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BEgroup

Kidsgrove Town Deal Investment Plan

Kidsgrove Town Deal Board meeting

28th May 2020

Structure

- Our commission
- Progress to date
 - Revised timescales
 - Revised working vision statement
 - SWOT analysis
 - Key consultation themes
 - Emerging long list
 - Proposed early priorities for development
- Questions & discussion

Our Commission

Our Commission

Baseline

- A baseline assessment looking at the assets, opportunities and challenges in the Kidsgrove 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.

Revised key dates

Key dates

- w/c 13th April – Share emerging findings from the vision survey
- w/c 11th May - Discuss project long list and early priorities
- w/c 8th June – Agree project shortlist
- July / August – Draft Investment Plan submitted to Board*
- September – Final Investment Plan submitted to Board
- October – Submission to MHCLG (date to be confirmed by MHCLG)

* July or August Board submission date to be confirmed based on the amount of project development work required.

Progress update

Progress to date

- Document review
- Baseline review of policy, socio-economic conditions and projects
- 41 consultation sessions undertaken
- Call for projects issued – 34 responses
- Long list of projects

SWOT Analysis – Strengths / Opportunities

Strengths

Urban development

- Heritage – Coal mining, canal network, Harecastle Tunnel, Spitfire
- Green and open spaces
- Sense of local pride, independence and community
- Sporting tradition / club network

Skills & Enterprise Infrastructure

- Education provision
- Apprenticeship achievements vs West Mids and England
- Sectoral employment strengths – manufacturing and logistics

Connectivity

- Kidsgrove Station
- 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

- Kidsgrove station investment
- Town centre– reprofile centred on the station and canal network
- Town centre residential schemes/older persons accommodation
- Colocation of services e.g. library, job centre, health service etc.
- Leisure Centre / 4G pitch provision
- Chatterley Valley

Skills & Enterprise Infrastructure

- Town centre enterprise/start-up space
- Job brokerage and employability service
- Business and entrepreneur support service

Connectivity

- Station – link into HS2/NPR and other services
- Active travel – pedestrian and cycling infrastructure improvements
- Links to proposed 5G Staffordshire bid

SWOT Analysis – Weaknesses / Threats

Weaknesses

Urban development

- Lack of “town centre”
- Cohesiveness/Legibility of town centre and links between key areas e.g. station
- Lacking quality, independent retail offer
- Limited leisure offer

Skills & Enterprise Infrastructure

- Skills / qualifications – above average percentage without any qualifications and lower than average at Level 4 and above
- Low productivity – significantly lower than West Mids and England average and growing at a slower rate

Connectivity

- Public transport frequency and infrastructure
- Congestion /air quality (e.g. Liverpool Road)
- High speed/5G broadband access
- Walking and cycling infrastructure

Threats

- Impact of Covid-19 and associated shift in priorities from driving economic and productivity growth to recovery/ repairing damage
- Demographic trends resulting in a low and declining working age population
- Falling apprenticeship starts (linked to apprenticeship levy)
- Increased town centre congestion
- Reduction in station use

By 2030, Kidsgrove will be:

“A dynamic and well-connected town via its rail station and access to 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 and provides opportunities for all its residents”

Themes from consultation

- Connectivity
- SMART
- Economic growth
- Diversification
- Consolidation
- Quality of place
- Progression/Opportunity across ages

Project long list

- Town Centre – public realm, quality of place, CCTV
- Kidsgrove station - station square, environment and town centre linkages
- Kidsgrove leisure centre
- Chatterley Valley
- Road improvements – one way system, parking
- Sustainable transport – walking and cycling routes
- Kidsgrove public service ‘one-stop-shop’
- Housing – town centre housing, extra care housing
- 5G rollout / demonstrator
- Start-up business and grow-on space
- Digital media centre
- Employment and skills – COVID response?
- Targeted programmes from the Keele Deal.

Taking forward early priorities

- Consistent themes emerging from the initial stage of consultation.
- A need to refine, develop and agree ideas – scope, cost, funding, Town Deal ‘ask’.
- Proposing small working groups for early priorities:

1. Kidsgrove Town Centre

- Rail station
- Housing and older people's housing
- Public service 'One stop shop' including health
- Public realm
- Movement and accessibility
- Trent and Mersey Canal

2. Health and Wellbeing

- Kidsgrove Leisure Centre

3. Employment, Enterprise & Skills

- COVID-19 response
- Chatterley Valley

Any questions?