



# HARTLEPOOL VISION



# INTRODUCTION

This vision represents the first step in creating a radical new blueprint to revitalise the centre of Hartlepool, spark the town's wider regeneration and lay the foundation for its future prosperity.

Our aim is to create major new business, leisure and retail facilities, increase the town's profile as a visitor destination and produce a host of new job opportunities.

We want to start a discussion among Hartlepool residents, businesses and landowners, to ensure that the right decisions for the future are made.

This will pave the way for the creation of a detailed Masterplan which will explore in depth the full potential of the areas and propose realistic solutions for what can be achieved.

I very much hope that over the coming months, everyone with an interest in the future of Hartlepool will contribute to the debate so that together we can achieve the very best for the future of our town.



Cllr Christopher Akers-Belcher  
Leader  
Hartlepool Borough Council



Church Street and Church Square provide a critical link between the town centre and Hartlepool Waterfront.



# CHURCH STREET

Through targeted investment Church Street will be at the heart of a vibrant Innovation and Skills Quarter. Its café culture and thriving daytime economy centred around the creative industries will provide a dynamic link between the town centre and Hartlepool Waterfront.

A mixed-use development opportunity of 2.14 Hectares (Ha) on the Council's Lynn Street depot site will help drive forward the economic growth of the area.

- The area already accommodates Hartlepool College of Further Education with a mix of 8,000 FE and HE students with a strong focus on vocational skills.
- Cleveland College of Art and Design is the only specialist provider of Higher Education in the creative industries in the north east and has recently expanded into key historic buildings in the area.
- The Innovation and Skills Quarter has been further strengthened through a £2.2m investment in purpose-built student accommodation.



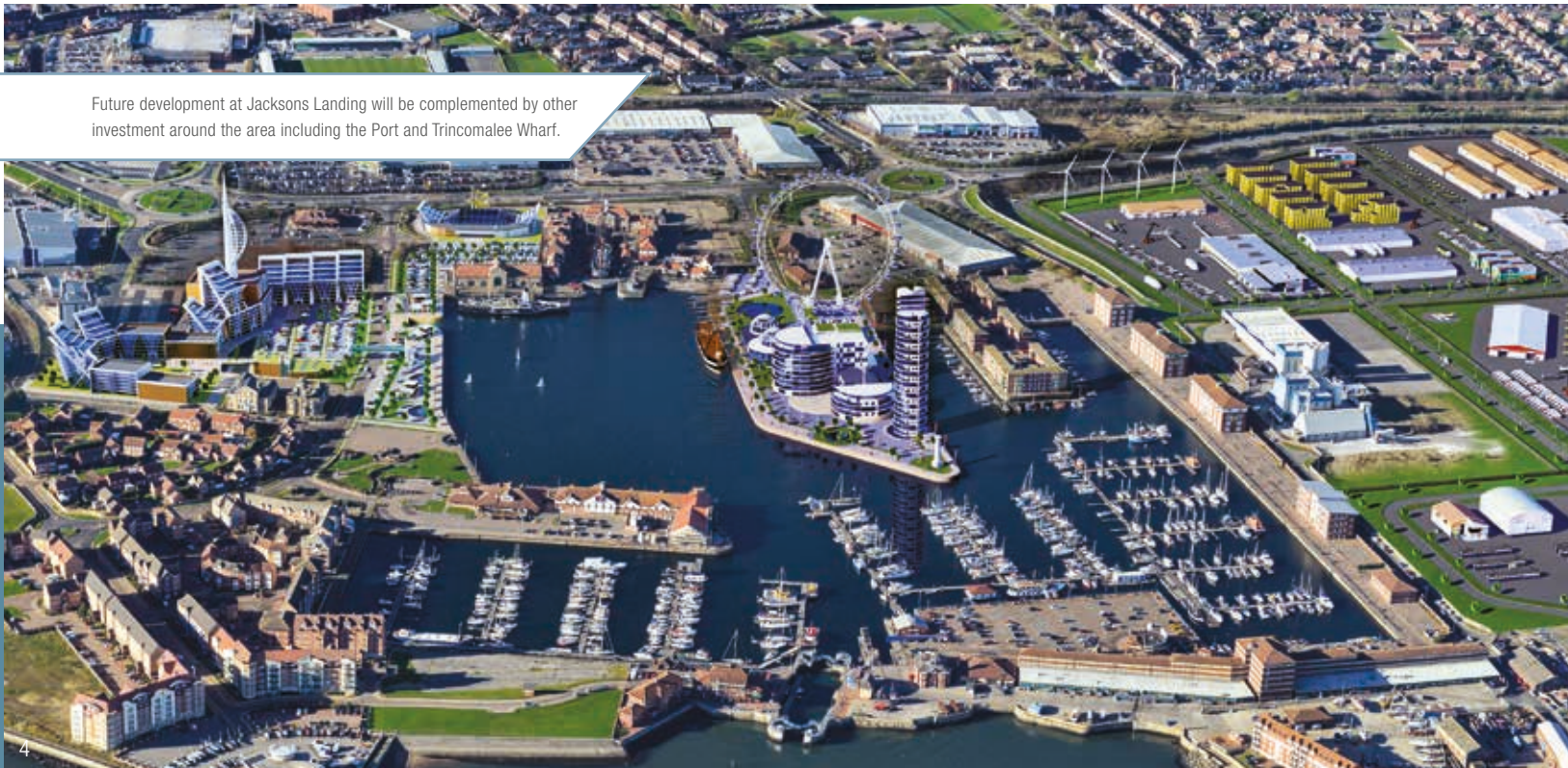


The future: A revitalised Church Street will be an enjoyable and lively daytime environment for shoppers, families and students.

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Jacksons Landing is at the heart of Hartlepool Waterfront.



Future development at Jacksons Landing will be complemented by other investment around the area including the Port and Trincomalee Wharf.



# HARTLEPOOL WATERFRONT

incorporating Jacksons Landing, Trincomalee Wharf & Hartlepool's Maritime Experience



The future: Jacksons Landing and Hartlepool Waterfront will become a distinctive regional leisure destination.

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At the heart of the £500m 24Ha marina development lie Jacksons Landing, Trincomalee Wharf and Hartlepool's Maritime Experience which make up Hartlepool Waterfront. A thriving hub of restaurants, cafés, bars and shops adds to the mix at nearby Navigation Point.

- The area is a focus for major local, national and international events including the Tall Ships Races, which attracted 1m visitors over 4 days.
- Jacksons Landing is one of Hartlepool's key waterside development opportunities. Surrounded by water on three sides, the redeveloped site could include a national leisure attraction to complement the existing offer.
- Trincomalee Wharf represents a £45m private-sector led mixed use development.
- Hartlepool's Maritime Experience and The Museum of Hartlepool attract over 150,000 visitors a year. It includes the oldest British Navy Warship afloat in the world, HMS Trincomalee.



The compact town centre offers opportunities for investment.

# TOWN CENTRE

Further investment will deliver an improved retail offer, greater diversity through additional commercial, leisure and cultural uses and better links to Church Street and Hartlepool Waterfront.

- The town centre is a key destination for retail, leisure and commercial activities.
- Middleton Grange Shopping Centre has an annual footfall of 10m, with 140 outlets employing 500 people.
- The £4.6m transport interchange provides direct rail links to London, Newcastle and Middlesbrough.







The future: Investment will add to the retail offer and link different areas of the town centre together.

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# SEATON CAREW

New beachfront development will support existing businesses and create further opportunities by building upon the natural assets of the existing visitor offer, including the spectacular shoreline, thriving wildlife areas, Teesmouth National Nature Reserve and links to the RSPB Visitor Centre at Saltholme.

- Seaton Carew is a popular seaside visitor destination.
- Accessible promenade complements the wide sandy beach.
- Diverse range of sporting facilities including golf, cricket, multi-use football, fitness and indoor golf facilities.
- Hotel and Guest House accommodation in Seaton Carew forms a key element of Hartlepool's visitor accommodation provision.
- The landmark JD Sportsdomes represent £8m of investment in state-of-the-art facilities.
- Private sector led regeneration scheme in place to deliver up to 200 new houses and a regeneration programme of up to £5m.

The front at Seaton Carew enjoys a spectacular seaside location.





The future: New play and leisure facilities will create a more attractive open aspect that will attract more families back to the seaford and support existing businesses.

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# THE HEADLAND

The Kafiga Landings site can be regenerated to reconnect the historic heart of The Headland to the harbour. Inward investment will enable the waterfront site, currently a car park, to be opened up to create a mixture of cafes, restaurants and residential development.

- The Headland is one of Hartlepool's most historic locations.
- The improved Town Square complements the historic character of the area.
- Heritage based visitor attractions include the 12th century St Hilda's Church, Heugh Gun Battery Museum and the Headland Story Trail.
- Renovation of St Andrew's church as Mary Rowntrees café & restaurant.
- Further investment plans for the historic Friarage building and a new Fire Station.



The Headland has a distinctive and unique heritage character.



The future: New development at Kaffiq Landings will link established historic locations and add value to this visitor destination.

Queens Meadow is already home to a thriving business community.



## HARTLEPOOL'S ENTERPRISE ZONE

New investment in Enterprise Zones at Queens Meadow and The Port Estate will provide up to 122Ha of new business development in two high quality locations.

Both sites offer incentives to businesses in key sectors of the economy.

- Queens Meadow is a 65Ha modern landscaped business park benefiting from rate relief focussed on advanced manufacturing and engineering, chemicals and the renewable energy sector. It provides significant high quality business incubation accommodation.

**Six projects have been delivered to date creating over 80 jobs with just under £2m of private sector investment.**

- The Port Estate, owned by PD Ports, offers over 57Ha of fully serviced land with access to 5 quays and 3 berths at the heart of Hartlepool's local economy

The site is ideally placed for oil/gas and renewable industries and is already home to JDR Cables, Heerema and TWL who service the North Sea Renewables Sector. The location offers businesses enhanced capital allowances.





The future: New development will bring additional jobs and investment to the area.

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# WYNYARD

The next phase of development at Wynyard will add more value to the hugely successful business park and will be a flagship development for the region.

- Wynyard is already home to 65 businesses employing 2,000 people and enjoys a national profile as a high quality business park in a premier location.
- It covers an area of 280Ha and offers both office and manufacturing space with excellent transport links throughout the North-East region.
- The site also includes residential development and supporting facilities and will accommodate the proposed multi-million pound hospital development.

Future plans for Wynyard will add to the impressive range of business accommodation.







The future: The next phase of development will be a flagship for the whole region.

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CHURCH STREET



HARTLEPOOL WATERFRONT



PORT ESTATE



QUEENS MEADOW



THE HEADLAND



TOWN CENTRE



SEATON CAREW



WYNYARD



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