

Hartlepool Borough Council

Town Investment Plan

TOWN DEAL BOARD DISCUSSION PAPER

July 2020

1. Response to June Board presentation and questions

The following is a summary of the discussion of the Town Investment Plan at the previous June Board meeting and the written responses subsequently received following invitation:

Q. Do you agree with the economic diagnosis (sections 2 and 4) for Hartlepool as the starting point of the Town Investment Plan? Are there other issues to consider in developing the Town Investment Plan

A. Broad agreement with the place-based economic analysis. Specific comments include:

- in agreement with the overall analysis which also reflects COVID 19 emerging focus given reliance on specific sectors
- in agreement with the scope of the issues considered, particularly given limitation to funds meaning focus is required

Q. What should be the geographic focus of Town Investment Plan interventions? Hartlepool's central area and waterfront or should it consider a wider area of the town?

A. All respondents in agreement with a focus on the Central Area and Waterfront, with other potential areas for consideration mentioned as Seaton Carew and the Headland. Some consider the need to focus spatially as being important to prevent the dilution of funding and achieve maximum impact and provide clear priorities.

Q. Does the draft TIP framework provide an appropriate starting point in guiding project priorities –what's missing? Is the Growth Strategy vision still the right 'statement of intent' for the town?

A. Responses are individual and varied:

- Three Masts approach of Economic Growth Strategy is a good starting point
- Additional focus on the why question of what we are doing
- Further focus on the wider town development narrative
- More emphasis on digital industries
- Mention skills and aspiration
- Civic pride

Emerging themes from the discussion and responses to be reflected in the vision are 'inclusion', 'pride', 'High-quality employment', 'lives and livelihoods', 'productive', 'innovation' and 'creativity'.

Q. What are the top priorities for capital investment through the TIP?

- Job creation
- High-quality jobs
- Skills and aspiration
- Improving lives and livelihoods
- Investment to change behaviours
- Increasing town centre spend by making it more attractive

- Making Hartlepool a better place to live, grow and age
- Graduate retention and return
- Delivering a Health and Social Care Centre of Excellence
- Delivering Creative Hartlepool
- Health and living well and personal responsibility, together with institutional responsibility
- Attracting more visitors to the town, either for tourism or leisure

Q. How should the Town Investment Plan seek to reflect the post-COVID economic recovery agenda for Hartlepool?

Responses are individual and varied:

- Cautious about being too focussed on COVID specific investment
- Sector focus may not be required as all new economic activity is important to recovery / growth
- Supporting business/retail/industries return to work - especially in the six key sector areas.
- Employers supporting their employees and also support for those people who want to develop their CV and upskill
- Possible support with business start ups
- Availability of high-quality hotel accommodation will be essential for rebuilding hospitality and leisure industry and other industries following the loss of the Grand Hotel

2. Update to vision and outcomes

As outlined below, and for discussion at the July Board meeting, the Town Investment Plan visions and outcomes have been updated to reflect Board members' comments and priorities.

It is proposed that, once agreed, the vision and outcomes are the foundation of the process by which potential capital investment projects can be discussed and prioritised – alongside the Government's scope and ambitions for the Towns Fund as outlined in recent updated guidance.

The project prioritisation and filtering process will be presented and discussed at the Town Deal Board. This will be based upon 1) alignment with Town Deal guidance; 2) potential for local economic transformation and 3) delivery, funding and value for money.

VISION

➤ **VISION:** *what kind of town is Hartlepool in 20 years?*

- an inclusive, proud and productive town where aspiration and creativity are valued
- a town which supports and welcomes visitors, learners and innovative businesses
- where people are inspired and enabled to get more out of their work and investment
- which promotes itself with pride and makes its mark over a wide economic footprint

➤ **OUTCOMES:** *what can we achieve in the next ten years by investing through the Towns Fund?*

	URBAN REGENERATION, PLANNING AND LAND USE	SKILLS AND ENTERPRISE INFRASTRUCTURE	CONNECTIVITY
OUTCOMES	Improve the physical appearance of the town to promote civic pride, new visitors and new investment	Provide more high-quality workspace to support recovery and growth in the town's business community	Improve and make new physical connections to support resident and visitor engagement with the town's economic assets and opportunities
	Maximise the productive and inclusive use of land and buildings to improve appearance, access and perception	Work with education institutions to deliver the assets needed to continue to close the skills gap and attract new learners	Improve the appearance, function and capacity of the town's gateway arrival points to make it work better for visitors and residents
	Address private sector risk to secure new investment in high-value jobs, especially in professional services	Secure direct inward investment to establish a high-quality local jobs market reflective of the town's position in the Tees Valley economy	Maximise digital connectivity and inclusion to give residents and businesses access to economic recovery and growth opportunities
	Enhance and extend the town's visitor economy assets to make Hartlepool a multi-day destination		