



AECOM Imagine it.
Delivered.

BEgroup

Newcastle under Lyme Town Deal

Newcastle-Under-Lyme Town Deal Investment Plan

Structure

- About AECOM
- Our commission
- Input from Board members
- Progress to date
- Next steps
- Questions & discussion

About AECOM

About AECOM

- Multi-disciplinary team
- Led by Economics and Development
- Key contacts



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Our Commission

Our Commission

Baseline

- A baseline assessment looking at the assets, opportunities and challenges in the Newcastle Town Deal areas to inform the Town Deal Board plans and priorities for investment

Produce a Town Investment Plan

- Produce a compelling Town Investment Plan, in consultation with the Town Deal Board that secures funding for the interventions proposed.

What is a Town Deal Investment Plan?

Example - Greater Grimsby Town Deal Prospectus

- Economic Vision
- Programmes of investment – Town Deal offer / Town Deal ask
- Anticipated outcomes
- Progress to date and next steps
- Governance

Greater Grimsby Town Deal Prospectus 2018-2028: Submission Draft



Greater Grimsby Town Deal Prospectus - a place-based partnership between central and local government

What is the Town Deal?

The Town Deal will deliver regeneration – physical, social and environmental.

- Town Deals focus on accelerating delivery. They remove barriers to delivery of locally driven integrated regeneration programmes providing inclusive and sustainable growth.
- Town Deals provide a package of government support, funding and capacity. This mixed mode of government and other investment support drives economic development and housing delivery in places with the potential for accelerated growth and enhanced contribution to UK plc.
- Town Deals bring together support from across government, joining up contributions from different departments. This includes brokering relationships, capacity building and enabling a more holistic approach to investment from different government departments and other sources.
- Town Deals offer new freedoms and flexibilities with the potential to accelerate delivery. They can be rolled out nationally to implement the Industrial Strategy and deliver inclusive and sustainable growth.
- Town Deals are overseen by locally led boards of politicians, LEPs, private sector and community/industry sector partners with accountability for delivery.

The size of the prize: what the Town Deal will deliver by 2028

- The Town Deal Prospectus will enable and facilitate two significant areas for step change in Greater Grimsby – the Free Trade Zone and Higher Education presence.
- These in turn contribute to return on investment and inclusive and sustainable growth.
- 5,600 new jobs
 - 7,700 new homes on brown and greenfield sites via initiatives such as Housing Zone, Garth Lane & Grimsby West
 - 195 hectares of employment land
 - 12 hectares of waterfront centre mixed use sites
 - Improved productivity of our key sectors – ports and logistics, food/beverage processing, renewable energy, chemicals and retail economy, services and retail.

South Humber Industrial Investment Programme (SHIP)

SHIP will deliver and accelerate delivery of strategic employment sites in the A166 Corridor between the Ports of Grimsby and Immingham. SHIP addresses the significant deficit in the availability of high quality industrial land in North East Lincolnshire. Empty lands from local sources and private investors have remained static. Speculative development by the private sector is not currently viable because of ecological mitigation requirements, flood mitigation and site infrastructure and utility costs.

- provision of site access and infrastructure to develop 94 hectares of employment land and creating a further 100 hectares of employment land to come forward
- creating 3,600 new jobs
- creation of over 100 hectares of strategic ecological mitigation land enabling SHIP and other South Humber developments to come forward
- construction of the Humber Link Road, a new highway connecting the Ports of Immingham and Grimsby and improving access to the Enterprise Zone sites

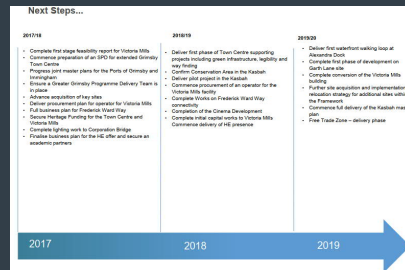
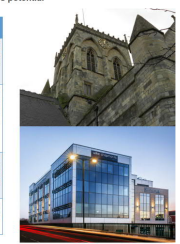


South Humber Industrial Investment Programme (SHIP)

SHIP is supported to invest £15.2m. In addition to the direct investment, H2C is committed to delivering a new gas and enabling operational costs. SHIP will also support the creation of a new digital and data network to be implemented on SHIP employment sites. H2C to support delivery of the resulting marketing strategy to complement a wider, broader Enterprise Zone promotion.

Quality of place: realising Greater Grimsby's potential

Town Deal offer	Town Deal asks
Delivery of Riverside Square mixed development, supported by public realm investment funded by E2E/Enterprise LEP	Financial support for strategic site acquisition, specialist consultancy across Riverside West Way and creation of Greater Grimsby Heritage Trail
Delivery of public realm investment at Cathedral, St. James Square and Town Hall Square, Grimsby supported by Heritage LEP, Greater Grimsby and Heritage Trust	DCMS/Arts Council England to provide resources to support business case development and design competitions for cultural and heritage themed space at Victoria Hill and the existing Culture and Heritage Foundation the Parking Heritage Centre
Underpin technical, validation and master plan studies covering sites for HR and quality of place offer	Heritage England to support resources to support development of Conservation Area, infrastructure and related supported housing opportunities
Deliver feasibility report for leisure, culture and heritage visitors for conversion of Victoria Mills	Heritage England to support in principle proposals for Heritage Zone status for Greater Grimsby Town Centre



Key dates

- w/c 13th April – Share emerging findings from the vision survey
- w/c 18th May - Agree vision and discuss project long list
- w/c 8th June – Agree project shortlist
- w/c 29th June - Draft Investment Plan submitted
- w/c 27th July - Agreed Investment Plan submitted

Progress to date

- Set up meeting and mobilisation
- Initial contact with Board members
- Baseline assessment
- Vision survey
- Initial consultation

Input from Board members

Input from Board members

- Feedback and testing at all stages
- Input into Newcastle's Vision
- Key stakeholders – project ideas, evidence and contacts.
- Refining priority themes and interventions.
- Review and sign off of the Investment Plan - This is your plan!

Progress to date

Newcastle's USPs (Highlight key words or themes from Survey Q2)

- **Location and connectivity** – A set of communities around a strong central hub. Connected well enough to allow strong commuter flows.
- **Education and skills** – Keele University / NUL College / Localised pockets of high level skills.
- **Innovation** – Keele Science Park (green energy/bio fuels). The vision of the Smart Community Transport Hub at the heart of residential and business development (University Growth Corridor)
- **Sectoral strengths** – Nascent biotech industry; leading hospital; an edge of town professional services network.
- **History and Heritage** – Market town/ Historic trading centre of North Staffordshire; heritage sites/key civic buildings/monuments(e.g. Silverdale colliery, the Guildhall); sense of pride and local identity (separate from Stoke)
- **Liveability** – Safe place to live, green and open spaces, eclectic and friendly population, connectivity; Purple Flag Awarded Range of independent businesses
- **Culture** – theatre and music
- **Regeneration potential**

A Vision for Newcastle – four key words



A Vision for Newcastle

- **Key themes:**
 - Sustainability / decarbonisation
 - Education/skills
 - Attract inward investment
 - More, better paid and high skilled jobs
 - Self sufficiency – focus on residents/communities (equality and inclusivity)
 - Connectivity (digital and transport)
 - Assets e.g. university
 - Social/leisure/cultural facilities
 - Thriving town centre/independent retail
 - Attractiveness/proud to call home
- **By 2030, Newcastle-under-Lyme will be:**
 - *“A sustainable, prosperous and welcoming town where all residents have the ambition, skills and opportunity to thrive.”*
 - *“A thriving, sustainable and welcoming town that is a destination of choice for local residents, students, graduates and businesses.”*
 - *“A vibrant, ambitious town which provides opportunities for its residents to live active and fulfilling lives in sustainable and well-connected neighbourhoods.”*
 - *“A sustainable, vibrant and thriving town, with skilled, ambitious residents that have the opportunity to reach their potential through high quality education, connectivity and jobs.”*

Next steps

Next steps

- Revise the vision statement based on feedback received.
- Input findings from technical disciplines.
- Stage of consultation
- Long list of identified projects / interventions

Any questions?