

Newcastle Town Investment Plan

Newcastle Town Deal

December 2020



Structure

- Vision and strategy
- Details of Newcastle TIP projects
- Next steps

Section 1: Strategy

Vision

“A vibrant, thriving market town where citizens of all ages have the opportunity to flourish. Newcastle and its university will act as an innovative, sustainable economic hub for Northern Staffordshire and a destination of choice for residents, students, graduates and businesses. It will have a bustling and well-connected town centre, offering a wide variety of independent retailers with a unique blend of residential, leisure and cultural development”

Objectives

To diversify and enhance the town centre experience by encouraging new uses, improving accessibility and boosting Newcastle’s cultural/heritage offer to increase demand, footfall and boost dwell time of residents and visitors

To channel investment into regenerating communities, ensuring these areas are sustainable places to live and provide residents with the infrastructure needed to improve their quality of life

To open up growth opportunities through enhanced physical and digital connectivity aligned with clean and sustainable economic development

Cross Cutting Themes

Diversification and consolidation

Clean and inclusive growth

Collaboration

Section 1: Strategy – Priority Areas

Short Term

Priorities

Digital

- Smart Newcastle digital infrastructure
- Digital society

Transport and connectivity

- Town centre permeability
- Sustainable transport solutions

Key sites to stimulate growth

- Knutton
- Chesterton
- Zanzibar

Culture and heritage

- Centre for Circus

Associated schemes

- FHSF & TD advance payment

Medium Term

Priorities

- Delivering strategic investments and securing follow-on investment from private sector partners which bring medium-term sites forward for investment and unlock development potential within the TDA

Projects & Programmes

- 5G demonstrator
- Redevelopment of vacant/underutilised town centre buildings
- Further phases of Knutton/Cross St Masterplans
- LCWIP/Wider LTP schemes

Long Term

Priorities

- Development at key sites and gateways in the TDA and the delivery of connectivity improvements to capitalise on strategic projects and attract further private sector investment

Projects & Programmes

- Mixed use developments to accommodate residential, commercial and light industrial uses in Newcastle town centre

Details of Newcastle-under-Lyme Town Investment Plan projects

Digital

Smart Newcastle – Digital Infrastructure	<p>A mechanism designed to increase the number of businesses and households with connections to high speed digital networks.</p> <p>Town Deal funding ask - £2.5m Total project cost - £12.5m.</p>
How the project addresses need and/or capitalises on opportunities and provides additionality	<ul style="list-style-type: none"> ▪ Issue/opportunity: Access to good quality/high speed digital infrastructure (broadband) has become the fourth essential utility (after water, electricity and gas supply). At present the coverage and speed of the digital network is highly variable across the Town Deal area. Whilst there has been some success in improving this through investment via Government funding and mechanisms there is a need to consider the best way to roll out more reliable and higher speed digital infrastructure to give Newcastle an advantage in attracting investment, facilitating better access to services, employment, education and wider services for its residents so that the Town is set up for longer term sustainable development.
Options	<ol style="list-style-type: none"> 1. Voucher /funding scheme - To enable access to a digital fibre network “spine” for end users– providing the means by which end users can connect to the network “spine” which will be provided through private sector investment (Preferred option) 2. Investment in digital spine - In predetermined location e.g Town Centre (Private sector investment/Commercial case)
Timescales	<ul style="list-style-type: none"> • January – ongoing : Identification of project development group and lead “champion” to develop the project and broader promotion of digital strategy (see NuL Digital strategy) • March 2021 - February 2022: Business case development and consultation • Spring 2022 – onwards - Investment in Newcastle digital fibre spine by private sector and implementation of funding scheme
Alignment with Theory of Change	<ul style="list-style-type: none"> • Objective: Improved accessibility to high speed digital networks for public services, businesses and residents • Output: Delivery of new fibre to the premises connections linking to a privately provided open access digital fibre network • Outcome: Improvements in access and speeds of digital networks and choice of service providers, Increased productivity, improved reliability of digital infrastructure, better virtual access to employment and services, increased investment from businesses, improved access to education, training and healthcare for residents including more deprived areas, reduced carbon footprint through the use of digital networks to facilitate remote working and virtual access to services, education and healthcare and reduce the need for travel
Delivery Plan	<ul style="list-style-type: none"> • The approach will need collaboration between the public and private sector with the public sector helping to facilitate private investment through the use of existing infrastructure and investment (ducting, poles etc) and process for permission to connect end users (e.g. planning) and private partner e.g. VX Fiber delivering the fibre infrastructure spine/connections to premises through voucher scheme

Digital Society Centre	<p>A town centre based digital skills centre that will drive productivity and competitiveness in the local population and business base as well as addressing digital exclusion</p> <p>TIP Funding ask - £4.0m. Total project cost £13.9m</p>
<p>How the project addresses need and/or capitalises on opportunities and provides additionality</p>	<ul style="list-style-type: none"> ▪ Issue/opportunity: This project will deliver a town centre hub of learning and business support to increase digital skills in the population and drive business growth. The Digital Society Centre will focus on supporting businesses in areas such as data analytics, including the use of Big Data, machine learning, artificial intelligence and complex systems based on the 'Internet of Things'. ▪ The town centre based digital skills centre will provide skills and business support at all levels. It will provide business growth space and teaching facilities for higher and further education to support local residents and businesses to develop digital skills. Businesses will be able to access to specialist facilities, academic expertise, ongoing support programmes and graduate and student talent specifically designed to support growth. Residents will be able to access opportunities to gain drop-in digital skills support, formal learning opportunities and education workshops, digital entrepreneur support, and access to digital workshop space.
<p>Timescales</p>	<ul style="list-style-type: none"> • January 2021 - Town Investment Plan (TIP) submission in January; • April 2021 - TIP approval; • December 2021 – Business case development including confirming location, delivery model and partners; • End 2023 – Practical completion.
<p>Alignment with Theory of Change</p>	<ul style="list-style-type: none"> • Objective: To support local businesses, particularly SMEs, to grow through the provision of Level 3, 4,5 and 6 data analytics skills and business support activity as well as digital skills for residents. • Output: Skills support provided to 150 businesses in the first two years. • Outcome: Increased productivity and skilled labour pool within the local economy.
<p>Delivery Plan</p>	<ul style="list-style-type: none"> • Confirmation of the project's scope, site selection and operating model. • Secure Town Deal funding. • Planning permission secured. • Delivery overseen by NuLBC and including overseeing the inputs from project's partners.

Transport

Sustainable public transport solutions

Investment to improve and provide sustainable bus services in Newcastle-Under-Lyme

Town Deal funding ask - £5m. Total project cost £6.162m.

How the project addresses need and/or capitalises on opportunities and provides additionality

- **Issue/opportunity:** A package of investment in bus infrastructure and services across Newcastle-Under-Lyme to improve the quality of the bus network and passenger experience, the fleet on key routes and associated infrastructure. The package is designed to increase bus usage and passenger service satisfaction; address bottlenecks to improve journey times and reliability; invest in fleet to address air quality issues in Newcastle-Under-Lyme; and future-proof the network.
 - **Solar bus station – Newcastle-Under-Lyme:** Smart bus shelters and real time bus arrival / departure times displayed in key town centre locations and at bus stops. The proposals include upgrading all existing bus shelters at Newcastle bus station to become smart and solar powered so they provide improved real time passenger information (RTPI); USB charging points; and LED shelter lights, all of which are powered by a solar panel on the shelter roof.
 - **Real time bus information** – 2 two-sided RTPI totems displaying bus departure times and average walk times to the nearest bus stops served by each service at Keele University and Royal Stoke Hospital. This would complement 3 totems in Newcastle Town Centre and 2 at Keele University which already have funding secured. This would reduce wait time at stops so passengers are able to spend more time within the town centre / University campus. The project would also ensure that all bus stops / shelters across the northern suburbs of Knutton, Chesterton and Silverdale are RTPI enabled to provide a fully coordinated network.
 - **Investment to reduce bottlenecks and maximise connectivity to interchange opportunities at Newcastle Bus Station** – This could comprise alternative bus routes, limited stop services or investment in bus priority infrastructure.
 - **Investment in a low carbon bus fleet on key routes** – Investment to retro-fit and aspirations to purchase new low carbon buses and associated infrastructure to operate on key routes e.g. A53, Keele, Newcastle-Under-Lyme and Hanley.
 - **Marketing to improve patronage on key routes** – To raise awareness of services and interchange opportunities to increase patronage among key groups including students.

Alignment with Theory of Change

- **Objective:** Improve the quality, reliability and sustainability of Newcastle's bus services and infrastructure; contribute towards Government's Ten Point Plan for a Green Revolution and increase bus patronage across Newcastle-Under-Lyme.
- **Output:** Upgrade to solar powered smart bus shelters at Newcastle bus station. RTPI totem displays at Keele University and Royal Stoke Hospital and at all bus shelters in Knutton, Chesterton and Silverdale. Investment in bus priority infrastructure. Upgraded or new fleet on key services.
- **Outcome:** Significant environmental benefits; improved journey times; increased public transport patronage; reduced levels of congestion/improved air quality; potential for increased town centre footfall; increased usage of services where RTPI is available; increased passenger satisfaction.

Delivery Plan

- Engagement with SCC, NuLBC, Keele University and bus operating companies.
- Optioneering, initial feasibility designs and identification of finalise package of measures by 2022.
- Delivery of package of measures by 2025.

Key activities/

- Feasibility design, option development, highway design, public consultation.

Town Centre Permeability Funding ask £1m	A package of measures designed to improve pedestrian and cycle access to Newcastle Town Centre Town Deal funding ask £1m. Total project cost £4.8m
How the project addresses need and/or capitalises on opportunities and provides additionality	<ul style="list-style-type: none"> ▪ Issue/opportunity: Newcastle is served by a good network of walking and cycling routes and greenways but accessibility to the town centre from the surrounding suburbs and University is currently impacted by incomplete, uncoordinated and some difficult to navigate sections. Active Travel Fund (ATF) monies have already been committed in Staffordshire and Stoke to upgrade the A52 / Shelton New Road cycle route through to Hanley and there is appetite to improve existing, well used infrastructure along the A525 to Keele to create an attractive walking / cycling environment. This infrastructure would help reduce the strain on the road network resulting from the significant growth planned along this corridor. ▪ This project proposes a package of walking and cycling measures, including upgraded pedestrian and cycle crossing facilities, segregated walking / cycling routes in line with recently updated Government LTN 1/20 guidance and improved connectivity to the greenways to promote cycle accessibility across the wider network. The ask is for £1m to upgrade the existing at-grade crossing on Barracks Road (at Hassell Street) and improved cycling routes on Lower Street (north of Pool Dam). It would complement Newcastle's Future High Street Fund bid by delivering public realm improvements, dedicated routes for cyclists and wayfinding signage in the town centre. Outside of the ring road, the project would deliver resurfacing works, a new footbridge, segregated route upgrades and wayfinding signage. The project would contribute towards providing a complete, coordinated walking / cycling corridor between Keele University-Newcastle Town Centre-Hanley and improve town centre permeability.
Timescales	<ul style="list-style-type: none"> • March 2021: Agree Heads of Terms with MHCLG; March 2021-February 22: Business case development, feasibility / design work and consultation; 2022/23 – 2023/24 Procurement and delivery of improvements; Barracks Road crossing upgrade would be complete by 2022/23 with the Lower Street cycle route measures and wider network upgrade and enhancement works following in 2023/24 and 2024/25.
Alignment with Theory of Change	<ul style="list-style-type: none"> • Objective: Improved, sustainable accessibility into the town centre for non-motorised users and increased active travel along the Hanley and Keele Corridors and wider greenway network. • Output: New and upgraded toucan crossings. Side road entry treatments around the ring road. Improved cycling infrastructure on Lower Street providing connections to other town centre cycling routes. Resurfacing of the track between Harriet Higgins community centre and Lymebrook Greenway and replacement of the narrow footbridge. Segregated off-road walking / cycling lanes along the A525. Pedestrian prioritisation / public realm improvements within the ring road. Wayfinding signage. Match funding will deliver wider cycle network enhancements as identified in the Local Cycling and Walking Infrastructure Plan including the Active Travel Fund scheme along the A52. • Outcome: Increased number of journeys by active travel; increased levels of physical activity; contribution towards Government's 'Gear Change' vision; reduced levels of congestion/improved air quality; improved health and wellbeing of residents and local workforce to reduce absenteeism; increased town centre footfall; improved perception of Newcastle from residents and visitors.
Delivery Plan	<ul style="list-style-type: none"> • Optioneering and initial feasibility designs will be developed by SCC's transport engineering team who are experienced in implementing capital connectivity projects and can make use of their Infrastructure + Strategic Partnership with Amey. To be contracted via open tender. • £3.8m spent / committed ATF / LCWIP match funding 2016/17 – 2025/26
Key activities	<ul style="list-style-type: none"> • Scheme development, transport modelling, highway design, public consultation.

EV Charging Electric vehicle charging in town centre car parks

Town Deal funding ask - £420,000. Total project cost £462,000

<p>How the project addresses need and/or capitalises on opportunities and provides additionality</p>	<ul style="list-style-type: none">▪ Issue/opportunity: The Government seeking to phase out the sale the most polluting vehicles - with a ban of the sale of new petrol and diesel cars from 2030. In addition, Newcastle is subject to a Ministerial Direction regarding air quality along the A53 corridor. There is an opportunity to future proof transport networks which serve Newcastle and demonstrate a commitment to the Government's Ten Point Plan for a Green Revolution by delivering greener infrastructure for use by taxis and private cars. Sales of electric vehicles (EV) are increasing and a network of charging infrastructure is required to accommodate existing users, encourage increased EV ownership and to enable EV owners to charge their vehicles outside of their home. EV charging points are already planned at the proposed redeveloped Rycroft multi-storey car park via Future High street Funding. This project would deliver similar infrastructure at other car park locations and taxi ranks in the town centre. Funding ask based on 20 units but is scalable. Match funding is available from the EV charging points in the FHSF bid.
<p>Timescales</p>	<ul style="list-style-type: none">• 2021: Options Development Study (building on Staffs and SoT EV Infrastructure Strategy Recommendations); 2023: Development of business case and feasibility work; 2025: Programme delivery begins.
<p>Alignment with Theory of Change</p>	<ul style="list-style-type: none">• Objective: Improve provision of publicly-accessible charging infrastructure in the town centre, encouraging the transition to electric vehicles. Contribute towards Government's Ten Point Plan for a Green Revolution by delivering greener transport opportunities.• Output: Provision of 20 EV charging units (40 EV parking spaces) at taxi ranks and publicly accessible council owned car parks in locations serving high dwell times including shops and hospitality venues. The focus would be on locations and land uses where the private sector is unlikely to invest within the next 5 years. Each EV unit provides two charging points and requires two dedicated EV bays next to it. In parallel, the project would seek to raise awareness amongst businesses of the OLEV grants available through the Workplace Charging Scheme to install EV charging points in their car parks. This would complement EV infrastructure on NuLBC land.• Outcome: Increase awareness of EV opportunities in the region (including grants available to businesses); increase electric vehicle adoption / ownership; improve air quality; future proof the transport network.
<p>Delivery Plan</p>	<ul style="list-style-type: none">• Optioneering and initial feasibility designs will be developed in partnership between NuLBC and SCC.• OLEV grants available for 75% of capital costs for installed charge points at workplace car parks up to a maximum of £350 per charging unit with the remaining 25% to be met by other sources. To be eligible the charge points must operate for 24 hours a day, for min 3 years.• Match funding from FHSF for spaces at Rycroft Multi-Storey Car Park. Potential to partner with EV charging companies for public car parking EV soft market testing / commercial opportunity to reduce ongoing revenue liability.• The study will be informed by the ongoing Live Labs Trial. Project will be contracted via open tender.
<p>Key activities/ milestones</p>	<ul style="list-style-type: none">• Monitoring outcomes of Live Labs Trial and identify appropriate sites for trialling infrastructure to ensure best use of investment.• Feasibility design, option development, consultation, design work, technical specification, tariffs.• Decision on the chosen delivery mechanism between the project stakeholders.

Development of key sites

<p>Gateway site redevelopment</p>	<p>Town Deal monies are requested to address the viability gap impacting the scheme, enabling the development to progress to secure a vital mixed-use development at the key gateway site – the Zanzibar – in Newcastle town centre</p> <p>Town Deal funding ask - £3.1m. Total Project cost - £16.5m.</p>
<p>How the project addresses need and/or capitalises on opportunities and provides additionality</p>	<ul style="list-style-type: none"> ▪ Issue/opportunity: The development of the site is constrained by high upfront abnormal costs owing to an historic underground canal/railway; large cellar with a retaining structure adjacent to A52; and a decommissioned telecom mast, alongside low land/property values which have caused a viability gap for the project. The Zanzibar project represents an opportunity to redevelop a key 0.36-ha site in a prominent town centre gateway location, leading to the delivery of 75 older persons residential units and 10,000 sqft of live/work units and small workshop units for start-up businesses and ‘move-up’ accommodation for incubator/innovation and creative sector businesses. This project will diversify uses within the town centre, boosting footfall and creating much needed additional employment opportunities at a time when the impact of COVID-19 is impacting economic performance, and complement the town centre schemes funded by the Future High Street Fund, such as the proposed regeneration of the Ryecroft area which the former Zanzibar site is in proximity to.
<p>Timescales</p>	<ul style="list-style-type: none"> • 2020/21: Feasibility design and option development during BC development; Further milestones TBC
<p>Alignment with Theory of Change</p>	<ul style="list-style-type: none"> • Objective: The redevelopment of a key gateway site with the provision of homes in proximity to the town centre towards commercial and residential uses. • Activity/Input: Delivery of funding to address viability gap and bring forward the scheme • Output: Generate 75 residential units and 10,000 sqft of business accommodation/live-work space; • Outcome: Improvements of perceptions of Newcastle by businesses; productivity performance; increase town centre footfall and expenditure
<p>Delivery Plan</p>	<ul style="list-style-type: none"> • Delivery managed by Aspire Housing, landowner and project developer, working alongside NBC (potential to lease the land off Aspire and sub-let commercial units – TBC)
<p>Key activities/ milestones before the project can start</p>	<ul style="list-style-type: none"> • Completion of demolition works funded by Town Deal Accelerated Capital Funding; Further engagement between delivery partners (NBC and Aspire); Business case for Towns Fund developed and approved (including detailed design and stakeholder engagement); Secure Planning Approval; Procurement of delivery contractor

Knutton	<p>The project would see Town Deal funding utilised to address viability gaps, de-risk some of the development sites, improve Knutton Business Centre and bring forward the community-focused elements outlined in the Masterplan.</p> <p>Town Deal funding ask - £3.9m. Total project cost - £48.8m</p>
<p>How the project addresses need and/or capitalises on opportunities and provides additionality</p>	<ul style="list-style-type: none"> ▪ Issue/opportunity: As a former mining community, Knutton was subject to Housing Market Renewal Initiative to stimulate the housing market, regenerate the area and improve the quality of life and environment. A subsequent One Public Estate-funded masterplan was drawn up which aims to 'Put the Heart Back into Knutton Village' through a range of interventions including: <ul style="list-style-type: none"> ▪ Addressing viability gaps/de-risking residential sites around the centre of the village; ▪ Replacing two of the four wings of Knutton Business Centre ▪ Creating a stronger core of the village and investing in modern community facilities (e.g. Village Hall, Village Green and play area). ▪ The proposed interventions would result in 282 new houses being brought forward, 25% of which would be socially rented; long term vacant cleared sites redeveloped; improvements to business accommodation and social and community facilities; and improved local traffic safety to make Knutton a more sustainable and desirable place for people to live and work in.
<p>Timescales</p>	<ul style="list-style-type: none"> • 2021/22: Development and submission of the business case; Detailed design; Submission of outline planning application and undertake site surveys; Acquisition and demolition of Knutton Clinic (via Town Deal Advanced Capital Funding); 2022/23 – 2023/24: Project delivery
<p>Alignment with Theory of Change</p>	<ul style="list-style-type: none"> • Objective: Put the heart back into Knutton village • Output: 2 sites brought forward; 282 residential units delivered; 8,000 sq ft commercial floorspace; 2100 sq ft village hall • Outcome: The enabling of housing development (through de-risking sites) can increase local land values and lead to further development spearheaded by the private sector; an increased number of enterprises using commercial spaces or businesses expanding into larger spaces; improved perceptions of Newcastle for residents, visitors and businesses
<p>Delivery Plan</p>	<ul style="list-style-type: none"> • The delivery plan is dependent on agreeing a delivery mechanism between the project stakeholders (Staffordshire County Council, Newcastle-under-Lyme Borough Council and Aspire Housing) and in agreeing a housing delivery plan with Homes England. Discussions are ongoing amongst key stakeholders and this would be agreed during the business case development period once Heads of Terms has been agreed.
<p>Key activities/ milestones before the project can start</p>	<ul style="list-style-type: none"> • BC stage: Feasibility design and option development; engagement with Homes England/Sports England; decision on the chosen delivery mechanism between the project stakeholders; outline planning submission • Post BC Stage: The Council to obtain all necessary planning applications; procurement

Cross St Chesterton **Town Deal monies are requested to address the viability gap impacting the scheme, enabling the development to deliver much needed housing investment following years of underinvestment and relative decline.**

Town Deal funding ask - £3.265m. Total project cost - £22.4m.

How the project addresses need and/or capitalises on opportunities and provides additionality

- **Issue/opportunity:** Chesterton was subject to Housing Market Renewal Initiative to regenerate the area and deliver much needed housing investment following years of underinvestment and relative decline. A masterplan supported through the MHCLG's Government Estate Regeneration Fund, informed by extensive consultation with the local community and the local planning authority, was subsequently drawn up. However, low values in Chesterton constrain the viability of development projects, which impacts the ability to enforce change to areas of deprivation without external subsidy. Town Deal investment would address these viability gaps and result in much-needed investment within Chesterton to provide high quality, mixed tenure housing options for the local community.

Timescales

- Shovel-ready scheme
- Phase 1 construction scheduled for Q1 2021 (subject to funding confirmation); Phases 2a and 2b scheduled for Quarter 4 2021 and Phases 3 and 4 scheduled for Quarter 4 2022. Completion of all works by Q2 2024.

Alignment with Theory of Change

- **Objective:** Provide high quality, mixed tenure housing options for the local community.
- **Output:** Delivery of 125 new houses and demolition of 74 homes that are not fit for purpose.
- **Outcome:** Improved perceptions of the place by residents; improved quality of place in the Chesterton / Cross Street area, alongside an improved quality and choice of homes in Newcastle; increase in land values; improved well-being of residents as a result of the better-quality housing.

Delivery Plan

- The scheme will be managed through Aspire's appointed Employers Agent, Poole Dick Associates. Phase 1 is to be tendered as a standalone scheme of 9 bungalows for older people to smaller, local companies. Phase 2 and 3 are to be procured through a selected framework in line with the programme.

Key activities/ milestones before the project can start

- Procurement, planning determination; contractor lead-in design development (assume shovel-readiness accepted by MHCLG)

Culture

Astley International Centre for Circus and Performing Arts

Town Deal funding is required to deliver an internationally important circus and performing arts centre, and associated package of town centre activity, building on Newcastle's cultural heritage.

Town Deal funding ask - £2.0m. Total project cost - £2.8m.

How the project addresses need and/or capitalises on opportunities and provides additionality

- **Issue/opportunity:** Investment would capitalise on the opportunity created by Newcastle's connection to circus history through Philip Astley to realise the potential of Newcastle's cultural heritage in terms of tourism, education, employment, and skills development. The Centre will provide a multi-purpose hub facility that brings people and vibrancy into Newcastle town centre by attracting established world-leading artists and performers as well as nurturing a new generation to develop and teach skills, performances and shows. It would work with local young people, emerging artists, professional performers, independent circus companies, academics and educators to develop new skills, shows, a vibrant contemporary circus sector, and an international profile for Newcastle-under-Lyme. The Centre will therefore bring non-retail uses into the town centre, increase footfall; and develop a sense of pride in Newcastle.

Options

- All options include purchase, conversion and fit out of the building, educational outreach programme, town centre heritage trail and events. Working options are (figures quoted are the working Town Deal request):
 - Option 1: Town centre location (e.g. Former Castle Hotel) only - £1.3m
 - Option 2: Town centre location (e.g. Former Castle Hotel) and big top site - £2.0m
 - Option 3: Larger town Centre (e.g. adjacent to Rycroft) - £2.8m
 - Option 4 : Larger town Centre (e.g. adjacent to Rycroft) and big top site - £3.6m

Alignment with Theory of Change (impacts and outcomes)

- Maximise the potential of culture-led regeneration by establishing Newcastle as an international centre for circus and performing arts.
- Establish and grow a performing arts industry in Newcastle, linked to the town's heritage, that creates training and employment opportunities for local residents.
- Creating a unique identity for Newcastle-under-Lyme and reanimating the town centre via a cultural heritage trail.
- Re-use of a vacant town centre building to drive town centre footfall, increase spending and boost the town centre economy.

Delivery Plan / next steps

- Project working group established to provide artistic input and direction.
- Independent Charitable Organisation with a Board of Trustees. Partners will include the New Vic Theatre, Philip Astley Project CIC, the Van Buren Organisation, Newcastle College and Upswing – a leading contemporary circus organisation.
- NuLBC to purchase building with Town Deal funds. Options include the Centre being the anchor tenant or asset transfer to the Charitable organisation.
- Ongoing income sources – Rental from circus and performing arts companies (interest noted from leading circus company), community rental including non performing arts usage, paid events (e.g. shows, training, talks), café / bar, fundraising and sponsorship, ambition to achieve National Portfolio Organisation (NPO) status from Arts Council England (which would provide multi-year funding).
- No ongoing financial contribution to the Centre anticipated.

Feedback

Cost summary

Working project costs - summary

Scheme	TIP (£m)	Total Cost (£m)
Digital		
Smart Newcastle – digital connectivity	2.5	12.5
Digital Society Centre	4.0	13.9
Transport		
Town centre permeability	1.0	4.8
Sustainable transport solutions		
- Sustainable public transport		
- Newcastle bus station		
- Electric vehicle charging	5.0	6.2
Development of key sites		
Investment in a key gateway site - Zanzibar	3.1	16.5
Knutton	3.9	48.8
Chesterton	3.3	22.4
Culture		
Astley International Centre for Performing Arts	2.0	2.8
Total	24.8	127.9

Next steps

Implications and next steps

- Further detail and refinement of projects
- Revise TIP to reflect the package of projects
- Development of detailed project templates

Key dates

- 3rd December – Feedback and approval of TIP projects
- 11th December – Deadline for images/quotes to include in bid
- 17th December – Circulation of TIP to board
- 24th December – Board feedback on TIP
- 11th January – Revised draft submitted to Board
- 14th January – Board meeting – final comments
- 29th January – Bid submission

