

Kidsgrove Town Deal Investment Plan

Kidsgrove Town Deal

Board Meeting

22nd October 2020



Contents of the Town Investment Plan

Section 1

Context analysis:

- Town Boundary and Context
- Kidsgrove's Assets & Strengths
- Challenges facing Kidsgrove
- Evidence of need for investment
- Key opportunities

Strategy:

- Town vision, and headline outcomes and/or targets for 2030 or beyond
- Short summary of all projects, including the total Towns Fund funding requested
- Strategic plan

Engagement and Delivery:

- Stakeholder & community engagement and plans
- Private sector investment ambitions
- High level plan for business case development

Section 2

Details of the proposed Town Investment Plan projects - templates

Section 1

Context, Strategy and Engagement & Delivery

Section 1: Strategy

Vision

“A dynamic and well-connected town via its rail station and access to and from the M6, which is strategically located on the border of the Northern Powerhouse and Midlands Engine. Kidsgrove will capitalise on its location; strategic employment sites and heritage and leisure assets, including the canal network, to forge a reputation as an attractive, welcoming and successful town which is a desirable place to live and invest.”

Objectives

To drive growth and opportunity through **enhanced enterprise infrastructure** in Kidsgrove

To create a **connected, accessible town centre** which links key assets, retains the heritage and uniqueness of Kidsgrove and diversifies and drives new demand and footfall

To maximise the leisure and recreation opportunities available in Kidsgrove, providing facilities that are supported by communities and opportunities for residents to **improve their health and wellbeing**

Cross Cutting Themes

Diversification and consolidation

Clean and inclusive growth

Collaboration

Section 1: Cost summary

Project	Town Deal Ask
Enhanced enterprise infrastructure <ul style="list-style-type: none">- Chatterley Valley- West Ave / Butt Lane	£4.78m (£7.2m)
A connected and accessible town centre <ul style="list-style-type: none">- Kidsgrove station- Canal improvements- Town centre shared service hub	£15.41m (£11.1m)
Maximising leisure and recreation opportunities for all ages <ul style="list-style-type: none">- Kidsgrove Leisure centre- Upgrades to Kidsgrove parks- Kidsgrove secondary school - Youth Centre (TBC)	£4.55m (£4.50m)
TOTAL	£24.99m (£24.3m incl rev allowance)

Rationale

Kidsgrove residents have poor health outcomes and low levels of physical activity

Lack of sports and leisure facilities in Kidsgrove

Opportunity to maximise the potential of HS2 serving Crewe

Poor quality town centre

Poor sense of arrival into Kidsgrove town centre

Use of active travel and public transport to undertake journeys

Need to support footfall in the town centre

Need for accessibility to key public services

Low levels of productivity across the borough

Need for additional commercial space

Increasing levels of unemployment in Kidsgrove

Local strengths in the manufacturing and logistics industry

Under-utilised heritage assets

Activities

Improvements to the canal network

Chatterley Valley

Kidsgrove Sports Centre

Kidsgrove Station improvements

Clough Hall Park Improvements

Shared Service Hub

West Avenue & Butt Lane

Town Centre land assembly

Outputs

Provision of a new, high quality and well connected rail station.

Upgraded sports facility

Footpath and accessibility improvements

Canal network improvement

Public service hub established

Support for residents to progress toward work or find employment.
Number of residents supported.

Support for residents to enter self employment or growth their business.
Number of residents supported.

Number of new homes delivered.

Upgraded park facilities

New business units

Short-term outcomes

Reduction in car journeys

Increase in commuter flows and reduced commute time

Increased level of physical activity

Increased use of the Trent and Mersey canal through Kidsgrove

Improved access to public support services

Enhanced quality of place

Stimulate private sector interest in Kidsgrove Town Centre

Residents are supported to either move towards, or find work

Creating opportunities for enterprises to be established or grow

Improved quality and choice of homes in Kidsgrove town centre

Improved accessibility within Kidsgrove Town Centre

Reduction in average time taken to travel to work by usual method of travel

Number of service providers operating from the hub.
Number of residents supported.

Longer-term outcomes

Reduction in levels of pollution

Increased town centre footfall

Improved health and well-being of residents

Residents have improved resilience

Improved perceptions of Kidsgrove

Improved land values

Improved rates of economic activity and productivity in Kidsgrove

Increased town centre resident population centre

Impacts

Improved quality of life for Kidsgrove residents

High quality and vibrant town centre for Kidsgrove

Improved prosperity in Kidsgrove

Section 1: Strategy – Priority Areas

Short Term

Priorities

- Investment to support the resilience and recovery of Kidsgrove by investing in strategic development sites, reconfiguring the town centre and investing in key assets and supporting improved activity levels and health and wellbeing in Kidsgrove; providing foundations and positioning for future development and growth.

Projects & Programmes

- Towns Fund Accelerated Capital Funding
- Towns Fund projects

Medium Term

Priorities

- Delivering strategic investments which capitalise on opportunities presented by HS2 and bringing medium-term sites forward for investment identified by the Town Centre Working Group

Projects & Programmes

- 5G demonstrator
- Redevelopment of vacant/underutilised town centre buildings e.g. Kidsgrove Town Hall
- ASPIRE investment strategy for Kidsgrove
- Mixed use developments in proximity to station and canal network
- Further pedestrian and cycling network investments to promote active travel

Long Term

Priorities

- Development at key sites and gateways in Kidsgrove town centre, capitalising on strategic projects and attracting further investment and embedding a life-long activity habit in Kidsgrove's residents

Projects & Programmes

- Mixed use developments to accommodate residential, commercial and light industrial uses in Kidsgrove town centre
- Secure high value, high growth businesses within Chatterley Valley to drive growth and productivity improvements

Kidsgrove Town Investment Plan

Local Strategies

Newcastle-under-Lyme and Stoke Joint Local Plan (TBC)

Kidsgrove Neighbourhood Plan (TBC)

Newcastle-under-Lyme Economic Growth Strategy

SCC Covid-19 Recovery Strategy

SCC Local Cycling and Walking Infrastructure Plan

SCC Local Transport Plan

Newcastle-under-Lyme Sport and Active Lifestyles Strategy

Sub Regional Strategies

Stoke and Staffordshire LEP Local Industrial Strategy (Draft 2020)

Stoke and Staffordshire LEP Strategic Economic Plan

Strategic Programmes

HS2

Network Rail Access for All

Enterprise Zones

Sports England Strategic Facilities Fund

Section 1: Strategy – Engagement & Delivery

– Stakeholder Engagement

- Individual consultation sessions:
 - Town Deal Board members; public and voluntary agencies; local community; external organisations (e.g. Network Rail); landowners
- Call for Projects survey (22 responses)
- #MyTown campaign (46 responses)
- Vision survey
- Engagement with existing working groups e.g. Newcastle Employment & Skills Group; Kidsgrove Station Group
- Objective/theme-based working groups
- Property market assessment (22 agents)
- Local press / Social media platforms to publicise work
- Build on community engagement previously undertaken e.g. Kidsgrove Sports Centre, Kidsgrove Station

– Private sector investment ambitions

- Chatterley Valley – £33m infrastructure costs; access road £3.5m
- Aspire Housing’s investment strategy for Kidsgrove
- West Ave / Butt Lane – discussions with landowner ongoing
- Land and asset owners in town centre
- The Town Investment Plan will create conditions which facilitate and attract private sector investment into Kidsgrove through investing in key assets, strategic employment sites and reconfiguring the town centre

Kidsgrove secondary school – youth centre

- Refurbishment of an unused science block to provide a youth centre
- Potential services:
 - CAB drop-ins
 - Careers advice
 - Training
 - Advice services
- Town Deal Ask: £225,000

- Next steps
 - Board to consider if the project is developed in detail.
 - Scoring and prioritisation.
 - Decision to include in TIP (if required) – delegate to chair and vice chair?
 - TIP 2 template and revisions to the TIP document.

Questions?