

**AECOM** Imagine it.  
Delivered.

**BE**group

# Kidsgrove Town Deal Investment Plan

Kidsgrove Town Deal Board meeting

23<sup>rd</sup> April 2020

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## Structure

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

# About AECOM

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## About AECOM

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



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# Our Commission

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## 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 going to 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 grant 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
- 2,700 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.

Capitalising on Enterprise Zone (EZ) status and incentives, the Council backed in 2015 to investing £5m in infrastructure and enabling works to bring forward key sites on a joint venture basis with partner organisations Local Growth Fund (LGF), Grimsby and Immingham Enterprise Zone (GIEZ) and the Greater Lincolnshire LEP. It has also signed a significant role in developing and accelerating delivery of the programme, which currently includes:

- 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

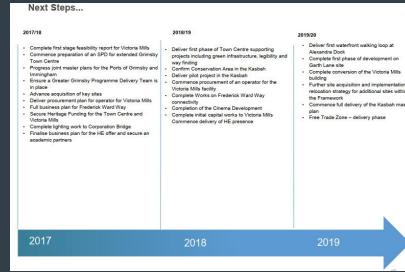
SHIP is supported to invest £15.5m. In addition to the direct investment, SHIP is committed to delivering a new gas and enabling (operational) power infrastructure to enable sites ready digital and data networks to be implemented on SHIP employment sites.

Procurement of specialist marketing support for SHIP.

£17m to support delivery of the enabling marketing strategy to complement a wider funded 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 EEL/Enterprise LEP	Financial support for strategic site acquisition, specialist consultancy across Riverside West Way and majority 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 Lincolnshire LEP and the Greater Grimsby Heritage Trust	DCM/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 Grimsby Heritage Museum
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, improve and enable 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 Zone status for Greater Town Centre



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## Key dates

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



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## Progress to date

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

# Input from Board members

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## 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

## #MyTown Responses - Kidsgrove

### Businesses support in the town centre

- A place for start-up businesses, trades, crafts and small local businesses to lease quality space to support the growth of their business with professional, accessible and cost effective premises. Internet access, storage space, parking are all essential features for businesses.
- The creation of a small business hub in the area for digital businesses that has links to a university.

### Better road transport network/congestion/parking

- A transport hub on or nearby Kidsgrove train station utilising the current free car park on station road converting the small free car park to a small bus station where all visitors can conveniently catch a bus to anywhere in the potteries.

### Reopen the sports centre

- Kidsgrove is in need of sports and leisure facilities therefore I would like to see Kidsgrove swimming pool and leisure centre upgraded and reopened with particular focus on sports youth clubs and activities for the local young people who currently have no provisions here.

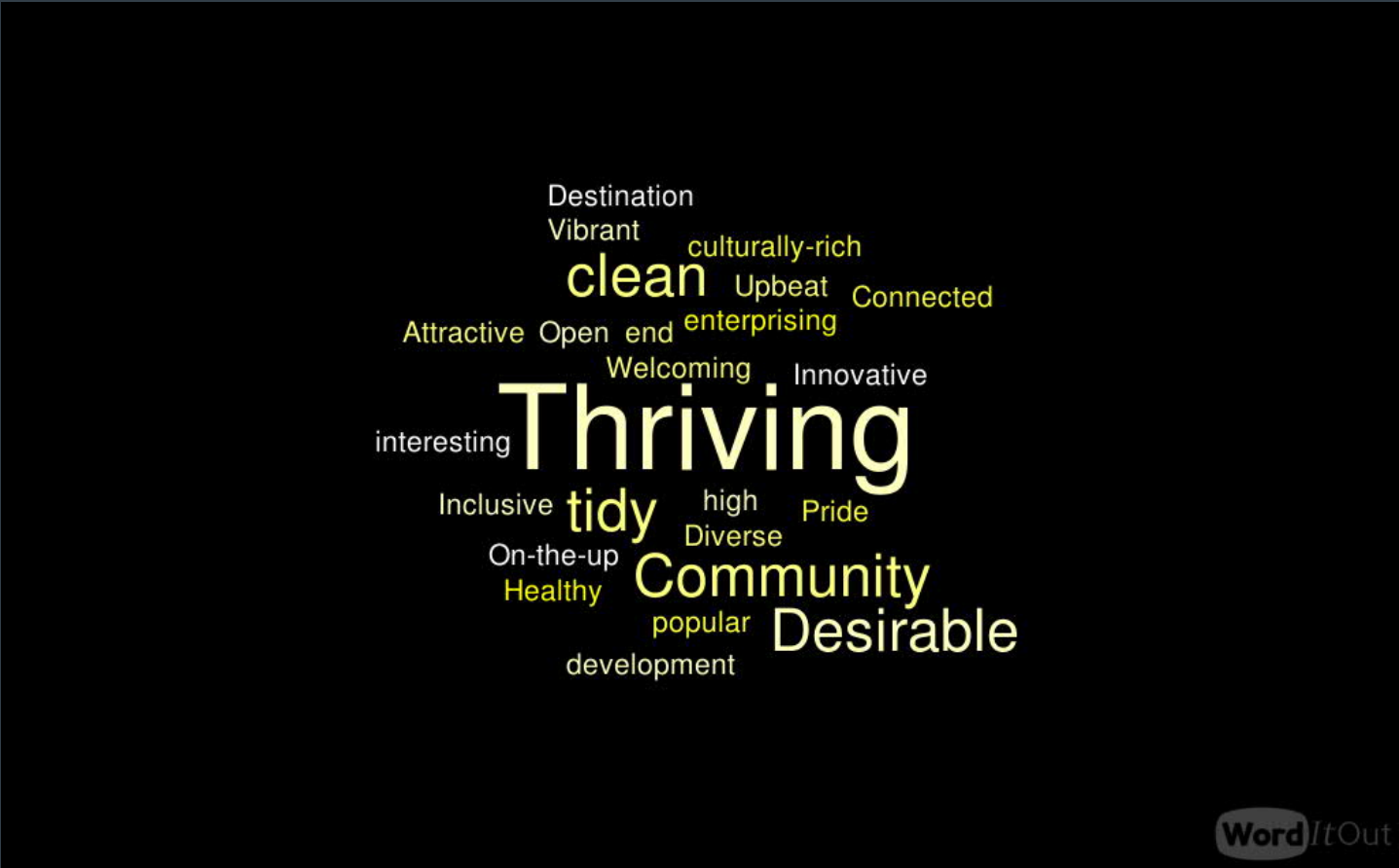
### Improving the town centre

- I think all shop frontages need to be improved to improve the visual appearance of the town. At the moment it seems rather drab with some shops looking like they are still in the 1960's!

## Kidsgrove's USPs

- **Connectivity** – Good transport links (road and rail), with the station as a strategic anchor and connector. Close proximity to employment centres.
- **Liveability** – Edge of countryside location with attractive satellite villages offering good value in the housing market relative to other Cheshire East towns. Parks/green spaces/canals.
- **Sports & leisure offer** – Fitness centre - astro facilities to make it a popular choice for recreational activity. Non league football tradition. Dry Ski slope. Established cricket and rugby clubs and open spaces. Opportunity to reinvigorate the local leisure centre.
- **History & Heritage** – Harecastle Tunnel/ Historic canal network in town centre/ Mow Cop castle/ Bathpool park. Links to Reginald Mitchell.
- **Good schooling**
- **People**

# A Vision for Kidsgrove – four key words



WordItOut

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## A Vision for Kidsgrove

- **Key themes:**
- **Attract businesses and residents**
- **Destination of choice – not a last resort**
- **Works for all members of the community / increases sense of community**
- **Heritage**
- **Strong infrastructure**
- **Sense of pride**
- **Better leisure facilities**
- **Employment opportunities / safeguard for the future**

### By 2030, Kidsgrove will be:

- *“A thriving town which builds on its heritage and excellent transport connections to be a place of enterprise, jobs and investment. Kidsgrove will be the first choice for new businesses, offering opportunities to local residents and supporting the local economy.”*
- *“A dynamic and well-connected town via its rail station, access to the canal network and the M6, which offers opportunities and a sense of pride for residents and is the first-choice location for new businesses”.*



# Next steps

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## Next steps

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

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**Any questions?**