

STEVENAGE BOROUGH COUNCIL

**STEVENAGE DEVELOPMENT BOARD (FORMERLY STEVENAGE TOWN FUND
BOARD)
MINUTES**

Date: Thursday, 20 November 2025
Time: 10.00am

1 **WELCOME AND CHAIR'S OPENING COMMENTS**

The Chair welcomed everyone to the meeting.

2 **APOLOGIES FOR ABSENCE**

Apologies for absence were submitted by the following:

- Chris Scott - Muse
- Adam Wood - Hertfordshire Futures
- Keith Ellis - Airbus
- Steve Finlan - Wine Society
- Clare Fletcher - SBC
- Steve Jarvis - HCC
- Greg Westover - L&G
- Ed Jordan - Wenta
- Claire Dicks - MBDA
- Kevin Bonavia - Stevenage MP
- Mairi Watson - University of Hertfordshire

3 **MINUTES - 25 SEPTEMBER 2025**

It was **RESOLVED** that the minutes of the meeting of the Stevenage Development Board held on 25 September 2025 be approved as a correct record.

4 **CONFLICTS OF INTEREST AND OPENNESS**

It was noted that Board Members were required to update their details for the Stevenage Even Better website, including registration of interest forms, photographs, and blog contributions as a requirement of Towns Fund. Any updates should be sent to Lisa.jerome@stevenage.gov.uk or natasha.lee@stevenage.gov.uk

5 **STATION GATEWAY**

The Station Gateway project was presented to the Board by Dave Wells the Assistant Director, Regeneration.

The Board was advised work was continuing to develop the next steps of the

masterplan with English Cities Fund and Muse to take through the Council's Cabinet and governance process.

A key challenge will be securing investment from Central Government for the scheme and railway station. The Chair noted Central government has recently indicated interest in boosting economic activity around railway stations, which aligns well with the project.

It was **RESOLVED** that the updates be noted.

6 **DIVERSIFICATION OF RETAIL**

Lucy King, Regeneration Programme Manager, presented an update on two of the workstreams within the project.

In relation to the Relocation of the Indoor Market it was noted each stall for the new market has been designed and manufactured by a local company Benchmark to create a vibrant and welcoming new space. The project is nearing completion and traders are being supported through the move. It was reported vacancies are steadily being filled through online promotion, with is encouraging. It is envisioned the relocation will unlock an underutilised area of the town centre by driving footfall through. The new market will officially open to the public on 6th December 2025.

Under the remit of the new gateway to the retail core – a full-scale mural on the Westgate Centre has been completed by the owners of the centre. Work now looks towards plans to improve the south-west entrance. The proposed design for the new entrance includes architectural mesh cladding at the southwest corner of the Westgate Shopping Centre which focuses on creating a modern and visually engaging addition to the existing building.

It was **RESOLVED** that the updates be noted.

7 **SITEC**

The Assistant Director, Regeneration and Kit Davies, NHC presented an update on the next phase of SITEC which is the construction campus moving into the now vacant indoor market at St. George's.

Contractor RG Cater has been appointed through a full procurement process and will begin on site in November 2025; completion is expected by Summer 2026 in time for students to start in September 2026.

Kit Davies noted his thanks to the Regeneration Team for their work to date on this project and spoke the Board through a fly-through video highlighting the architects designs to convert the 3,000 sq. m. space. The site known as the Town Centre Campus is expected to host over 400 young people and support more than 150 apprenticeships

The Chair thanked Kit for his efforts towards this project and beyond.

It was **RESOLVED** that the updates be noted

8 **SPORTS AND LEISURE CENTRE**

Ross Hughes, Regeneration Manager, reminded the Board for the vision of the new Sports & Leisure Centre which combines the existing dry and wet leisure facilities in the town with a modern and welcoming design.

Ross reported the Council is finalising the full contract with Morgan Sindall following Full Council approval with enabling works planned in the coming months.

It was **RESOLVED** that the updates be noted

9 **FREQUENCY COFFEE**

Justo Tripier, Managing Director Frequency Coffee, was welcomed to the meeting to provide an update on their plans for Stevenage.

Frequency Coffee aims to provide a warm, welcoming venue offering coffee, cocktails, workspace and an evening economy, building on their successful all-day trading model. They source high-quality, seasonally selected coffee beans and currently roast with the Tate Coffee Museum. The new Stevenage site will be their first location with its own in-house roastery.

Existing partnerships with Tishman Speyer, IQVIA, Locke Hotels and the Courtauld have been successful, and they are confident in the potential of 21 Town Square.

Justo spoke the Board through the design concept which is open-plan, warm and inviting, with a modular stage to allow larger events. The interior will have a rustic feel using wood panelling, concrete floors and communal seating.

The new space is planned to open in December.

Kit Davies expressed interest in exploring partnership opportunities for work experience students.

The Chair praised the project, noting it will complement existing workspace offers and support a stronger business environment.

It was **RESOLVED** that the updates be noted.

10 **VIAVI SOLUTIONS**

Amy Goldthorpe, UK HR Manager VIAVI Stevenage, was welcome to the meeting

and presented proposals for a joint marketing campaign to attract skilled professionals, businesses and future talent to Stevenage. The aim is to highlight Stevenage as a UK leader in life sciences, STEM and advanced industries. The campaign could include a marketing video and promotional materials showcasing the town's opportunities, amenities and business ecosystem.

The Chair thanked Amy for the update and encouraged interested Board Members to get in contact.

11 **ANY OTHER BUSINESS**

There was none.

12 **DATES OF FUTURE MEETINGS**

- Thursday 26 March 2026 10:00-12:00
- Thursday 11 June 2026 10:00-12:00
- Thursday 10 September 2026 10:00-12:00
- Thursday 26 November 2026 10:00-12:00

CHAIR