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# Newcastle Town Deal Investment Plan

Newcastle Town Deal Board meeting

11th June 2020

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## Structure

- Our commission
- Progress to date
  - Consultation and call for projects
  - SWOT analysis
  - Early stage priorities – progress update
  - Scheme shortlisting
- Next steps
- Questions & discussion

# Our Commission

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## Our Commission

### Baseline

- A baseline assessment looking at the assets, opportunities and challenges in the Newcastle Town Deal area 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.

# Progress to date

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## Progress to date

- Document review
- Consultation
- Call for projects – 47 responses
- Working groups for early priorities
- Scheme shortlisting

# Newcastle SWOT analysis

# SWOT Analysis – Strengths / Opportunities

## Strengths

### *Urban development*

- Green spaces – parks and countryside
- Heritage – market town/assets e.g. civic buildings/monuments/Silverdale colliery
- Cultural offer – theatre (New Vic) and music
- Sense of local pride and community

### *Skills & Enterprise Infrastructure*

- Strong education delivery – schools, Newcastle College and Keele University.
- Keele University research quality and associated innovation centres.
- Leading hospital and medical school
- High level of apprenticeship achievements vs West Mids and England
- Sectoral strengths e.g. biotech; green energy/biofuels; logistics and distribution; finance and professional services; health & social care

### *Connectivity*

- Excellent geographical location / connectivity with major arterial road network
- Digital connectivity – outperforms West Mids and England for speeds, superfast availability and 4G coverage

## Opportunities

### *Urban development*

- SMART applications e.g. Smart Energy Network expansion
- Ability to enhance the FHSF scheme
- University Growth Corridor – housing development
- Knutton / Cross Street Chesterton Masterplans
- Town centre sites e.g. former Zanzibar nightclub/Sky building
- Investment in cultural assets e.g. New Vic.

### *Skills & Enterprise Infrastructure*

- Graduate retention initiatives
- Job brokerage and employability service
- Keele Science Park expansion

### *Connectivity*

- Smart Connectivity/Transport Hub
- Links to proposed 5G Staffordshire bid
- Cycling infrastructure, removing subways



# SWOT Analysis – Weaknesses / Threats

## Weaknesses

### *Urban development*

- High vacancy levels, lack of quality independent offer in the town centre.
- Prominent vacant sites – Ryecroft and Sky building.
- Standard of public realm
- Limited leisure offer for young people / students, noting the need to balance this against the requirements of older residents

### *Skills & Enterprise Infrastructure*

- Retention of graduates and high value employees in the local area
- Skills / qualifications – above average percentage without any qualifications and lower than average at Level 4 and above
- Low productivity – significantly lower than Weds Mids and England average and growing at a slower rate

### *Connectivity*

- Public transport frequency and infrastructure – lack of station or defined interchange / linkages with outlying villages and areas of need
- Congestion, traffic flow and air quality
- Transport infrastructure – ring road permeability; subways; parking
- Linkages between Newcastle town centre and Keele campus

## Threats

- Impact of Covid-19 and associated shift in priorities from driving economic and productivity growth to recovery/ repairing damage
- Rapidly increasing unemployment.
- Demographic trends resulting in a low and declining working age population
- Falling apprenticeship starts (linked to apprenticeship levy)
- Increased congestion – threat in light of future growth and housing development under UGC proposals

# Progress on early priorities

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## Newcastle Town Centre

- First meeting June 4th
- Long listed options discussed
  - Key sites – Ryecroft, Sky Building, Guildhall, The Lancaster Building, Zanzibar
  - Accessibility and movement – cycling and walking; subway and 'super-crossings
  - Arts and culture package of measures
- Next Steps
  - First steps of a masterplan
  - Project sheets and more information on early ideas
  - Shortlisting of schemes within the town centre

## Knutton Working Group

- First meeting June 2<sup>nd</sup>
- Initial option identified - £1.7m Town Deal Funding ‘ask’
  - De-risking the redevelopment of the former Recreation centre site
  - Construction of new village hall and village green
  - Contributory funding toward the provision of new changing / showering facilities on The Wammy (enabling the development of land at Black Bank Road)
  - Contributory funding towards the cost of redeveloping two of the wings to Knutton Business Centre
  - Traffic calming measures on the High Street
  - Knutton Clinic acquisition
- Aspirational option - £3.7m Town Deal Funding “ask”.
  - Sustainable urban drainage scheme
  - improved road junction at Lower Milehouse Lane / Knutton High Street
  - Addressing shallow coal works
- Next Steps
  - Refinement of options

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## Employment and skills

- Further one-to-one meetings undertaken
- Emerging ideas
  - Town centre based employability service
  - Digital skills fund
  - School enterprise and work experience scheme
  - Town centre live / work space
- Next Steps
  - Scoping meeting – 17<sup>th</sup> June
  - Newcastle Employment and Skills Group meeting – 25<sup>th</sup> June
  - Options development – increase/decrease scope
  - Shortlisting

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## SMART Transport Hubs

- First meeting June 8<sup>th</sup>
- Keele hub:
  - Concept stage with work ongoing to identify footprint
  - Phased approach as technology and demand changes
  - £15m total cost (early stage estimate)
- Newcastle Town Centre hub
  - needs development work to form idea
  - Potential sites
  - Link to Future High Streets
- Kidsgrove Station hub – connectivity link and theme across plans
- Next Steps
  - Identify footprint for Keele Hub
  - Refinement of options

# Emerging short list

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## Approach to shortlisting

- Two stage process
  - Strategic fit
  - Assurance
- Strategic fit
  - Town Deal objectives
  - LEP Local Industrial Strategy
  - NULBC Economic Development Strategy
- Assurance
  - Economic: Transformational? Economic return?
  - Commercial: Does demand or support exist? Is the scheme viable / sustainable?
  - Financial: Affordability and opportunities to leverage funding
  - Management: Timescales? Track record of the lead organisation?



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## Emerging findings

- Knutton
- Transport hubs
- Keele Science Park
- Newcastle Town Centre Masterplan
- Town Centre enterprise centre / shared work space
- 5G / wifi
- Walking and cycling routes
- Arts and culture package
- High street employability and digital support service

# Questions