where they are lagging.
- Spread opportunities and improve public services, especially in those places where they are weakest.
- Restore a sense of community, local pride and belonging, especially in those places where they have been lost.
- Empower local leaders and communities, especially in those places lacking local agency

2.3 The primary goal of the UK Shared Prosperity Fund is to build pride in place and increase life chances across the UK. This aligns with Levelling Up White Paper missions, particularly: ‘By 2030, pride in place, such as people’s satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between the top performing and other areas closing.’ More detail is set out in the table below.



Funding

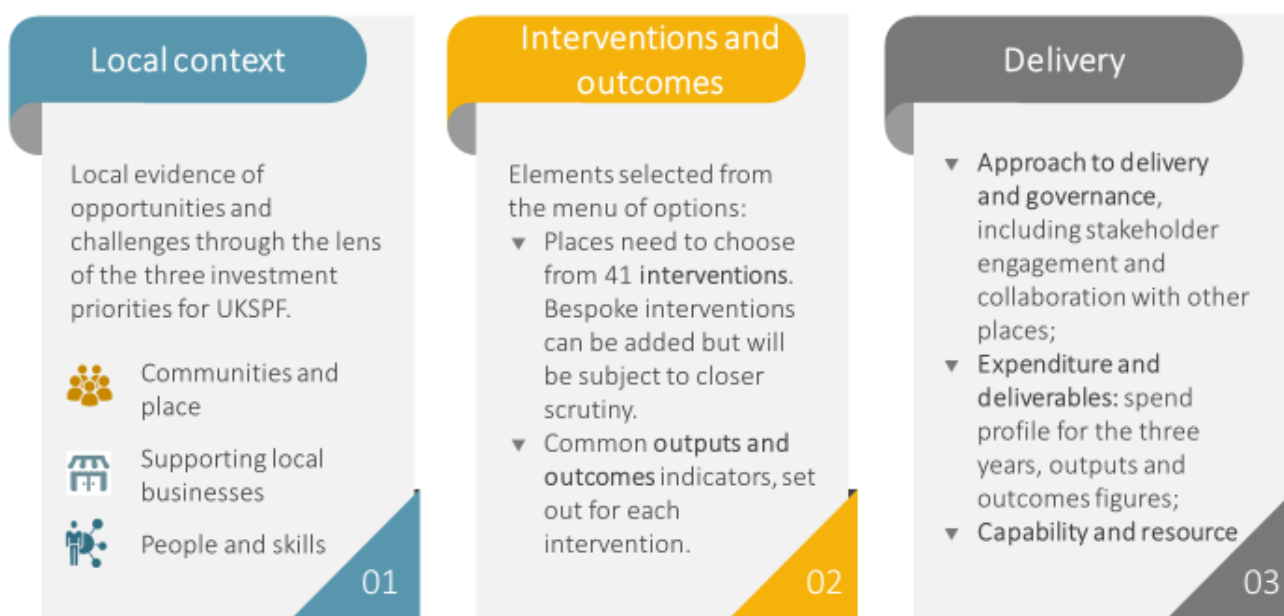
- 2.4 Maidstone has been awarded £1,199,253 to spend over the next three years profiled as follows:

Year	2022/23	2023/24	2024/25
Amount	£145,540	£291,081	£762,632
Support Cost (up to and taken out of in year total)	£5,821.60	£11,643.24	£30,505.28
Minimum Capital Spend out of total	10% £14,554	13% £37,840.53	20% £152,526.40

- 2.5 Release of the funding is dependent on submission of a Local Investment Plan (LIP) to the Department of Levelling Up Housing and Communities (DLUHC); DLUHC has provided substantial guidance for the scope of how the funding should be applied, the outcomes it achieves, the profiling of spend and the split between capital and revenue funding. This does not preclude alternative interventions being put forward in the LIP although to do so would require additional evidence to be included. The deadline for submission is 1 August 2022.

The Local Investment Plan

- 2.6 The local investment plans will feature three broad components:



1. **Local context:** this provides an opportunity for places to set out their local evidence of opportunities and challenges through the lens of the three investment priorities for UKSPF. Please see summary at Appendix One

2. **Selection of outcomes and interventions:** where places identify the outcomes they wish to target based on their local context, and the interventions they wish to prioritise, under each investment priority, from the menu of options. These should be clearly linked to local opportunities and challenges. Interventions and outcomes taken from the UKSPF prospectus have been included in the shortlisting at Appendix Four
3. **Delivery:** this will represent the most detailed stage of the investment plans and is broken down into the following:

- a) Approach to delivery and governance: where places outline the structures and processes that will support the delivery of their chosen interventions. Places will be expected to set out the engagement they have undertaken as part of the development of their Plan, including their engagement with MPs.

MBC has engaged with both MPs and a range of partner organisations to identify the challenges, outcomes and potential project proposals for our Local Investment Plan. Details are set out in paragraph 2.8 below.

It is proposed that strategic oversight is achieved through regular updates to the Executive and regular engagement with the MBC Anchor Institutions Group plus Maidstone MPs

Delivery of the projects will be within existing MBC staff resources complemented by One Maidstone (the Business Improvement District) and Involve Kent, with programme management overseen by The Head of Policy, Communications and Governance. Project management support will be funded through the UKSPF. There will be an operational programme board comprising representatives for each of the delivery partners managed by the Head of Policy, Communications and Governance.

- b) Expenditure and deliverables: detailing what places want to deliver with their investment plan, including the spend profile for the three years of the fund as well as outputs and outcomes figures, and where places have already identified specific projects, they wish to fund under each of the investment priorities.

It is proposed that the MBC Investment Plan focusses on Maidstone Town centre. This is consistent with our Strategic Plan, Our Economic Development Strategy, our associated Covid Recovery and Renewal Plan and complements the objectives of our Community Safety Plan. Appendix Three sets out the range of proposed projects. Given the scale of funding it is proposed to invest in a small number of projects to achieve maximum impact.

- c) Capability and resource: to allow places to outline the resource they have to manage and work on UKSPF, as well as their capability and previous experience of delivering similar funds.

To be completed by Head of Policy, Communications and Governance as part of submission once decisions on the governance and specific projects to be included in the LIP have been made. The projects include feasibility studies, expert support from within the Council and external support from partners.

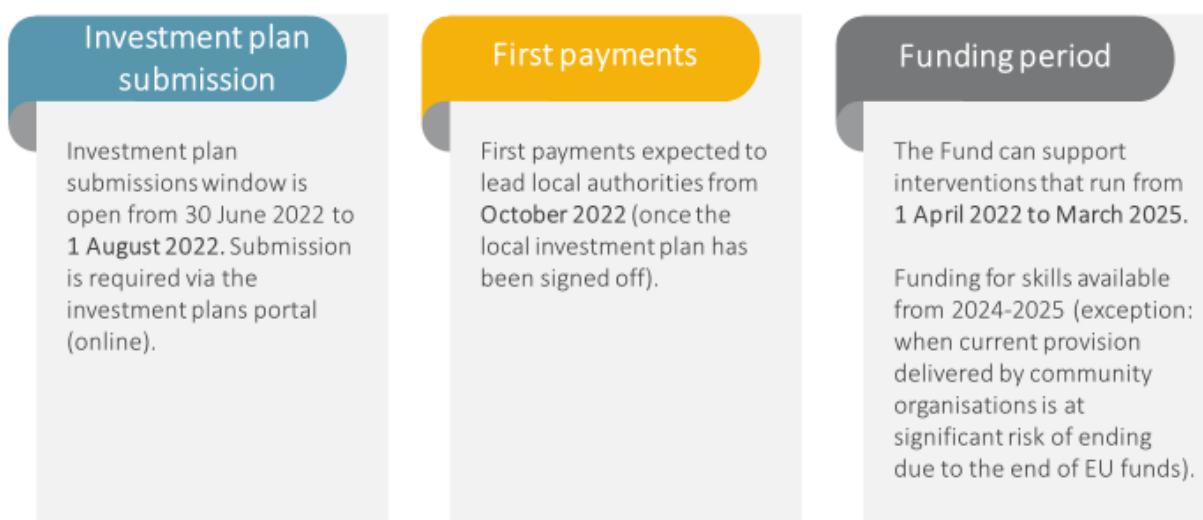
- 2.7 The plan will be submitted via an online platform. The Head of Policy, Communications and Governance has been identified as the lead officer to complete the submission. £20,000 was made available to support development of the investment plan in addition to the UKSPF money. The Council appointed Mutual Ventures, a consultancy with expertise in strategic planning, investment planning and business case development in the public sector to deliver sustainable social, economic, and cultural value to local people, to assist and advise in the development of a plan which will be approved by Government.
- 2.8 To produce a successful plan, lead local authorities are tasked with working with a diverse range of local and regional stakeholders, civil society organisations, employer bodies responsible for identifying local skills plans, and businesses or business representative groups to achieve Fund outcomes in their areas. To achieve this, an event was held with key stakeholders facilitated by Mutual Ventures. This included Kent County Council, Mid Kent College, the police, health partners, the community sector, One Maidstone and a faith group. This engagement enabled us to bring together our Anchor Institutions as proposed in the Town Centre Strategy scoping report presented to and agreed by the Policy and Resources Committee in March 2022. There have been more detailed conversations with our key delivery partners for the LIP following the workshop. Other potential projects identified with our Anchor Institutions will be considered as part of our wider Town Centre Strategy. MBC contributed through officer expertise in housing, community safety, communications, events, biodiversity and climate change, parks, public health, economic development and financial inclusion. Details of this engagement will be set out in our submission.
- 2.9 A summary of the outputs of the workshop can be seen at Appendix Two. Key challenges and opportunities considered were greening in the town centre, creating pride in place, changing the narrative around the town centre to enhance its reputation and creating an attractive and interesting destination. Emphasis was placed on the importance of greater partnership working, improving community infrastructure, and improving mental health.
- 2.10 MPs should provide an advisory role to lead local authorities, reviewing the investment plan prior to submission to UK government for sign-off. Meetings have been held with Helen Grant, MP and Helen Whatley, MP who have both indicated support for the plan and the ideas put forward. The draft plan has been sent to them both for comment and their views will be included in the final report for consideration by the Leader.
- 2.11 Regular discussions have been held with the Executive throughout this process. The Executive have identified their priority for the fund to promote pride in place, through promotion of the Town Centre, local businesses and events including uplifting the quality of spaces and buildings with a strong emphasis on heritage and culture.

2.12 A full list of the 18 projects that have been produced through engagement with the Anchor Institution Group, Members and Officers submitted and considered by the Executive can be seen at Appendix Three. There are too many to be delivered with the amount of funding available and hence officers, in conversation informally with the Executive and our partners, have suggested a prioritised short list of projects.

2.13 The short list of projects and spend per year are at Appendix Four, with an easy read financial breakdown at Appendix Five.

Important Dates

2.14 There are key timescales set out by DLUHC for the submission of the investment plan, timings of the projects and connected funding, this is set out below.



2.15 The timing of shortlisted projects and the period from which they will be funded is set out in Appendix Four and Appendix Five.

2.16 To get the investment plan submitted there is a strict timeline to which we need to adhere.

- Economic Regeneration and Leisure PAC - July 2022
- Communities, Housing and Environment PAC - 12 July 2022
- Leader of the Council decision- 20 July 2022
- Final Submission date – 1 August 2022

2.17 Not meeting the final submission date on the 1 August 2022 may result in losing the funding.

3. AVAILABLE OPTIONS

- 3.1 The short list of projects can be seen below and full details including the correlating interventions as identified by government, outcomes, estimated spend and which year the project falls can be seen at Appendix Four with a summary of spend by year at Appendix Five.
- A. Building Pride in Place through promotion of the Town Centre and Events
 - B. A Safe and Attractive Town Centre achieved through Greening and Lighting, supported by green volunteers
 - C. A Community Arts Hub and Maker Space
 - D. Links from the Town Centre to Lockmeadow - Activity/Outdoor Gym – Callisthenics
- 3.2 The Leader of the Council could choose to revisit the original list of potential projects and propose an alternative shortlist than as shown above at 3.1. This could also include narrowing the current proposed shortlist by removing projects, expanding it to include additional projects or combining projects as has been done already.
- 3.3 It is important to note that if the Leader of the Council chooses to do this, that any recommendation should be made with consideration of the available funds and the profiling of that funding that as set out at 2.4. DLUHC are very clear in their prospectus that funding has to be spent as profiled so we are not able to spend our allocation for future years early. Any spend beyond the in-year allocation would constitute growth to the Council's budget for that year. Any underspend would need to be returned to DLUHC.
- 3.4 The Leader of the Council could choose to a new project or ask for an additional project to be explored. Should the Leader of the Council consider this option then the timeline as set out at 2.14 should be considered as well as the requirement to engage key stakeholders.
- 3.5 Reject Entirely, if the Leader of the Council decides that the Council should not create a Local Investment Plan the Council would risk losing the allocation set out in the UKSPF. If a completely new plan was proposed this would require significant work in a very short space of time, with the final deadline for submission set as 1 August 2022.
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4. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS

- 4.1 It is recommended that the short list of interventions shown at Appendix Four is approved. The interventions have been developed in consultation with key stakeholders with the final list reviewed, developed and supported by Cabinet.
- 4.2 The projects meet the funding allocated by Government and can be delivered within the timescales as required as part of the investment plan.
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5. RISK

- 5.1 The risks associated with this proposal, including the risks if the Council does not act as recommended, have been considered in line with the Council's Risk Management Framework. We are satisfied that the risks associated are within the Council's risk appetite and will be managed as per the Policy.
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6. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK

- 6.1 An event was held with key stakeholders and facilitated by Mutual Ventures. The event was well attended and included representatives from Health, housing associations, KCC, Police, education, faith as well as council officers from Housing, Community Safety, Climate Change, Parks, Health Economic Development and Financial Inclusion.
- 6.2 Meetings have been held with Helen Grant MP and Helen Whatley MP who have both indicated support for the plan and the ideas put forward. The draft plan has been sent to them both for comment and their views will be included in the final report for consideration by the Leader.
- 6.3 Regular discussions have been held with the Executive throughout this process, identifying key priorities to guide discussions with key stakeholders and reviewing the list of identified proposed interventions.
- 6.4 Further feedback has been sought on the draft plan from stakeholders, their feedback reported to PACs if available and to the Leader prior to making the decision.
- 6.5 This issue was considered by the Economic Regeneration and Leisure Policy Advisory Committee on 5 July 2022 and the Committee supported the recommendations of this report. In addition, further requests were made and these are attached at Appendix 6: (draft) Excerpt of the Minutes of Economic Regeneration and Leisure Committee Meeting held on 5 July 2022.
- 6.6 The matter is also due to be considered by the Communities, Housing and Environment Policy Advisory Committee on the 12 July 2022, with the outcome of that Committee's consideration to be reported to the Leader of the Council prior to this decision being taken.
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7. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION

- 7.1 Once approved the Head of Policy Communications and Governance will prepare the Investment Plan with advice and support from Mutual Ventures to ensure a high-quality plan and its submission before the deadline of the 1 August 2022.
- 7.2 Projects planned for the period 2022/23 can be implemented prior to receipt of funding in October 2022. So key officers and the relevant partners will

put plans into action as soon as the projects have been approved by the Leader of the Council for submission as part of the Local Investment Plan.

- 7.3 The Head of Policy, Communications and Governance will appoint the operational programme board chairing the meeting monthly.
- 7.4 It is proposed that strategic oversight is achieved through the MBC Executive and regular engagement with the MBC Anchor Institutions Group plus Maidstone MPs.
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8. REPORT APPENDICES

The following documents are to be published with this report and form part of the report:

- Appendix 1: Evidence of Challenges, the Local Context
 - Appendix 2: Workshop Event Summary
 - Appendix 3: Long List of Interventions
 - Appendix 4: Short List of Projects to form part of the Local Investment Plan
 - Appendix 5: Funding breakdown
 - Appendix 6: (draft) Excerpt of the Minutes of Economic Regeneration and Leisure Committee Meeting held on 5 July 2022.
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9. BACKGROUND PAPERS

None

Summary of the key challenges

Underneath the overarching aim of building pride in place and increasing life chances, there are three UKSPF investment priorities: communities and place; supporting local business; and people and skills.



LOCAL BUSINESS

- Vacancy rates of retail units have risen
- Town Centre footfall has dropped
- Town Centre footfall at night-time is low and falling



PEOPLE AND SKILLS

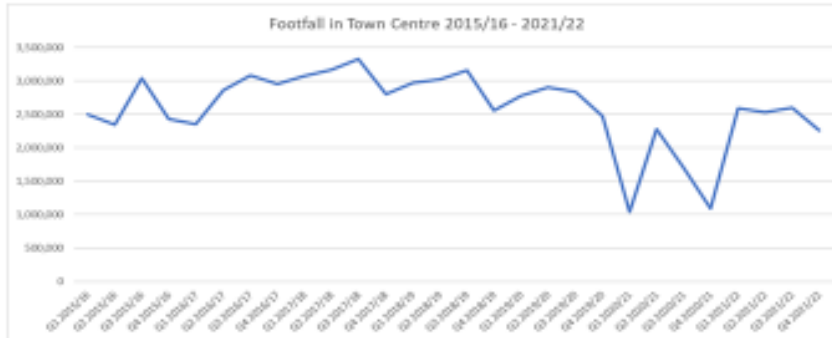
- Relatively high numbers of people on universal credit living in High Street.
- Relatively high numbers of people on Employment and Support allowance.



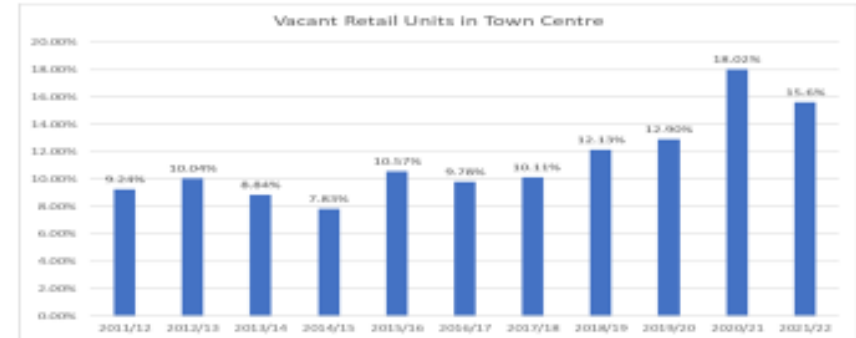
COMMUNITIES AND PLACE

- Reduction in the use of local services.
- Falling pride of place and people's happiness.
- People generally do not feel safe using the town centre at nighttime
- Residents have noticed an increase in the number of people using illegal substances in public.

Local business - challenges



Town Centre footfall has dropped from a peak of c3.25m in 2017/18 to 2.25m in 2021/22.



Vacancy rates of retail units have risen from 9.24% in 2011/12 to 15.6% in 2021/22.

14

Town Centre visits

69%

People said they visit the Town Centre during the day either weekly or more frequently

15%

Said they visit the Town Centre during the night at least weekly

39%

Over 75's year olds and disabled people don't visit during the night.

People and skills - challenges



PEOPLE AND SKILLS

- Significantly higher numbers of Universal Credit claimants in High Street – 1,835, which represents 15% of the total 11,350 residents.
- Higher numbers of people on Employment and Support Allowance.
- Highest numbers of people on Income Support in Park Wood and Shepway North.

Qualifications (2020)



Communities and place – key challenges

People feel less satisfied living in Maidstone...

Grant Thornton Sustainable Growth Index: community, trust and belonging (2019)

Maidstone's is ranked

172nd

out of 324 local authority areas



They are using public infrastructure less...

	2019		2021
Museum visits	78,029	↓	33,490
Leisure centre	758,290	↓	275,091

And do not feel safe in the town centre, especially at night

80% said they do not feel safe visiting the Town centre at night time

32% of young people feel least safe in the town centre

Surveys found that the three least safe areas of Maidstone were identified as:

- Town Centre
 - Brenchley Gardens
 - Week Street
- (all town centre locations)



Satisfaction with local area as a place to live

Workshop Event Summary

Attendees

- One Maidstone
- NHS
- Mid Kent College
- Golding Homes
- KCC
- Police
- Faith leader
- MBC reps – Housing, Community Safety, Climate Change, Parks, Health Economic Development, Financial Inclusion, Town Centre Strategy

Summary of Identified Challenges and Opportunities

- Its about the tone of the high street
- Footfall and dwell time.
- Decline in satisfaction in place
- Growth in poor mental health and its impacts e.g. employability
- Working poor – struggling and at risk
- Out of area placements
- Pollution and flooding long term climate impact
- Importance of green spaces for aesthetics and health.

Identified Outcomes

Green and Environment	Health Skills and Inclusion	Footfall Pride and Safety
Identity of 15 minute neighbourhood – carbon neutral	Strong and welcoming community	Increase footfall and reduction in vacancy rates
Improving Climate Change resilience	Access to services in one place	Increase in pride in place for those who live , work and visit
Lifting the quality of existing green and open space	Holistic approach through partnership working	Increase in people feeling safe.

Potential Interventions – ideas longlist by category

Local Business

- Arts hub located in the Town Centre using existing vacant building
- Regular festival or event organised by the Council. Council to provide seed funding which would decrease as event generates additional income in future years. Consideration of an arts sculpture trail

People and Skills

- Green skills training, linked to potential development of green space, working with Medway Valley Countryside Partnership.
- Arts Hub in Town Centre

Communities and Place

- New green space located on the top of the Town Centre car park
- Uplifting current green spaces throughout the Town and Town Centre to make Maidstone more attractive to residents and visitors, including outdoor gym equipment along the river
- Activate and animate – well being project using Brenchley Gardens
- Focused financial inclusion collaboration to help vulnerable people in the town centre, sharing data to identify and target support.
- Health hub in Town Centre – integrated care provided by multidisciplinary teams as a walk in facility

Potential Interventions – priority listing

High Priority and Strong Strategic Fit

- **New green space on the roof of the existing car park in the Town Centre. Use of the space could incorporate community activities, commercial activities and green initiatives.**
- **Green skills training – linked to the above (and potentially making use of the physical space) investing in green skills training for Maidstone.**
- **Uplift of existing parks green space throughout the town centre to make the area more appealing to residents and visitors. Research shows close links between green space and improved health and wellbeing outcomes.**
- **New annual event (or events) programme aimed at drawing more visitors to Maidstone. This could include a sculpture trail of iguanodons linked to parks. Whilst a highly popular idea this will require significant logistical support from the Council and is likely to cost more than just the UKSPF allocation.**

Medium Priority

- Improved night-time economy through partnership with local faith groups to align to existing priorities.
- Improved community outreach and information sharing with target groups
- Arts hub located in Town Centre, making use of existing venues
- 'Go Green' information centre, with businesses demonstrating green ideas and technology to residents.

Low Priority, too expensive or poor strategic fit

- Integrated Health & Wellbeing drop in centre located in the Town Centre or using the Trinity building

Appendix Three

Interventions Proposals

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
One	Activate and Animate for wellbeing - held in Brenchley Gardens, Trinity Park, Fairmeadow, Amphitheatre Commit to ongoing spring/ summer Olympia boxing scheme at Brenchley Gardens – outreach to young people supporting Youth Service outreach work. Install outdoor table tennis equipment at Trinity Park and Brenchley Gardens Annual series of Wellbeing Sessions across town location : morning and lunchtime Tai Chi, Mediation, Yoga. Coaching sessions at new Fairmeadow fitness station – 5pm – 6pm.	E3: Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces.	£200,000	Increased footfall Increased visitor numbers Increased use of cycleways or paths Jobs created Improved perception of facilities/amenities Increased users of facilities/amenities Improved perceived/experienced accessibility	
Two	Activity/Outdoor Gym – Callisthenics - Fairmeadow Riverside spaces. Provides a free to use outdoor gym experience – a destination from town centre and for walkers and joggers on towpath; synergy with nearby boat café. Activation of open spaces that have potential to increase footfall, improve health outcomes, provide a focus and identity for Fairmeadow. If space allows additional provision of interactive equipment that provide an element of competition/gamification of fitness. Space would provide for coaching and training providers to develop their business.	E3: Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces.	£106,500	Increased footfall Increased visitor number Increased use of cycleways or paths Jobs created Improved perception of facilities/amenities Increased users of facilities/amenities Improved perceived/experienced accessibility	In Suggested shortlist
Three	Arts Hub - The Project: Community Arts Hub & Maker Space Utilise an empty unit/building in the town centre and repurpose to provide: • Low cost exhibition space for	E6: Support for local arts, cultural,	£50,000	Jobs created Jobs safeguarded Increased footfall	In Suggested shortlist

Appendix Three

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
	<p>local artists and creatives• Space to deliver arts activities and workshops for the local community• Retail area where creatives can hire a shelf/unit to sell their products• Space for community arts groups to meet/rehearse (e.g. local choirs)• 6 – 8 low-rent studios for use by local artists and creatives• Mix of clean and messy studio spaces• Informal meeting area(s) to facilitate networking and collaboration• Potential to employ an ‘artist in residence’ to lead activities or to work with different artists/groups to deliver• Focal point for arts in the town• Base for town centre events and festivalsArtists and creatives can be offered discounted hire rates in exchange for giving some of their time to lead workshops and/or help manage the facility.If the right premises can be identified there is potential to enhance the offer to include small-scale theatrical productions/music performances/open-mic sessions/comedy nights/poetry readings, etc. which could also contribute to the early evening and night-time economy.</p>	<p>heritage and creative activities.</p>		<p>Increased visitor numbers Improved engagement numbers Improved perception of facilities/amenities Number of community-led arts, cultural, heritage and creative programmes as a result of support Improved perception of events</p>	
<p>Four</p>	<p>Beam - Scheme which enables councils, communities and employers to support those who are homeless or at risk of homelessness Purchase of a system – BEAM which enables councils, communities and employers to support those who are homeless or at risk of homelessness through a caseworker who works on a support plan and the community supports through donation and support and through this they are supported into work, long term accommodation. This process removes barriers to sustaining housing.Employment Support includes• Budgeting, Identifying a suitable career path and related job training, Support with CV and job applications, Interview preparation Access to employer partners Laptops, mobile phones, wifi, Clothes and travel Childcare</p>	<p>E33: Employment support for economically inactive people:</p>	<p>60,000 - £80,000</p>	<p>Number of economically inactive individuals in receipt of benefits they are entitled to following support Increased active or sustained participants of UKSPF beneficiaries in community groups (and/or) increased</p>	<p>Project can be funded from alternative sources</p>

Appendix Three

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
	<p>costsHousing Support includes• 1:1 budgeting and affordability sessions, Tenancy training, Tenancy search support, Landlord introductions and management for 12 months, Rental deposit, plus 1st months rent advance, Basic home furnishings, Moving van costs</p>			<p>employability through development of interpersonal skills Increased proportion of participants with basic skills (English, maths, digital and ESOL) Number of people in supported employment (and) number of people engaging with mainstream healthcare services Number of people sustaining engagement with keyworker support and additional services Number of people engaged in job-searching following support</p>	
Five	<p>Go green info centre - Pop up, walk in community information centre for residents to access information and see real world solutions to help them become more sustainable. People who are confused, sceptical or don't know where to start can drop by for advice, resources, and to see sustainable solutions, products and services already other there that can help them become more sustainable. Local sustainable businesses are invited to</p>	<p>E13: Community measures to reduce the cost of living, including through measures to</p>	<p>£150,000 - £200,000</p>	<p>Number of people reached Number of organisations receiving financial support other than grants Number of</p>	<p>Pilot due to go live, limited link to intervention. If successful potential to</p>

Appendix Three

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
	showcase and demonstrate their goods and services for free to reach local people and create clarity and confidence in making greener choices. Where possible the centre will also be used for events, talks and coincide with other climate and biodiversity campaigns subject to funding and staff/expert availability	improve energy efficiency, and combat fuel poverty and climate change.		organisations receiving grants Number of organisations receiving non-financial support Number of households receiving support Number of households supported to take up energy efficiency measures Greenhouse gas reductions Increased take up of energy efficiency measures	be funded elsewhere
Six	Green Walls for Pride in place and improved mental well being -Enhancing Greenery in Town Centre - Green/Living Walls for Pride in place and improved mental well being. Numerous viable greening initiatives have been scoped in Maidstone Town Centre to improve green aesthetics, create biodiversity corridors, and mitigate the impacts of climate change. For example, two areas have been scoped as viable for large scale green or living walls, and the High Street area of Maidstone Town Centre has been accessed in terms of planting additional urban trees/hedge rows, Installing Large Tree Planters in pedestrianised areas to allow for continued access and flexibility.	E3: Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces.	£150,000 - £200,000	Increased footfall Increased visitor numbers Increased use of cycleways or paths Jobs created Improved perception of facilities/amenities Increased users of facilities/amenities Improved perceived/experienced accessibility	Project can be funded from alternative sources

Appendix Three

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
Seven	Health and Wellness Centre/ developing trinity foyer		TBC		Project can be funded from alternative sources
Eight	Kent Downs Area of Outstanding Natural Beauty		147,200		Project rejected across Kent
Nine	Lighting the Town Centre creating a safe space and making the most of our lovely buildings.	E1: Funding for improvements to town centres and high streets, including better accessibility for disabled people, including capital spend and running costs.E5: Design and management of the built and landscaped environment to 'design out crime'.	TBC	Jobs created Jobs safeguarded Increase footfall Increased visitor numbers Reduced vacancy rates Greenhouse gas reductions Improved perceived/experienced accessibility Improved perception of facilities/amenities	In Suggested shortlist
Ten	Maidstone's Green Team; a volunteer programme for people experiencing mental health issues who live in the town centre to undertake practical outdoor activity focused on nature and horticulture. The Team would be supported and led by a professional therapeutic	E35: Activities such as enrichment and volunteering to improve	£60,000-£80,000	Number of people supported to participate in education	In Suggested shortlist

Appendix Three

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
	<p>horticulture specialist, providing training and support to build skills and confidence. The Team will maintain and improve green spaces in the town centre (council/ partners/ privately owned) contributing to improved place, sense of pride and belonging. This will be promoted and celebrated to improve wider public perception of new residents.</p>	<p>opportunities and promote wellbeing.</p>		<p>Number of volunteering opportunities supported Number of people taking part in work experience programmes Increased number of people familiarised with employers' expectations, including, standards of behaviour in the workplace Fewer people facing structural barriers into employment and into skills provision</p>	
<p>Eleven</p>	<p>To support and promote new and existing arts and culture events in Maidstone Town Centre to help establish the pride of place and create an image of what Maidstone is known for. Through</p> <ul style="list-style-type: none"> • Advertisement of existing planned events for 2022/23 • Support new and existing activities in the Town Centre through the creation of a grant pot for new events • Purchase of specialist equipment for events in order to be able to support new events and commissioned events • Hire of Freelance event organiser to plan 3 events for 2023/24 including; Harvest Food Festival and Christmas Market. 	<p>E6: Support for local arts, cultural, heritage and creative activities.</p>	<p>£300,000- £400,000</p>	<p>Jobs created Jobs safeguarded Increased footfall Increased visitor numbers Improved engagement numbers Improved perception of facilities/amenities Number of community-led</p>	<p>In Suggested shortlist</p>

Appendix Three

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
	<ul style="list-style-type: none"> • Fund the Light Up Festival in February 2023 * Working with faith partners to ensure cultural events for all communities year round 			arts, cultural, heritage and creative programmes as a result of support Improved perception of events	
Twelve	Multi-storey car park roof top Green Space/Park/Events Area (The Mall Car park Maidstone Town Centre)	E3: Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces.	£50,000-£150,000	Increased footfall Increased visitor numbers Increased use of cycleways or paths Jobs created Improved perception of facilities/amenities Increased users of facilities/amenities Improved perceived/experienced accessibility	Concerns regarding limited impact
Thirteen	Mini Iggy Trail- a quiet Invasion of Iguanodons! Purpose of this trail is to introduce residents /visitors to the town centre offer of parks , open spaces , town centre features, history with a unique fun, tiny sculptural trail of 'Iggies'. The trail can be promoted from Maidstone's 'Mother Iggy' at Maidstone East – promotional material available through the Museum and online. Each park would have a unique resin-bronze mini Iggy discretely placed at each location and definitely not placed in full view ie. Create an element of discovery but the character of the area is retained to the general public. Suggested	E3: Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with	£60,000	Increased footfall Increased visitor numbers Increased use of cycleways or paths Jobs created Improved perception of facilities/amenities Increased users of facilities/amenities	In Suggested shortlist

Appendix Three

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
	size 30-35cm tall.Project lends itself to social media posts photos, collecting a full set , education pack. It is accessible , free and inclusive and can be used at the simplest level by small children yet also provide a means to engage with adults Each Iggy can have it's own tale to tell about the area , it's history , or provide a creative writing platform . They can be utilised for seasonal events too.	incorporating natural features into wider public spaces.		Improved perceived/experienced accessibility	
Four-teen	The One You Kent Service is a health improvement service aiming to help adults across the county avoid future diseases caused by modern day life. One You' aims to encourage adults to take control of their health to enjoy significant benefits in life expectancy and healthy life expectancy. Everyday habits and behaviours, such as eating too much unhealthy food, drinking more than is recommended, continuing to smoke and not being active enough, are responsible for around 40% of all deaths in England.Healthy changes start with little changes. Whether you want to lose weight, get active, quit smoking, or just feel better about life One You Kent is here to support YOU.The Interactive Health Kiosk is an invaluable tool to check the health of your workforce, community, organisation or individual. The Health Kiosk is portable, quick, easy to use and delivers immediate confidential results. Taking a Health MOT can take from as little as 8 minutes enabling users to self-test key indicators of their general health and wellbeing and walk away with an anonymous printout of their results with a comparison to medical accepted standards. The Interactive Health Kiosk is effective as an early warning system for potential health problems such as high blood pressure.The Health MOT Roadshow is a mobile unit designed to deliver health MOTs to individuals. Targeting areas of health inequality, the Roadshow enables	E15: Investment and support for digital infrastructure for local community facilities.	TBC	Greater engagement as a result of support Improved perception of facility/infrastructure project	Project funded from elsewhere

Appendix Three

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
	<p>members of the community to have one-to-one sessions with trained staff and use of Wellbeing People’s Interactive Health Kiosk. The Recalibrate Wellbeing® Programme is an online coach-led course that promotes behavioural change. This 12-week wellbeing programme focuses on 4 key elements that bring about transformational and sustainable results: Mindset, Nutrition, Movement & Lifestyle</p>				
Fifteen	<p>Promoting the Town Centre to Increase Pride in the Borough - Create and Establish a Brand for Maidstone Town Centre—so that residents, businesses and visitors identify with what Maidstone stands for. To do this we will commission an external expert agency to create a brand and communications strategy e.g. Love Ashford and Love where you live. This will include engagement and reach on social media. Improve and Increase our digital presence• Temporarily increase expertise on digital reach – either commission or hire expertise to improve our digital presence and maximise brand impact. It is vital now more than ever to keep the innovative communication going through social media platforms and take advantage of local marketing campaigns to build brand awareness and reach a wider audience both locally and from new visitors to their high street. • A Digital High Street – create a dedicated website for Maidstone Town Centre to include places to stay, things to do, shopping, food and drink, latest events, venue hire, travel and parking. Example - first one launched in Ashford (www.loveashford.com) promotes everything that is happening in the town centre. This type of website that could be created include Canterbury / Herne Bay – https://www.canterbury.co.uk/homepage/48/buy_in_the_bay Borough Insight - a dedicated edition of the magazine focusing on shopping, food and drink, events,</p>	<p>E8: Funding for the development and promotion of wider campaigns which encourage people to visit and explore the local area. E17: Funding for the development and promotion (both trade and consumer) of the visitor economy, such as local attractions, trails, tours and tourism products more generally.</p>	£150,000	<p>Increased footfall Increased visitor numbers Increased number of web searches for a place Reduced vacancy rates</p>	<p>In Suggested shortlist</p>

Appendix Three

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
	venue hire, travel and parking in the Town Centre. One edition annually Creating inward investment brochures – Maidstone a premiere town to get people to come in to invest Promotional Video created– create positive images of Maidstone that can be used online– for leisure, business, communities, homes, shops, restaurants, parks and heritage. There are a huge number of activities coming up in July 2022 that would showcase the town centre – needs to be captured so it can be used in future years as well as capturing future events so a video that can be added too and clipped as needed depending on promotion purpose.				
Sixteen	Royal British Legion Industries, delivery of the Building Better Opportunities Projects		TBC		Insufficient information supplied – appears out of area
Seventeen	Targeted financial inclusion projects/targeted community outreach - Targeted project work focused on an identified area of concern – for example looking at financial uptake in certain groups, like pensioners/or families struggling with fuel/food poverty, as well as projects where it is the actual benefit that we are trying to promote/increase, like Council Tax Support or Free School Meals(FSM)/Healthy Start Vouchers. With this sort of project you can also concentrate on certain areas within the borough, that we know struggle with deprivation, like Parkwood/Shepway.It would be a great opportunity to work collaboratively with other agencies, NHS/Housing Associations/DWP/Local Schools/Charities and Local Communities. The dream project if we had resources would be to complete a project where we could pool the data held with our partners, concentrate on a specific area – for example Council Tax Support Take UP, and	E13: Community measures to reduce the cost of living, including through measures to improve energy efficiency, and combat fuel poverty and climate change.	TBC	Number of people reached Number of organisations receiving financial support other than grants Number of organisations receiving grants Number of organisations receiving non-financial support Number of households receiving support	Project can be achieved through alternative means

Appendix Three

Ref	Project	Related Intervention	Estimated cost	Outcomes	Feedback
	<p>each resident that we are in contact with is provided with a holistic review of their needs. So not only are we getting Council Tax Support uptake, but if there is a need we refer for any additional benefits, complete applications for FSM, refer for digital uptake and any other support.</p>			<p>Number of households supported to take up energy efficiency measures Greenhouse gas reductions Increased take up of energy efficiency measures</p>	
Eigh-teen	<p>Young Person GREENSKILLS volunteer Programme Work with our project partners at Medway Valley Countryside Partnership to create a supported environmental volunteering and learning programme specifically targeted towards 16-20 years olds . There is an appetite amongst this cohort of young people to want to take action for their environment and for biodiversity and other drivers such as Duke of Edinburgh Awards and National Citizen Service create a desire to seek out suitable long term volunteering opportunities. Session would run 40 weeks of the year in sync with academic year – 9.30- 12.30 every Saturday at a location listed above or close environs facilitated by experienced staff from MVCP who would provide tools, gloves , leadership, insurance and risk management. Tasks would range from litter removal, habitat creation and management, making and installing nest boxes, environmental art, planting trees and gardening. Engagement with young people to create tangible positive outcomes in the townscape, builds self-esteem, builds connections and pride in one’s home town and a greater understanding of how to be an active citizen for the ‘now’ and into the future.</p>	<p>E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places.</p>	£22,000	<p>Improved engagement numbers Volunteering numbers as a result of support</p>	<p>In Suggested shortlist</p>

Final Shortlist of Interventions

Project	Intervention	2022/2023	2023/2024	2024/2025	Outcomes (taken from Government Guidance)
<p>Project A - Building Pride in Place through promotion of the Town Centre and Events. (original projects eleven, Thirteen and Fifteen combined):</p> <p>Actions and Costs:</p> <ul style="list-style-type: none"> •Creative communities funds for local organisations and groups to support events £30,000 per annum •Festive Trail event – working with One Maidstone to create a festive trail to run through the Town Centre from the last week of November through to December £20,000 in year 1 •Advertising budget to promote events across all channels £20,000 per annum •Borough Insight Events and Town centre focussed £25,000 per annum •Events Expertise to develop bespoke events £5,000 in year 1 and £20,000 in year 2 and year 3 •Promotional video for business and events in TC £10,000 year 1, £5,000 years 2 and 3 •Equipment purchase to support events £10,000 year 1 and £20,000 year 3 •Iggy Sculpture Trail, £60,000 in year •Arts Carnival £20,000 in year 2 and 3 – making the July event bigger than present this will include engaging more schools and community groups with 	<p>E1: Funding for improvements to town centres and high streets, including better accessibility for disabled people, including capital spend and running costs.</p> <p>E5: Design and management of the built and landscaped environment to 'design out crime'.</p> <p>E6: Support for local arts, cultural, heritage and creative activities.</p> <p>E3: Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces.</p>	<p>£120,000</p>	<p>£175,000</p>	<p>£180,000</p>	<p>Jobs created Jobs safeguarded Increased footfall Increased visitor numbers Improved engagement numbers Improved perception of facilities/amenities Number of community-led arts, cultural, heritage and creative programmes as a result of support Improved perception of events Increased footfall Increased use of cycleways or paths Increased users of facilities/amenities Improved perceived/experienced accessibility</p>

Appendix Four

Project	Intervention	2022/2023	2023/2024	2024/2025	Outcomes (taken from Government Guidance)
<p>the creative workshops as well as potentially adding a skills training scheme for emerging local artists and producers to create a stronger, lasting legacy.</p> <ul style="list-style-type: none"> • Partner for Elmer 2, £60,000 in year 3 					
<p>Project B - A Safe and Attractive Town Centre achieved through Greening and Lighting (Original Projects Six, Nine, Ten and Eighteen): have been combined for exploration through a feasibility study in year 1, £20,000 before any works are approved. The feasibility study will be combined with other work required for the Town Centre Strategy so the amount allocated reflects the study being partly funded from the TCS allocation</p> <p>Project C - Ten and Eighteen combined: Green Volunteering Project to Improve Town Centre Green Spaces, Increase Volunteering and Improve Wellbeing</p> <p>the remit has been widened to provide volunteering to all age groups.</p> <p>A volunteering project will be commissioned externally through Involve this will be supported by our parks and open spaces manager</p>	<p>E1: Funding for improvements to town centres and high streets, including better accessibility for disabled people, including capital spend and running costs.</p> <p>E3: Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces.</p> <p>E5: Design and management of the built and landscaped environment to 'design out crime'.</p> <p>E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places</p>	<p>£20,000</p>	<p>£60,000</p>	<p>£440,000</p>	<p>Increased footfall Increased visitor numbers Jobs created Improved perception of facilities/amenities Increased users of facilities/amenities Improved perceived/experienced accessibility Jobs safeguarded Reduced vacancy rates Number of people supported to participate in education Number of volunteering opportunities supported Number of people taking part in work experience programmes Increased number of people familiarised with employers' expectations, including, standards of behaviour in the workplace Fewer people facing structural barriers into employment and into skills provision</p>

Appendix Four

Project	Intervention	2022/2023	2023/2024	2024/2025	Outcomes (taken from Government Guidance)
<p>50 volunteers per annum</p> <p>Cost breakdown, £60,000 in year 2 and 3: Salary of Horticultural Therapist- £35k including oncosts. Project Leader (Vol recruitment, support, coordination and identification and management of sites) £20k (part time role, includes on costs)</p> <p>Contribution towards materials, plants, tools, insurance, health and safety, rent for storage, use of vehicle, recruitment and management costs £5k. Involve will also match fund £15k per year</p> <p>Project will begin in council owned/leased or accessed sites in the town centre, with plans for future sites to be taken on as the scheme grows to unloved sites in the town centre, e.g. Fairmeadow</p>	<p>E35: Activities such as enrichment and volunteering to improve opportunities and promote wellbeing.</p>				<p>Improved engagement numbers Volunteering numbers as a result of support</p>
<p>Project C - A Community Arts Hub & Maker Space (Original project three)</p> <p>Utilise an empty unit/building in the town centre and repurpose to provide:</p>	<p>E6: Support for local arts, cultural, heritage and creative activities.</p>		<p>£5,000</p>	<p>£45,000 est</p>	<p>Jobs created Jobs safeguarded Increased footfall Increased visitor numbers Improved engagement numbers</p>

Appendix Four

Project	Intervention	2022/2023	2023/2024	2024/2025	Outcomes (taken from Government Guidance)
<ul style="list-style-type: none"> • Low cost exhibition space for local artists and creatives • Space to deliver arts activities and workshops for the local community • Retail area where creatives can hire a shelf/unit to sell their products • Space for community arts groups to meet/rehearse (e.g. local choirs) • 6 – 8 low-rent studios for use by local artists and creatives • Mix of clean and messy studio spaces • Informal meeting area(s) to facilitate networking and collaboration • Potential to employ an ‘artist in residence’ to lead activities or to work with different artists/groups to deliver • Focal point for arts in the town • Base for town centre events and festivals. Artists and creatives can be offered discounted hire rates in exchange for giving some of their time to lead workshops and/or help manage the facility <p>If the right premises can be identified there is potential to enhance the offer to include small-scale theatrical productions/music performances/open-mic sessions/comedy nights/poetry readings, etc. which could also contribute to the early evening and night-time economy. A site appraisal to identify the best space will be undertaken in 2023/24, and work may begin that year on the space – budget dependent</p>					<p>Improved perception of facilities/amenities Number of community-led arts, cultural, heritage and creative programmes as a result of support Improved perception of events</p>

Appendix Four

Project	Intervention	2022/2023	2023/2024	2024/2025	Outcomes (taken from Government Guidance)
<p>Project D - Links from the Town Centre to Lockmeadow - Activity/Outdoor Gym – Callisthenics – (original project two</p> <p>It is a good idea to provide facilities/activities to draw people between the town centre and Lockmeadow; the play equipment recently installed at Lockmeadow has been very popular.</p> <p>Fairmeadow Riverside spaces. Provides a free to use outdoor gym experience – a destination from town centre and for walkers and joggers on towpath; synergy with nearby boat café.</p> <p>Activation of open spaces that have potential to increase footfall, improve health outcomes, provide a focus and identity along with an opportunity to uplift the area and renew existing facilities in the area.</p> <p>If space allows additional provision of interactive equipment that provide an element of competition/gamification of fitness. Space would provide for coaching and training providers to develop their business.</p>	<p>E3: Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces.</p>		<p>£40,000</p>	<p>£66,500</p>	<p>Increased footfall Increased visitor number Increased use of cycleways or paths Jobs created Improved perception of facilities/amenities Increased users of facilities/amenities Improved perceived/experienced accessibility</p>

Project	2022/2023	2023/2024	2024/2025	Total
Projects A - Building Pride in Place through promotion of the Town Centre and Events.	£120,000	£175,000	£180,000	£475,000
Project B - A Safe and Attractive Town Centre achieved through Greening and Lighting supported by volunteering	£20,000	£60,000	£440,000	£520,000
Project C - A Community Arts Hub & Maker Space		£5,000	£45,000	£50,000
Project D - Links from the town centre to Lockmeadow - Activity/Outdoor Gym – Callisthenics –		£40,000	£66,500	£106,500
Total Projects	£140,000	£280,000	£731,500	£1,151,500
Total Project Management	£5,821.60	£11,643.24	£30,505.28	£47,970
Total Spend	£145,822	£291,643	£762,005	£1,199,470
Government Planned Spend	£145,540	£291,081	£762,632	£1,199,253
Difference	-£282	-£562	£627	-£217

Total Check

£1,151,500

£1,199,470

MAIDSTONE BOROUGH COUNCIL

**ECONOMIC REGENERATION AND LEISURE
POLICY ADVISORY COMMITTEE**

**(DRAFT) EXCERPT OF THE MINUTES OF THE MEETING HELD ON 5
JULY 2022**

30. UK SHARED PROSPERITY FUND, LOCAL INVESTMENT PLAN

The Leader of the Council introduced a report setting out a proposed list of priority projects for inclusion in the Local Investment Plan to be submitted to the Department of Levelling Up Housing and Communities for approval prior to release of the funding allocated to the Council from the UK Shared Prosperity Fund (£1,199,253). The Leader of the Council advised the Committee that:

- The deadline for submission of Local Investment Plans was 1 August 2022 and failure to meet the deadline might result in the loss of the funding.
- It was important to choose projects carefully to maximise the impact and benefits for residents. It was proposed that the Local Investment Plan should focus on Maidstone Town Centre with an emphasis on:
 - A. Building Pride in Place through promotion of the Town Centre and Events.
 - B. A Safe and Attractive Town Centre achieved through Greening and Lighting.
 - C. A Community Arts Hub and Maker Space.
 - D. Links from the Town Centre to Lockmeadow – Activity/Outdoor Gym - Callisthenics
- The funding had been profiled to be spent over the next three years.
- Meetings had been held with Helen Grant MP and Helen Whatley MP who had both indicated support for the Local Investment Plan and the ideas put forward.

Councillor Jeffery (Visiting Member) addressed the Committee identifying (a) other issues that the Council could help mitigate (the cost-of-living crisis, fuel resources, pollution, waste, climate change and biodiversity etc.) and (b) other areas that might be addressed including safety and the night-time economy with a move potentially to an evening economy, promotion of fifteen-minute neighbourhoods, greening initiatives at Lockmeadow, promoting locally owned businesses and access to the town centre from west Maidstone for pedestrians and cyclists.

The Leader of the Council wished to emphasise that delivery of the projects would run alongside bids for Safer Streets funding and Town Centre Strategy work.

The Committee supported the proposed list of priority projects for inclusion in the Local Investment Plan and identified issues that it would like the Executive to consider taking forward in future.

RESOLVED TO RECOMMEND TO THE LEADER OF THE COUNCIL:

1. That the planned projects and actions set out in Appendix 4 to the report be approved as the Local Investment Plan for Maidstone.
2. That the Head of Policy, Communications and Governance be delegated responsibility to submit the Local Investment Plan to Government by 1 August 2022.

FURTHER RESOLVED: That the Executive be requested to consider taking forward the following issues in future:

Enhancement/improvement of the night-time/evening economies
Town centre access from the west
Recognition of the riverside as part of the town centre
Riverside lighting including maintenance of existing
Promotion of events
Involving local people in town centre arts and events