



HARTLEPOOL
TOWN DEAL
BOARD

Hartlepool Town Deal Board

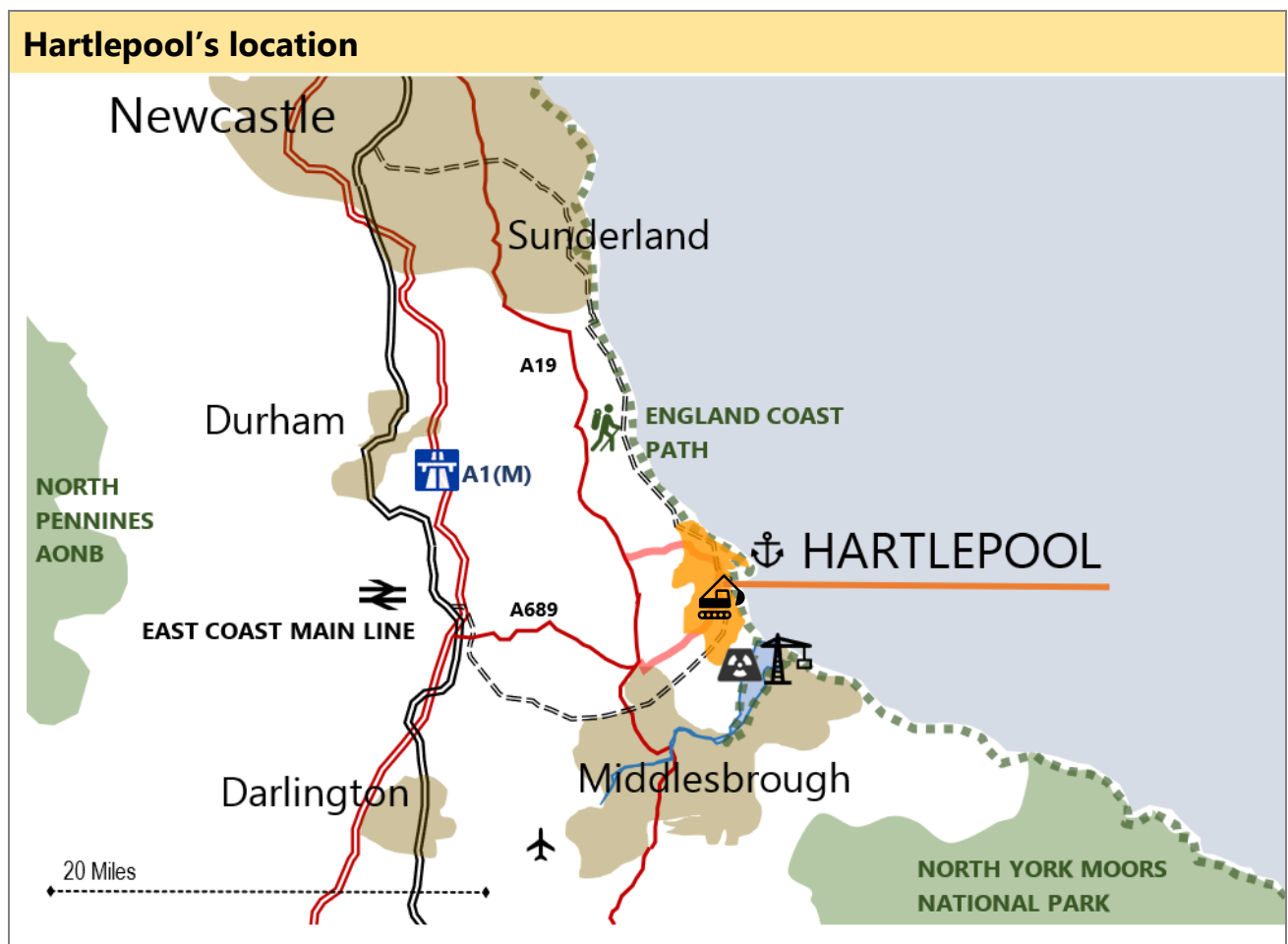
The Hartlepool Investment Plan:
Part One

DRAFT WORK IN PROGRESS October 2020

Contents

1. Hartlepool in context	3
Hartlepool's place in the world	3
What's great about Hartlepool	7
Legacy challenges and future potential	10
Opportunities	16
2. Hartlepool Investment Plan	21
Evidence and analysis 1: Hartlepool's current economic function	21
Evidence and analysis 2: Hartlepool's current spatial function	22
Evidence and analysis 3: Legacy challenges to becoming a modern 360° town economy	23
Evidence and analysis 4: Legacy effects of living in a town with a catching up economy	25
Wider economic and spatial plan for Hartlepool's future	26
Wider economic and spatial plan for Hartlepool's future – context	28
Town Deal for <i>Our Town</i>	31
Our statement of commitment: the ' <i>vision</i> '	31
The outcomes we want to achieve	31
Role and impact of the Hartlepool Investment Plan	32
Our priority investments	34
3. Working with our community	40
Stakeholder and community engagement: what Hartlepool people say about their town	40
4. Delivering the Hartlepool Investment Plan	44
Business case development	44







1. Hartlepool in context



Hartlepool's place in the world

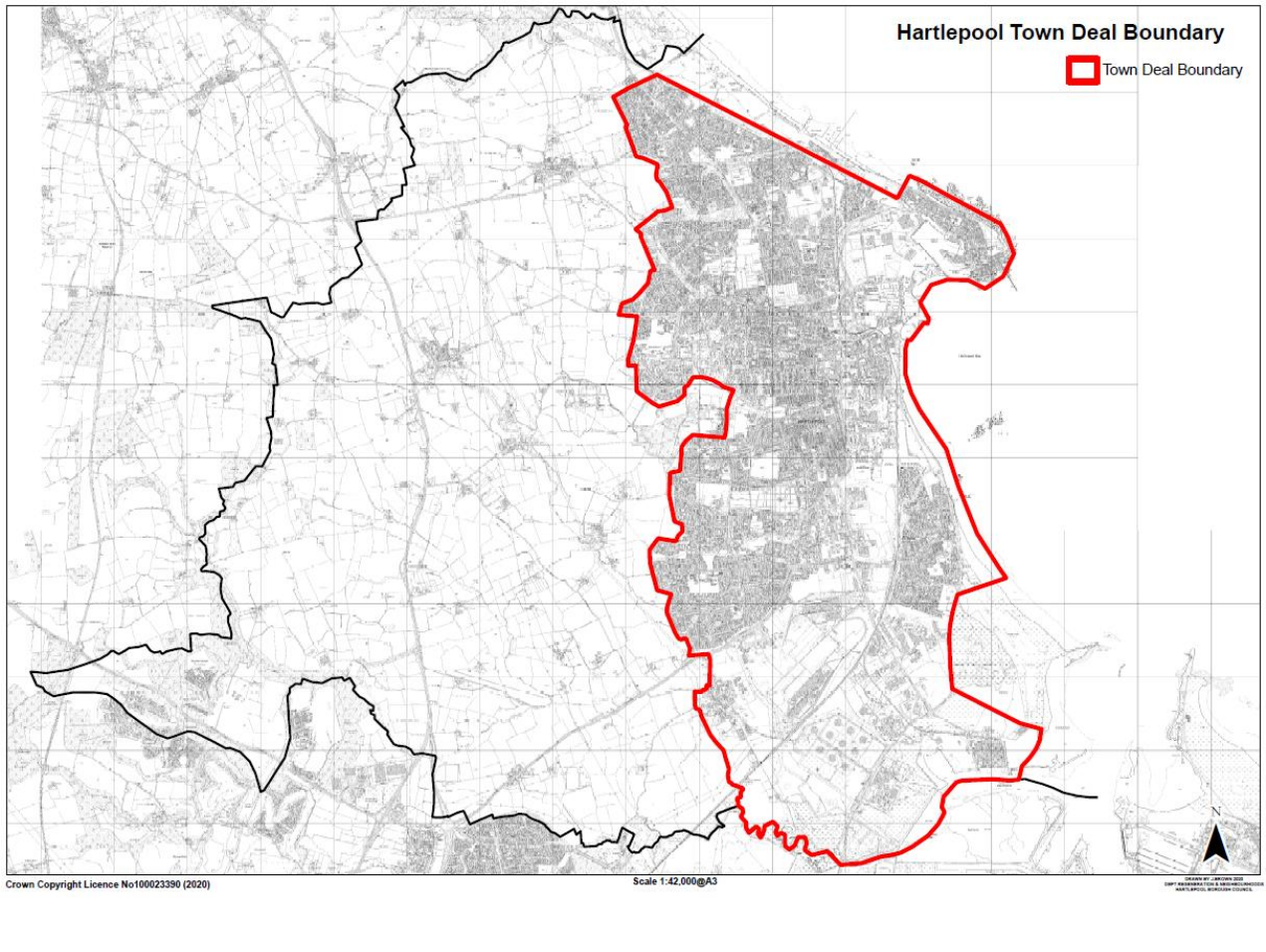
Hartlepool is a coastal port town on the historic Durham coast in north-east England. As a town it stands on its own. It is roughly equidistant between the two nearest larger places – Middlesbrough 15 miles to the south across the River Tees, and Sunderland 20 miles up the coast.

The town and its people are used to change – two towns, old and new, across the water, reinvented and united as one; its relationship with the sea evolving with emergent new uses for its ports.

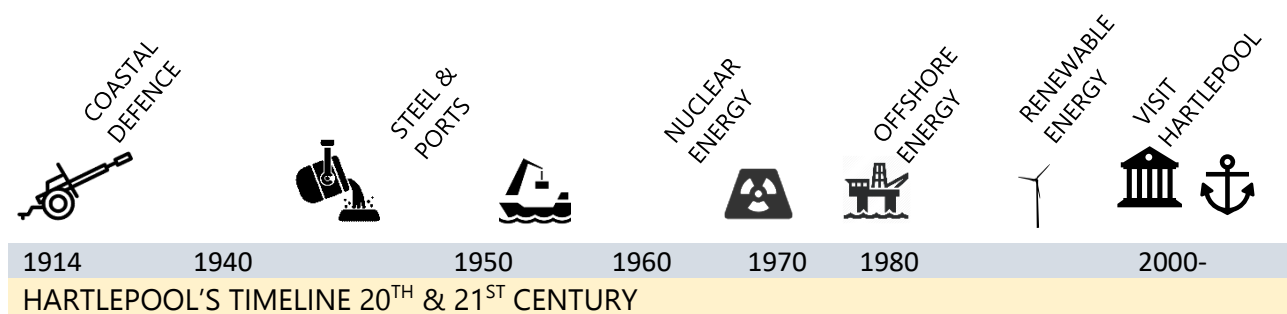
						
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HARTLEPOOL'S TIMELINE TO 20TH CENTURY

Hartlepool Town Deal boundary



Old Hartlepool – the historic Headland — was founded with a 7th Century monastery where St Hilda was abbess; the existing 13th century church bears her name. The Headland overlooks Hartlepool Bay and Tees Bay – a safe haven, landing and trading point for North Sea sailors for thousands of years. Across the bay and Hartlepool Marina, *West Hartlepool*, emerged in the Industrial Revolution with the arrival of the Hartlepool and Stockton railway – and grew rapidly on the back of shipping Durham coal, making iron and building ships.



Industrial Central Hartlepool 1980s¹



For decades in the 19th and 20th centuries the 'new' town turned away from the coastline – where the assets and activities focused on production: making and moving of goods, generating and capturing energy; and not yet on leisure and nature. It is the railway – positioned to serve both the town and the docks – and not the coastline, which forms the north and eastern boundary of the town centre.

In the 1990s the town took a major evolutionary step. The industrial docks were transformed as one of the largest leisure-craft marinas in the UK: with 500 fully-serviced berths and leisure and visitor facilities. The marina is also home to the National Museum of the Royal Navy – a recreated 18th century sea port and HMS Trincomalee – Britain's oldest water-bound warship.

From the marina, the England Coast Path heads north via the Headland towards the Durham Heritage Coast, and south around Teesmouth towards the North York Moors National Park. National Cycle Route 14 is another key visitor route through the town.



Hartlepudlians are proud of their town – one with a rich productive and maritime history. Hartlepool has a higher proportion of people who work in skilled trades – makers and do-ers – than across the national economy³. But it also has the capacity to keep evolving – it is now the home a strong clean-energy sector and welcomes hundreds of students from across the country to the Northern College of Art each year.

Hartlepool has had its challenges – ones which have had profound effects on the town and left a legacy economic and social structure of communities who have had to make-do with less. The Borough has the 6th highest proportion of socially-rented housing of any non-metropolitan area in England⁴. But the town is determined to continue its evolution towards a modern, rounded economy and society where everyone can play a valuable and meaningful part.

What Hartlepool people say about our town⁵

<i>'Friendly people'</i>	<i>'Community spirit'</i>	<i>'Town with history'</i>	<i>'My home town'</i>
<i>'Honesty'</i>	<i>'Passion for our town'</i>	<i>'Beautiful beaches'</i>	<i>'Coastal walks'</i>
<i>'Proud'</i>	<i>'Supportive'</i>	<i>'Character'</i>	

What's great about Hartlepool



Hartlepool's location and history endows a range of physical and institutional assets which would be the envy of many bigger towns and cities.

Our town is the location of:

- Nationally important strategic infrastructure: ***power and ports;***
- Skills institutions providing specialist training and education to attract learners from **across the region and wider Northern Powerhouse** – whether a degree in Film, TV & Theatre production at the Northern School of Art or training in aerospace engineering at Hartlepool College (images above);
- Centres of innovation and entrepreneurship in creative and productive industries; and
- Natural and heritage assets to match any of the East Coast's historic towns: this is the number one thing people are proud of about their town⁶



Skills



The Northern School of Art. One of the top-performing UK higher education institutions for graduate employability. Opened a new £11m Hartlepool Campus in 2017 on Church Street in the **Innovation and Skills Quarter**



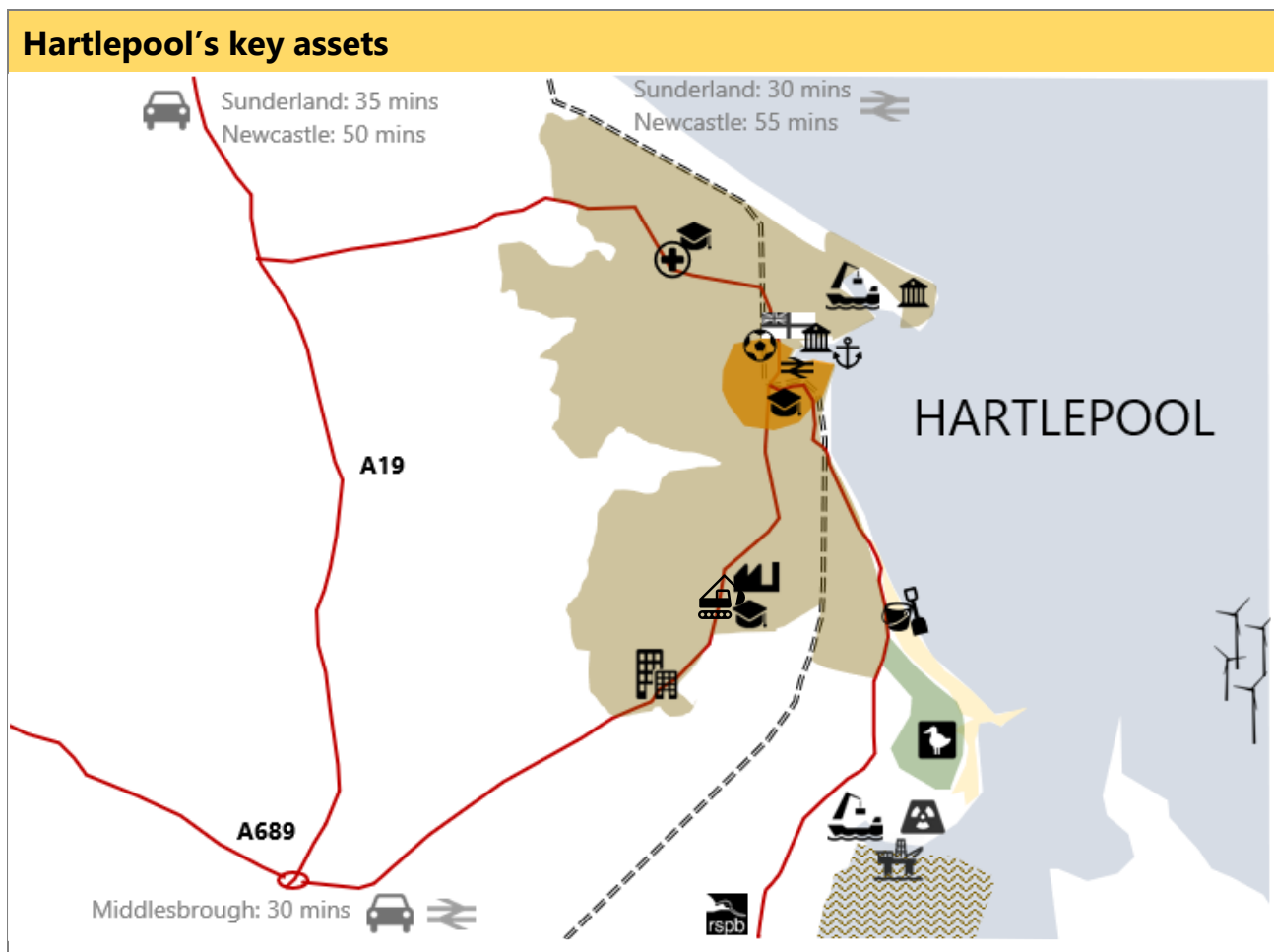
Hartlepool College of Further Education: A leading regional college for technical and professional education; and an 'outstanding' provider of work-based apprenticeships. Opened its £52m building by Church Square in the **Innovation and Skills Quarter** in 2012




University Hospital of Hartlepool: University teaching and general hospital providing clinical training to medical students, nurse practitioners and foundation doctors







Seymour Skills Academy: Opened in 2019, the largest civil engineering infrastructure training skills facility in the North East. An 11-acre site 3 miles to the south of the town offering classroom, demonstration facilities and full-scale test ground training for infrastructure engineering (inc. digital), construction skills, planning, surveying, landscaping and ecology.





Infrastructure

- 

Hartlepool Nuclear Power Station: One of 8 currently active nuclear power reactors in the UK – providing power to up to 2 million homes and one of the largest providers of technical jobs in the area. Operation will continue until at least 2024 with potential to develop a new small modular reactor plant at the site
- 


Teesside Windfarm: 27-turbine, 62MW renewable energy installation, 2.5 miles east of Seaton Carew. Opened in 2014
- 


ABLE Seaton Port: 51-hectare site deep-water port in the mouth of the Tees. Able has invested over £120m since acquisition in 1996; providing reinforced quayside facilities, establishing oil and gas decommissioning operations and serving offshore energy
- 


Hartlepool Port: Deep-water sea port between the town and the Headland. A hub for offshore renewable energy, oil and gas activities - handling 500,000 tonnes a year. The Port has 5 general cargo berths, a roll-on roll-off berth and specialist heavy-lifting docks



Innovation & entrepreneurship



The BIS: Building on the success of the Northern School of Art in producing creative graduates – the BIS is the new £3.5m managed workspace just off Church Street with 28 units for start-ups and new growth creative businesses. One of the key assets in the Innovation and Skills Quarter



Hartlepool Innovation Centre, Queens Meadow Business Park: Operated by UK Steel Enterprise, the Innovation Centre provides easy in-out accommodation to support start-up businesses, focusing on advanced manufacturing and engineering



Enterprise Court, Queens Meadow Business Park: £3m managed grow-on workspace adjacent to the Innovation Centre, developed by HCA in 2015. Offers 21 hybrid office-industrial units with occupiers including companies originally accommodated in the Innovation Centre



Natural, heritage and visitor assets



Hartlepool Marina: With 500 berths, Hartlepool has one of the largest leisure-craft marinas in the country. Within walking distance of the town centre, the marina also has apartment accommodation, visitor attractions and restaurants in a waterfront setting.



National Museum of the Royal Navy: Hartlepool is one of a select number of locations – alongside Portsmouth and Belfast – to host the national naval museum. The maritime visitor experience at the marina includes a recreated 18th Century Seaport, and HMS Trincomalee built immediately after the Napoleonic Wars, the oldest water-bound naval vessel in the UK.



England Coast Path & National Cycle Route 14: One of Natural England's National Trails, the England Coast Path will join all existing and new coastal paths around the Country with a formal launch in 2021. The existing route passes through Hartlepool, along Seaton Sands and around the marina and Headland. National Cycle Route 14 from Darlington to Sunderland passes a similar route – including along Seaton promenade

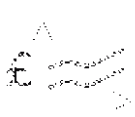


Teesmouth National Nature Reserve & RSPB Saltholme: The National Nature Reserve at Teesmouth lies between North Gare and Seal Sands – around four miles from Hartlepool town centre. It is an internationally-important habitat for migratory sea birds and waders. The visitor centre and reserve at RSPB Seal Sands lies another 3 miles further south in the Tees Estuary



Historic Headland: The Headland – *Old Hartlepool* – has been settled since the 6th century and is an important site of early-medieval Christianity in Britain. The 13th Century St Hilda's Church is named for the abbess of the Saxon Monastery on the same site. In later times the Headland became a vital strategic coastal defence location – the Heugh Battery museum commemorates the town's role in the First World War





Legacy challenges and future potential

The key challenge for the future of Hartlepool as a town is that the quality of the town’s economic and natural assets is not yet matched by all-round value within three key areas of town life:

1. activity and jobs in our local economy;
2. the socio-economic wellbeing of our community; and
3. the function and environment of the central area – the town centre and Waterfront.

These **three things to change** have been identified in the collective understanding of the town (see detailed Evidence and Analysis *Section 2*): data and consultation which identifies our legacy challenges:

- a jobs value gap:
- social mobility and skills constraints: and
- disfunctional and disconnected central area.

create more and better employment opportunities

1. Jobs value gap



Hartlepool is a **‘catching up’ town**. Major changes have occurred in the national economy in the last forty years – a shift toward service and knowledge-led activity, driven by private enterprise and the globalisation of markets. The change has most profoundly impacted town economies like Hartlepool – places with assets and people geared for large-scale productive activity, without established historic networks of universities, entrepreneurs and professional employers.

Hartlepool has come a long way – but gaps persist. The town’s economy still does not support enough jobs: **60% residents cite availability of jobs as a priority to improve their town**⁷. To provide the volume of employment seen across the national economy, the town would need another 14,000 positions – an increase of almost 50%⁸. Most of this **jobs deficit** is seen in private sector services jobs – we still have greater proportions of production and public sector employment than national averages. Closing the gap requires more private sector investment – and in turn this means **continuing to improve the business reputation of the town**. More than three-quarters of local businesses feel that perceptions of the place and the quality of the town centre are holding back growth and investment⁹.

More and more of the town’s residents work in higher-value managerial, professional and technical jobs: 39% of the workforce compared to 29% in 2005. But the gap is difficult to close: over the same time the national figure rose from 40% to 48%¹⁰.

2. Social mobility and skills constraints



As gaps in the volume and value of work have emerged in the past few decades, some parts of our community have been held back by their economic circumstances. **At the start of the century, average earnings in Hartlepool were 21% behind the rest of the country.** Now the gap is smaller (11%) but a £3,000 deficit per worker per year still has an effect on the value of the town's economy and people's life chances. Hartlepool is in the lowest 20% of areas in the national social mobility index¹¹.

Skills are a key factor in social mobility and economic value. **Basic employability skills are required for economic engagement and empowerment; and to attract more and better jobs.** Hartlepool has made great strides. In 2005 more than one-in-five workinlogic

g-age adults had no formal qualification; the figures is now almost down to one-in-ten¹². However, the deficit of applied and advanced working skills in the Hartlepool community remains a fundamental constraint on economic wellbeing. A further 4,900 people would have to achieve a Level-3 qualification in the town to catch up with national trends¹³.

Equip young people with the knowledge, skills and entrepreneurial attitudes they need for a complex and challenging future

3. Disfunctional and disconnected central area



Hartlepool's 'central area' is the area withing walking distance of Church Square – the location of the town's art gallery – at the meeting point of Stockton Street, Church Street, Victoria Road and Clarence Road. Directly opposite to the west side of Stockton Street, the Victorian Grade II-listed former Binns department store, has been wrapped into Middleton Grange, a late-1960s brutalist shopping centre, which has served as the town's 'high street' for the last fifty years, but is now too large and retail dominated to suit modern town centre purposes. Opposite to the north is the 1970s civic precinct including Council offices and vacant Magistrates Court. The dual-carriageway Stockton Street formed a hard barrier for east-west movement for many years – and the pedestrian crossing has been subject of significant investment to improve image, safety and permeability in recent years.

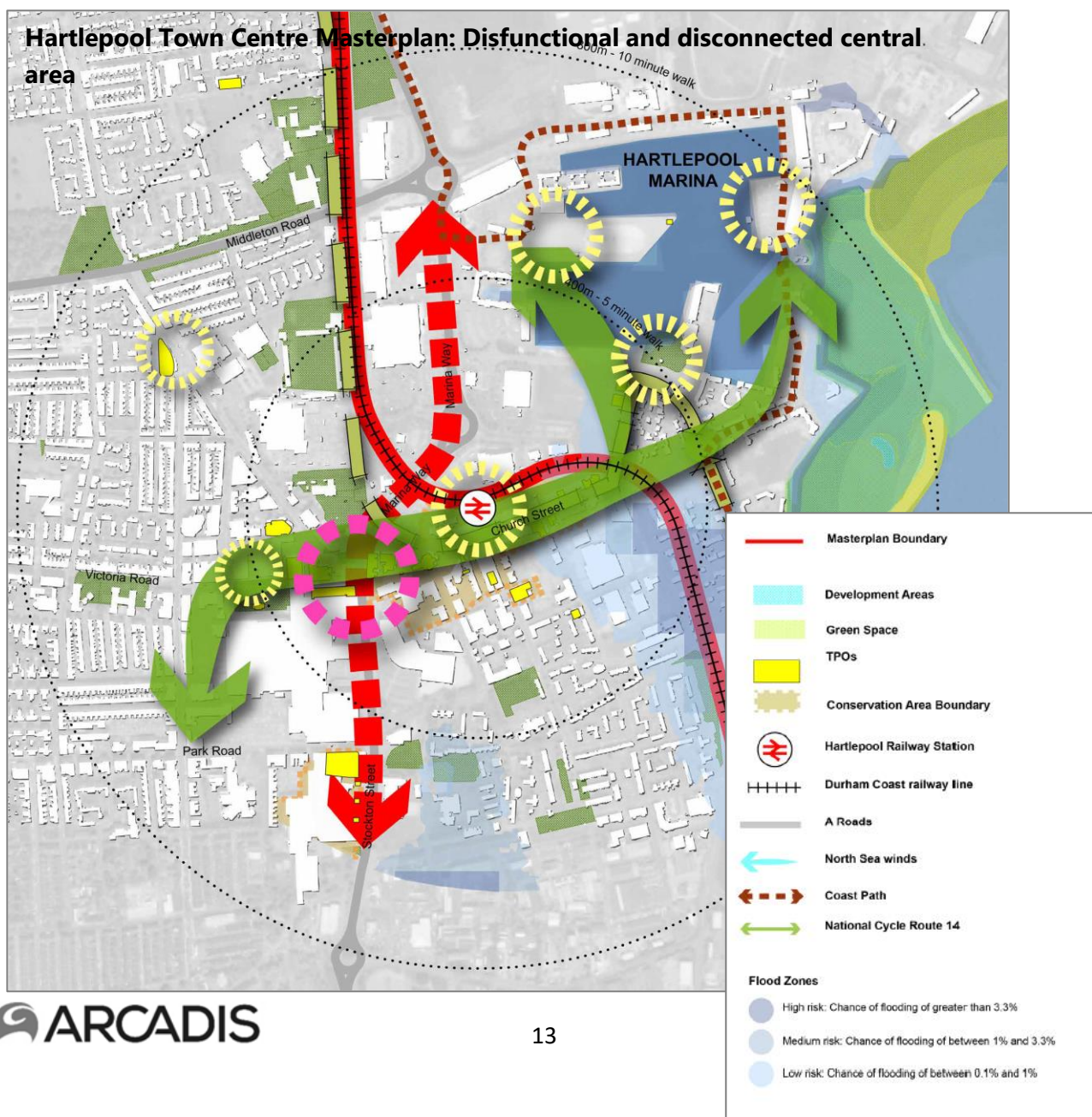
The town's transport hub – bus and train stations – is immediately to the north and east of Church Square, whilst Church Street runs east towards the coast. Church Street was once the centre of the town and is lined with impressive Victorian and early 20th Century commercial buildings many of which are vacant and at risk of further dilapidation.

Take out excess capacity of buildings... put businesses together rather than all over the place

In a post-high-street-retail world, there is no obvious core to the town centre or obvious and efficient network of movement routes for walking and cycling. The image of the town centre is a constraint on attracting more and better jobs with the types of employers looking to locate in central urban areas.

To the north-west the Waterfront is a very important part of the central area, and the new vision for a greater diversity of uses including leisure and the visitor economy. However, to get to the Waterfront from anywhere else in the central area involves a lengthy walk – either along a dual carriageway or to the far end Church Street and over the railway via the level crossing.

The plan below shows the central point of Church Square (pink) and the north-south barriers of the A689 dual-carriageway (Stockton Street) and the railway (both red).



Impact of COVID-19 on our legacy challenges

The societal and health care impacts of COVID-19 have been profound in 2020. ‘Catching up’ communities are generally likely to be more susceptible to the negative effects of major threats to individual and economic wellbeing.

Thus far, Hartlepool has been in the top 25% most-affected local authorities in England and Wales in terms of its mortality rate, which in turn is higher than the national average¹⁴. The long-term health and social care impacts are likely to be greater in places with existing health challenges such as Hartlepool¹⁵ - meaning more attention and resources focused on acute socio-economic challenges in our community alongside rebuilding overall economic wellbeing.

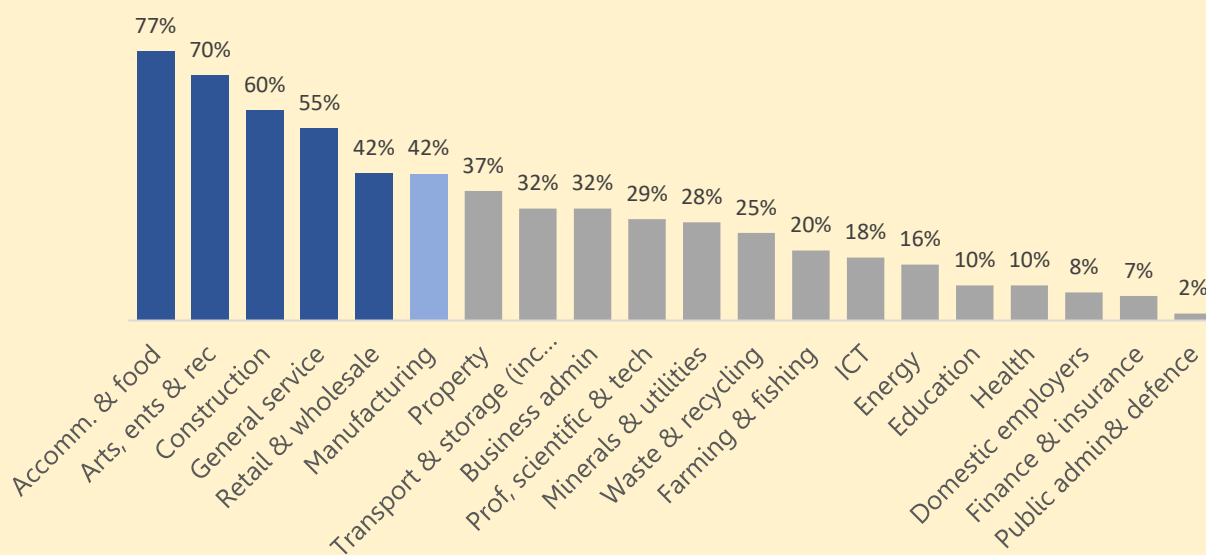
The short-term economic impacts have been negative – but not disproportionately so. The initial evidence reinforces the need to focus on the long-term challenges for the town, rather than changing direction. The challenges have not changed as a result of COVID – simply the effect of them is highlighted and accelerated.

Jobs value gap and COVID

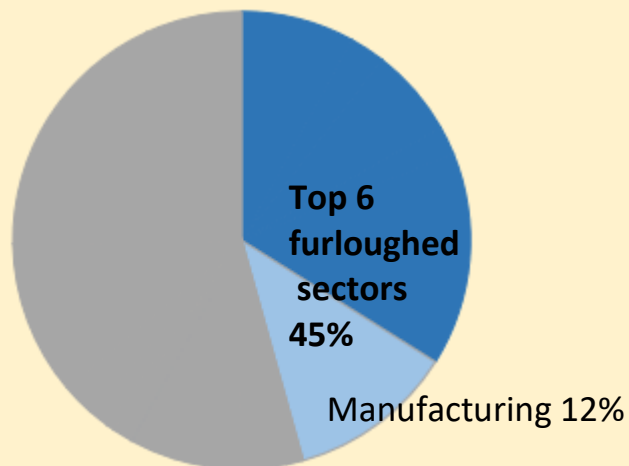
Unemployment in Hartlepool has increased significantly but to a lesser extent than across the country. The claimant count in the town increased by 3.1% percentage points between February and August 2020; compared to 3.6% across Britain. But the jobs gap persists – the level of unemployment benefits claims is still higher than the rest of the country.

Hartlepool is slightly more vulnerable to potential sector-specific economic impacts than elsewhere.

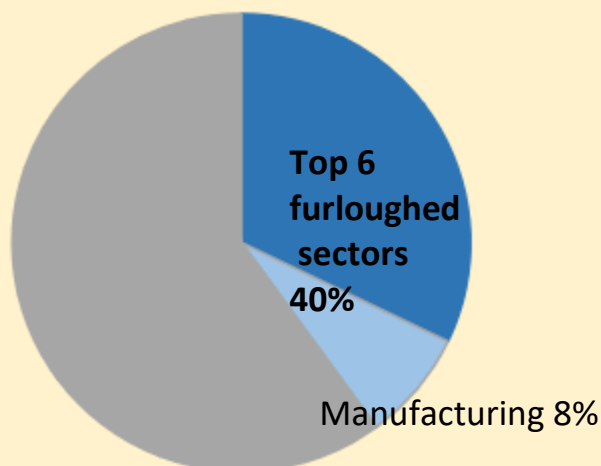
Proportion of eligible jobs furloughed by sector: UK, August 2020



2018 Employment by sector (Hartlepool)



2018 Employment by sector (England)



The top-6 most-affected sectors – measured by jobs furloughed – make up 40% of the national economy; but the proportion in Hartlepool is slightly higher at 45%. This is primarily due to the volume and proportion of manufacturing jobs in Hartlepool – meaning that particular attention may be required to support the re-employment of people from that sector.

Social mobility, skills constraints and COVID

The response to COVID 19 and the restrictions on personal and social interactions have brought sharper attention onto issues which are social mobility constraints and are already acknowledged challenges in our communities – such as mental health, financial vulnerability and digital exclusion.

Disruption to education and skills provision in the time when movements have been restricted, is likely to reinforce the challenges which already exist in educational attainment and higher-level skills in Hartlepool (see 'Evidence and Analysis: 4').

Disfunctional central area and COVID

Restrictions on movements in response to COVID have served to highlight and accelerate existing trends in the way Hartlepool's town centre functions and is used by the community. Clear and obvious shifts in the retail sector towards online channels and new consumer preferences are starker than ever. In 2020 to date (August) footfall at Hartlepool's Middleton Grange Shopping Centred was down 36% on 2019 – having already been in a pattern of decline¹⁶.



The Bis, Whitby Street

Opportunities for our town's future

The **three things to change** also represent the opportunity to redefine the spatial and economic future of the town in the next 20 years by developing:

- skills for a productive and creative town;
- value-driven rebound and growth; and
- a compact and connected waterfront market town.



Skills for a productive and creative town

The rapid and robust development of new and enhanced skills in Hartlepool represents one of the best chances our town has to improve its future. Some opportunity lies in our existing strength as a producer. To stay competitive in production – a key to post-COVID rebound – the town needs to build the skills for smart productivity. A process of industrial digitisation is underway, with a shift towards cyber-physical systems and the increasing importance of data control and transfer in production techniques. This will require skills in digital networking, data management and project delivery

DRAFT WORK IN PROGRESS October 2020

Being productive also needs access to modern infrastructure and a healthy workforce. Hartlepool has the opportunity to be leader by providing people with **skills to build** and **skills to care** – core strengths of the town’s FE college - especially in the evolving context of digital health and digital construction.

Give people the opportunities to advance their careers without having to live or work outside of Hartlepool

The Northern School of Art generates energy and dynamism for the town – and its new film and TV production studios are a great growth opportunity for study, skills, work, innovation, business growth and inward investment – helping raise the external perception of our town. And, being a creative town goes beyond the arts – it means creative skills for knowledge-based services such as those offered by Utility Alliance and Northgate Public Services.



Value-driven rebound and growth

We need to explore all avenues to drive up the baseline of employment, economic value and investment in Hartlepool – to rebound from COVID and to grow on. Opportunities exist across the economy – with significant room for growth in IT, business support services, professional services, and science and technology – to get up to levels of activity comparable with other places.

More jobs and more value can be generated by harnessing the potential of our existing business and skills base and by attracting new businesses to locate and grow in Hartlepool. For existing business to employ more people from Hartlepool, we can support and build on the success of growing professional services companies – and reinforce our position in advanced production and as a safe and attractive ‘staycation’ visitor destination.

Great opportunities exist to secure more and better private sector investment in Hartlepool through:

- Improving our applied and higher-level skills base;
- Selling the waterfront location and development potential;
- Providing a better connected, better functioning town centre attractive to new workers; and
- Promoting the urban and coastal lifestyle offer to new businesses and new residents.



A compact and connected waterfront market town

The Hartlepool Town Centre Masterplan 2020 establishes a vision for a **compact, consolidated, and connected town centre** which works better for our community and is more attractive and functional for private investors, businesses and learners at the centrally located colleges. A wide range of opportunities is identified to create a new **Heart of Hartlepool** and **Connect the Heart and the Waterfront**. These include the ambition to regenerate and re-imagine the Middleton Grange shopping centre to create a clearly-defined mixed-use heart with new public space; a walk-cycle bridge from the transport hub & Heart to the Waterfront; and targeted enhancements to the walkability of the ‘waterfront circuit’ to tie in the expanded National Museum and new leisure centre to the town (pink route below).

Hartlepool Town Centre Masterplan: Connecting the Heart and the Waterfront



Why we need to invest in 21st century Hartlepool

Hartlepool is a town which has grown on change, evolution and re-invention. From the arrival of the railways in the 1840, to the establishment of nuclear power and the rebirth of the town's waterfront in the 1980s and 90s, all major change in the town has been built on new investment. Major investment always involves someone, somewhere, taking a risk – on the basis that they understand and believe in the potential value of the rewards.

The types of direct investment and intervention which will drive the uplift in value and socio-economic wellbeing in the town are not *yet* investments which will be private-sector led at this stage of Hartlepool's current 21st Century evolution.

There is no immediately obvious financial or commercial return to be gained in making it easier for Hartlepool's residents to walk from the town centre to the Waterfront, or for someone landing a boat or walking the England Coast Path to go into the town. No landowner or property developer can make an upfront profit by converting unused retail space into a new civic meeting place for the next century. And no outside agency can invest in skills and training for the future workforce with the same level of belief and commitment to the town's young people as its colleges and local businesses.

The financial and commercial returns come later, once the economic value and wellbeing of the town of the town is on the up - with better skills, healthier people, more visitors and more economic engagement.

Where local businesses are prepared to take risks to invest in the future of our town, they will rightly look to the public sector to share some of that risk. And, we can support them to do that, because we know that the benefits for our town will far outweigh the costs.

This ***Hartlepool Investment Plan*** is our 'Charter for Change'. It says that we are prepared to lead the evolution of Hartlepool – providing the up-front investment of time, capital, energy and creativity, to secure the rewards of a modern town with a 360° economy.

It shows that we have a vision, and through the 'logic chain of investment', that we understand what resources are needed and what outcomes and long-term impacts can be secured as the return on our investment.

The following part of this Plan explores in more detail what the role of Hartlepool is in 2020, what challenges we face, what has been done already, and what remains to be achieved. It outlines the reasons why we have chosen the priority actions which will have most direct and catalytic impact on change in our town:

- A ***New Heart of Hartlepool*** – consolidating, reconfiguring, and refreshing the most central part of the town as the renewed spatial focus of diverse commercial, civic and economic activity;
- ***Connecting the Heart and the Waterfront*** – providing easy, active and attractive ways of moving between the Heart and the Waterfront, including the Council’s new leisure centre and civic events space; and
- ***Northern Skills Centres*** – capitalising on existing skills assets and knowledge in the town, to add centres of excellence in health care and civil engineering to the portfolio of Northern Skills Centres in the town.

2. Hartlepool Investment Plan

Evidence and analysis 1: Hartlepool's current economic function

Hartlepool's role as a town has come a long way from its origins as a market town and fishing port. In the 20th and 21st centuries the town has supported the successive development of productive industries which have defined its contribution to the national economy – coal, shipping, steel, manufacturing, nuclear power, marine engineering and offshore energy.

The town is still a producer – almost 50% more jobs in the town are in productive industries such as energy, manufacturing and construction compared to the national trend¹⁷. The role of producer is a source of future opportunities, but is also an indicator of some of the town's economic constraints (as outlined below at 2 and 3).

Building from the asset base of ports, power and a producer workforce, Hartlepool continues to make an increasing contribution to national and regional productivity: output from the town's economy grew faster than the wider Tees Valley and North East regions between 2013 and 2018¹⁸.

Pre-2020, economic growth came alongside the evolution into higher-value-added productive activity: Hartlepool has a greater concentration of advanced manufacturing jobs than across the Tees Valley or England¹⁹.

Almost half of all digital-electrical manufacturing and engineering jobs in the Tees Valley are in Hartlepool: a sector which has seen 22% jobs growth in 5 years and employs almost six times the national average²⁰.

Hartlepool also remains an important sub-regional service centre. In line with regional and national trends the largest providers of jobs in the town are in retail, education and healthcare – collectively providing almost a third of all employment²¹. Hartlepool Borough Council is also a large employer in the town. Economic activity in the town centre is strongly concentrated in retail and public service provision: almost half of jobs in the central part of the town are in retail, food, local government or education²². There is room for growth in the types of private sector professional and business-to-business services commonly located in town and city centres.

More and more people each year come to Hartlepool for days out and holidays: 3.7m visitors spent 4.2m days in the town in 2018. Incoming personal expenditure has an increasingly important role in the town's economy: real terms spending has increased by 10% in just 5 years²³. The future challenge is to increase the number and share of higher-value overnight visitors from the current 12% by making Hartlepool work better as a destination and connecting attractions, overnight accommodation and the 'heart' of the town.

Productive Hartlepool
5-year GVA growth
(2013-2018)

HARTLEPOOL	18%
North East	14%
Tees Valley	12%

Connected Hartlepool

3.7m visitors to Hartlepool in 2018
£190m visitor economy expenditure in Hartlepool in 2018

Evidence and analysis 2: Hartlepool's current spatial function

The spatial function and the spread of the town's economic activity and markets has been shaped by the North Sea and by its productive history.

The coast is a natural asset but it also constrains the town's physical catchment and connections to 180°. **The Borough's labour market is relatively self-contained:** residents make up 71% of the workforce. Challenges in connecting into wider economies include the town's relatively isolated location: less than 5% of residents surveyed use the train station on daily or weekly basis. Hartlepool train station is currently served by only one hourly local service in each direction and five daily intercity services between Sunderland and London. Darlington on the East Coast Main Line is little more than 20 miles away, but takes between one and two hours to reach by public transport. The station itself is centrally located – but not well connected by walk-cycle links as a key gateway and arrival point.

Connected Hartlepool?

35 mph: ave. train speed
Hartlepool to Newcastle

1h30: typical public transport
journey time to Durham (19 miles)
or Darlington (23 miles)

Within Hartlepool, space and resource hungry activities - coal, shipping, steel, manufacturing, ports, nuclear and offshore energy – have encouraged the spread of businesses, jobs and activity across the town. **Most of the town's largest private sector employers are located outside the central area i.e town centre and Waterfront** causing a hollowing out of commercial and economic activity in the town with knock-on effects for the vibrancy and diversity of economic activity in the central area.

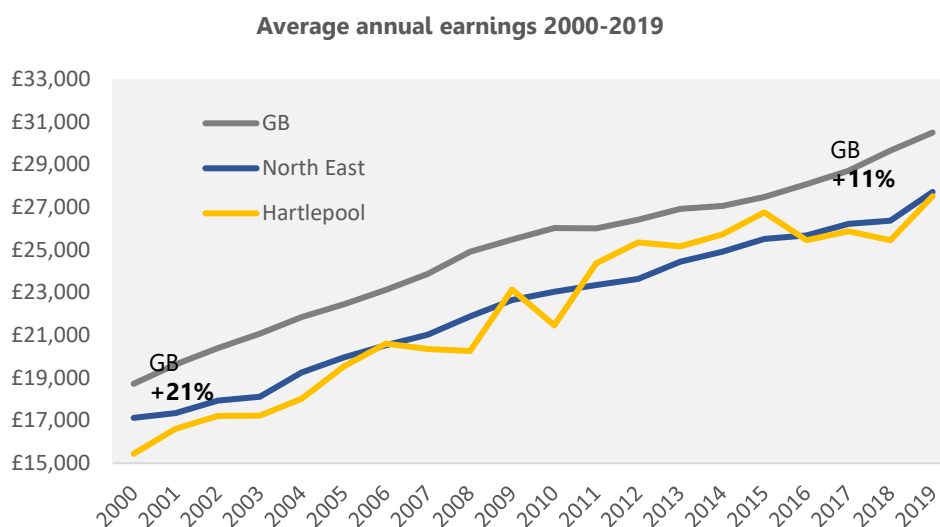
Plan of location of largest employers [to be provided]

The role of the town centre is no longer well defined. Having once provided all of the local civic and commercial functions to support its local industry – administration, trade, banking, communications – the space taken by the town centre and the scale of the townscape is now too large to fit the modern function of a sub-regional centre. The *civic precinct* completed in the early 1970s – houses the Council Offices, the Police HQ and the former Magistrates Court, which closed in 2017.

Middleton Grange Shopping Centre is the third largest in the North East – but currently stands X% unoccupied; whilst prominent former banks and hotels are found along Church Street. The scale of the highways infrastructure developed in the 1980s and 1990s to open up vehicle access to the Waterfront – and the barrier presented by the railway line - does not allow people to walk easily between the town and the water.

Evidence and analysis 3: Legacy challenges to becoming a modern 360° town economy

The legacy structure of the economy has constrained Hartlepool in developing a balanced modern town economy – that is a 360° economy with a solid base of skills, activity, services and opportunities across *all* sectors. Hartlepool experiences a **jobs value gap**. Closing the gap requires more jobs, higher-value jobs and private sector investment choices to locate and stay in the town.



Hartlepool has had more ground to make up than other towns and cities in the transition towards a service-led knowledge-based economy. The town has been structured around large-scale single employers in productive industries and the public sector²⁴

The level of smaller-scale private investment and entrepreneurship in Hartlepool simply does not yet sustain enough businesses or enough jobs in the town. For every 100 working-age residents there are 52 jobs in Hartlepool, 64 across the Tees Valley and 77 across England²⁵. Inroads have been made into this structural deficit – the number of businesses experienced strong growth in the post-downturn period from 2011 to 2017- but progress remains fragile. The business base contracted modestly in 2017 and 2018 and business density is now back below the Tees Valley level²⁶.

14% Tees Valley population
13% Tees valley business enterprises
11% Tees Valley jobs
8% Tees Valley professional services jobs

The deficit in the volume and value of jobs and businesses in Hartlepool is especially pronounced in the types of higher-value knowledge-based activity which can give a town’s economy a productivity boost, a more rounded aspect and greater resilience to challenges such as the COVID downturn.

Two recent success stories show what is possible for professional and business-to-business services in Hartlepool. **Utility Alliance and Northgate Public Services have both located in Hartlepool since 2014, both have experienced rapid growth and both employ hundreds of people – crucially in the central area of the town.**

Utility Alliance



- Incorporated in 2015; moved to Hartlepool’s Queen’s Meadow Innovation Centre in 2016
- Provide energy consultancy and commercial utility brokerage
- HQ now on Hartlepool’s Waterfront: offices in Sheffield & Manchester
- Employ 450 staff: turnover £25m
- Sunday Times Top 100 Companies to Work for 2019 & 2020

(image copyright tbc before publication)

Northgate Public Services

[Image tbc]

- Provider of IT and software for government agencies, local authorities, police, hospitals , transport operators and utilities providers
- Established its northern regional business centre in Hartlepool’s Church Street Quarter in 2014
- Employ over 200 staff
- Leading provider of professional services apprenticeships in partnership with Hartlepool College
- Already exceeding job and apprenticeship creation targets in central Hartlepool

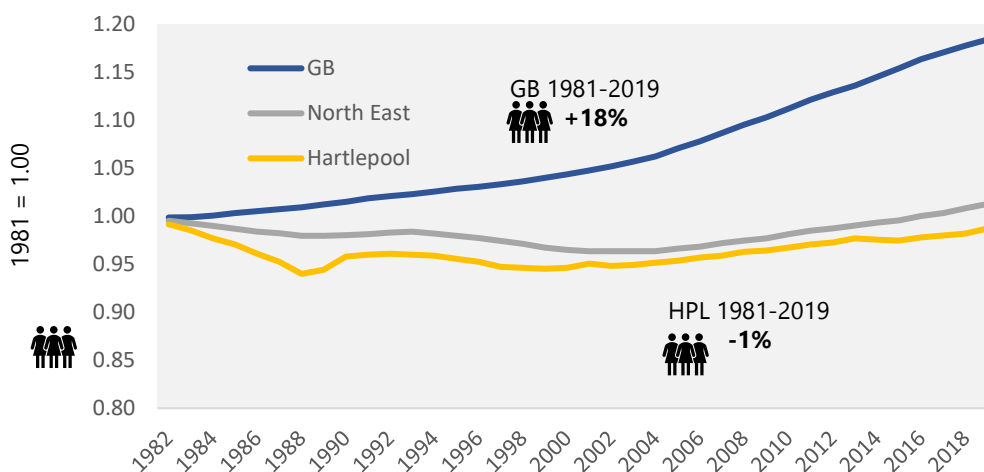
But much more can be achieved – the number of jobs in professional services and IT in the town would have to double to catch up with the national average²⁷. Utility Alliance opened a Newcastle office in 2018 – citing difficulty in attracting recruits to Hartlepool and travel times as a key factor²⁸.

Evidence and analysis 4: Legacy effects of living in a town with a catching up economy

Hartlepool’s community is proud of its industrial heritage – and its modern marine contribution to national productivity. However, the town has now also spent many decades trying to catch up with the structural shift towards a service and knowledge-based national economy. This time lag has had some inevitable economic and social consequences for the town’s people.

The labour market is constrained by demographics. As with many parts of the North East, **the size of the town is in relative decline**: the population is smaller than it was at the start of the 1980s. Meanwhile, between 1981 and 2019 the national population grew by 18%²⁹. Hartlepool’s population is also older than average. It has a smaller proportion of people under 35 and a higher proportion of older people (65+) than the national average³⁰.

Indexed population growth to 2019 (1981 population = 1.0)



Across the board, progress is being made to ensure all members of the community in Hartlepool are able to make a valuable and meaningful contribution to economic life. The employability skills gap is narrowing: the proportion of working-age residents in Hartlepool who have achieved at least one formal qualification is now higher than the Tees Valley average (89%) having been 4% behind the Combined Authority area in 2017 (APS, 2017-19). Efforts have seen pre-2020 levels of economic engagement improve, especially among young people. The proportion of 16 & 17 year olds not in education, employment and training is 3.7%: the lowest of all 12 North East authorities and well below the national average (Mean 5.1%)³¹.

However, foundation and higher-value skills deficits remain barriers to improving the value and effectiveness of the local economy. In 2018/19 the average Progress 8 score – the government’s measure of secondary school academic value added – placed Hartlepool in the bottom 1% most challenged education authorities in England³². Higher-level skills are improving, but the higher-value skills gap is persistent. 27% of Hartlepool’s workforce (16-64) has a degree-level qualification or higher

(NVQ 4+) compared to 24% in 2017. But, across the national workforce the level of people with a degree or higher is now 40%.

A flatlining population and a shrinking proportion of people of working-age, coupled with persistent skills deficits continue to harm external perceptions of the town, and make it doubly difficult for Hartlepool to attract private sector investment and drive up the value of the town's economy.

In the context of persistent jobs and skills value gaps, there are also some **acute and entrenched challenges in some parts of the community**. These challenges command greater time, energy and resources from service providers than in other parts of the country. By population, Hartlepool has the fifth-highest rate of looked-after children in England. Spend per head on both child and adult social services are in the top-10 by local authority. Living in a town with a 'catching-up economy' has also had profound impacts on health and wellbeing in Hartlepool; the town is the 10th most deprived local authority in the country and the 5% most-challenged for health and disability deprivation. Levels of physical activity are also well below the national average – the town is in the lowest 3% of all local authorities³³.

Wider economic and spatial plan for Hartlepool's future

The issues faced by Hartlepool as a 'catching up town' are not new. They have been understood and acknowledged for a number of years – and positive action and change has been achieved and continues. Led by Hartlepool Borough Council, a series of plans, investments and interventions have been pursued which have made a difference to how Hartlepool looks, feels and functions as a place and as a community. Long-term change requires *consistent* and *persistent* action.

The funding and the language of regeneration have evolved over time, but the **three things to change** have been consistently highlighted and targeted: ***more and better jobs; stronger skills base; and a better functioning central area.***

This Hartlepool Investment Plan is the targeted and up-to-date delivery plan to address these three things to change. It sits within the context of a wider economic, spatial and community plan for the town's future – it is deliberately focused on positive immediate action and it complements, but does not replicate, the key detailed strategies for the Borough:

- 1. *Hartlepool Local Plan:*** The Council's long-term spatial plan for growth: 6,000 new homes and space for 4,000 new workers. Based on key principles of controlled westward extension of the built-up area of the town, supported by infrastructure investment – such as the North Elwick bypass – and enhancement and expansion of existing business locations.
- 2. *Hartlepool Economic Growth Strategy 2019-21:*** The Council's strategic plan for economic growth (pre-COVID) to address jobs and skills value gaps, increase productivity and drive up the value of the local economy. Establishes three '*masts*' of Hartlepool's future economy: ***Creative Hartlepool; Productive Hartlepool; and Connected Hartlepool.***
- 3. *Hartlepool Council Plan 2020-23:*** The Council's overall plan of action across the economy and community for the next three years: establishing 8 things to address: economic growth; built and natural environment; derelict land/buildings and transport; health & wellbeing;

DRAFT WORK IN PROGRESS *October 2020*

prospects for children & young people; outcomes for adults in care; new & better housing; and Council efficiency. It is accompanied by the Council's £13.4m capital investment programme.

HBC capital programme [further detail being developed]

Leisure Facilities – delivery of a replacement for the Mill House, improvement of other existing facilities and demolition of the existing Mill House

Waterfront – public realm/events space, public art, exhibition space and RML497

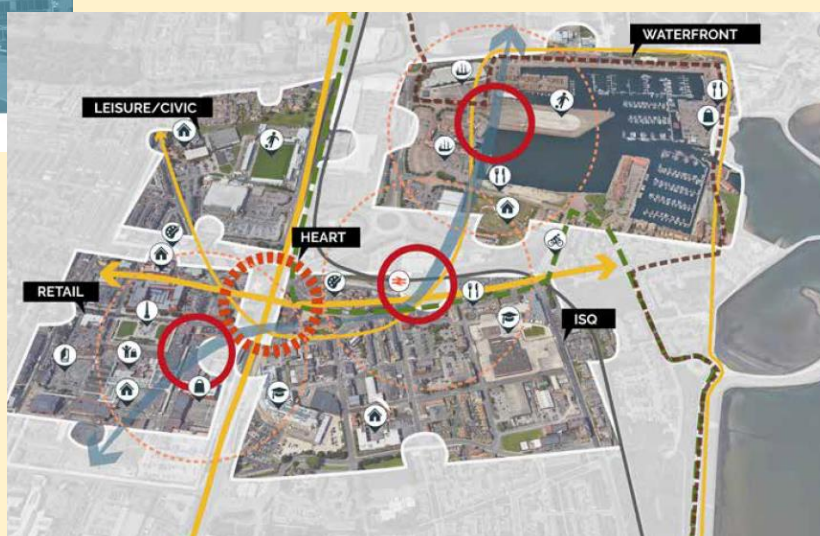
Cultural assets - Borough Hall, Town Hall, Art Gallery and Headland band stand area

Attracting Investment / Business Park Investment

Shades –based on successful Heritage Lottery Fund bid

Wingfield Castle; Neighbourhood Improvement Plan.

Hartlepool Town Centre Masterplan 2020 [further detail being developed]



DRAFT WORK IN PROGRESS *October 2020*

The matrix tables below and overleaf show the succession of ongoing regeneration efforts in the Hartlepool; demonstrating how issues and challenges have been acknowledged – and opportunities and objectives have been carried forward into investments which have been – or are being – delivered.

Wider economic and spatial plan for Hartlepool’s future – in context

2008 Central Area Investment Framework
2011 Economic Regeneration Strategy
2014 Economic Regeneration Strategy
2015 Hartlepool Regeneration Strategy Refresh
2018 Local Plan
2019 Economic Growth Strategy
2020 Council Plan

	2008 Central Area Investment Framework	2011 Economic Regeneration Strategy	2014 Economic Regeneration Strategy	2015 Hartlepool Regeneration Strategy Refresh	2018 Local Plan	2019 Economic Growth Strategy	2020 Council Plan
Issues and challenges	External investment perceptions			•			
	Lower than ave. business start up						
	Business support requirements		•				
	Workspace for business growth	•	•				
	Low quality business parks		•				
	Lower than average jobs density				•		
	Reliance on public sector employment		•				
	Skills deficits		•				
	Brain drain		•	•			
	Modest economic engagement inc. young people		•		•		
	Intergenerational worklessness		•				
	Poor public transport connections to Tees Valley		•				
	Fragmented and declining quality central area	•			•		
	Declining retail offer			•			
	Poor walk-cycle connectivity	•		•	•		
Heritage at risk				•			
Shopping centre form and function	•			•			
Modest visitor length of stay				•			
Opportunities and objectives	Economic diversification			•			
	Increase private sector inward investment			•			
	Improve productivity levels				•		
	Business growth			•			
	More jobs				•		
	Higher-value jobs	•			•		
	Grow service and knowledge-based jobs	•			•		
	Grow the visitor economy		•	•	•		
	Grow cultural and heritage economy				•		
	Develop local supply chains				•		
	Improve employability skills		•		•		
	Improve higher level skills		•		•		
	Develop new skills facilities	•		•	•		
	Improve digital connectivity				•		
	Tackle economic exclusion			•			
	Improve health and wellbeing						
	Improved central area	•	•		•		
	Enhanced public realm, connectivity and activity at Waterfront		•	•	•		
	Better walking and cycling routes in central area	•	•		•		
	Better urban living offer			•			
	Housing for growth		•	•	•		
	Enhanced rail services		•		•		
Preserve and enhance heritage assets				•			
Protect and enhance natural environment							
Address vacant land and property							
Reduce carbon footprint							

Outputs

- Innovation and Skills Quarter
- Northern School of Art new buildings
- Film and TV studios and creative teaching space (Scott Building)
- Managed workspace feasibility
- Old Post Office: The Bis managed workspace
- Church Street Public Realm Strategy
- Binns Building redevelopment
- Stockton Street public realm & connectivity enhancements
- Waterfront Masterplan
- Waterfront connections and public realm
- Jackson's Landing: acquisition & redevelopment (leisure centre)
- Town Centre Masterplan
- Enterprise Zone sites
- Tees Valley Growth Hub business support
- High-level apprenticeships
- Elwick Bypass
- Westward housing growth
- Eastern Crossing feasibility
- Health and Social Care Academy
- Tees Valley Civil Engineering Institute
- Local rail enhancements

2008 Central Area Investment Framework
 2011 Economic Regeneration Strategy
 2014 Economic Regeneration Strategy
 2015 Hartlepool Regeneration Strategy Refresh
 2018 Local Plan
 2019 Economic Growth Strategy
 2020 Council Plan

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The Bis, Whitby Street

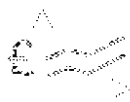
Investing in Hartlepool: past and future



[Seaton Carew]



[New leisure centre & events space]



Town Deal for *Our Town*

Our statement of commitment: the '*vision*'

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 in the wider world

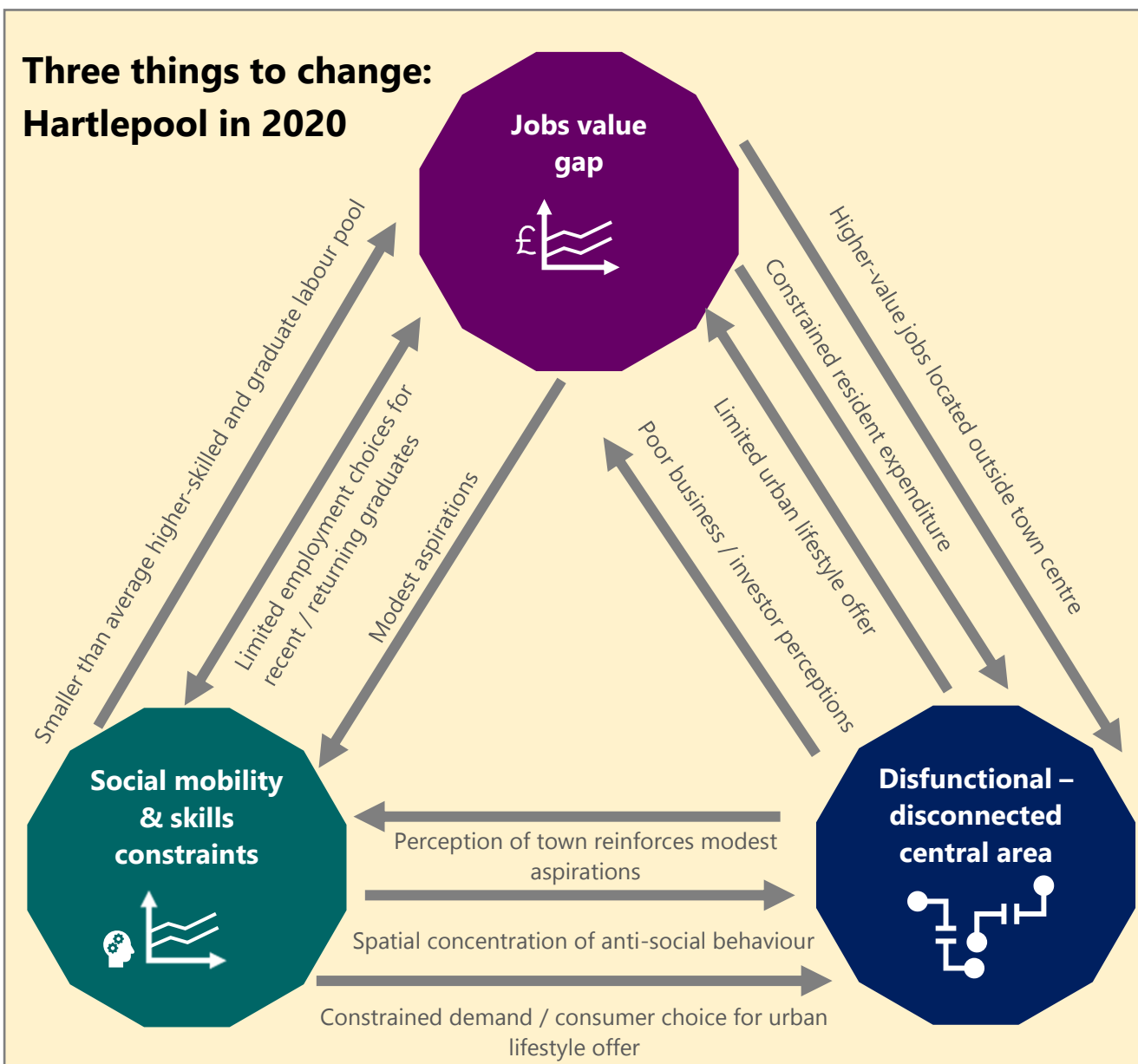
The outcomes we want to achieve

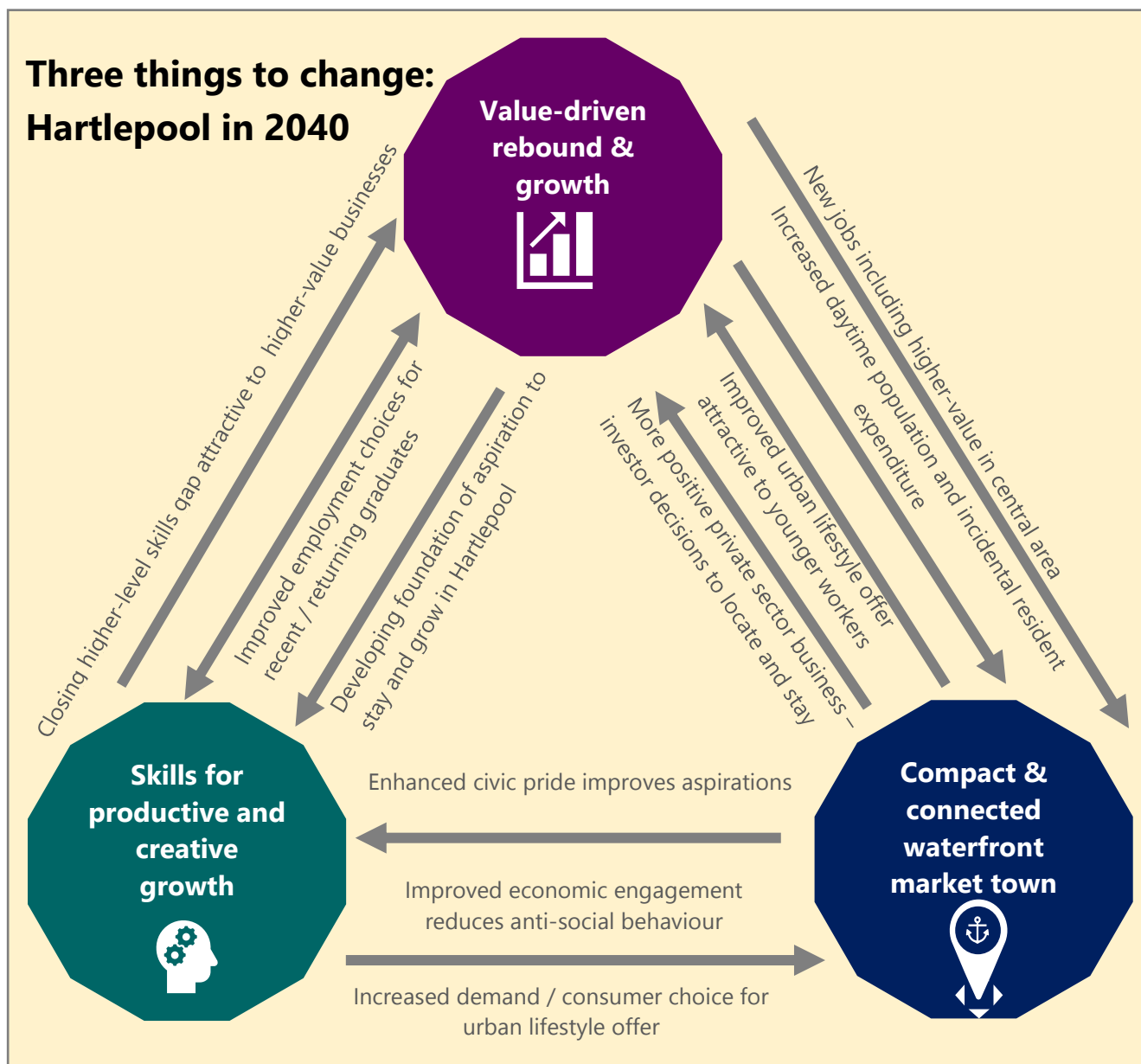
Based on the **evidence and analysis**, Hartlepool's Town Deal Board has prioritised the following outcomes for the town which will have most impact on the **three things to change** identified in Section 1.

OUTCOMES: <i>what can we achieve in the next ten years by investing through the Towns Fund?</i>		
SKILLS FOR A CREATIVE & PRODUCTIVE TOWN	VALUE-DRIVEN REBOUND & GROWTH	COMPACT & CONNECTED CENTRAL AREA
Work with education institutions to deliver the assets needed to continue to close the skills gap and attract new learners	Enhance and extend the town's visitor economy assets to make Hartlepool a multi-day destination	
Secure direct inward investment to establish a high-quality local jobs market more reflective of the town's position in the Tees Valley economy		Maximise the productive and inclusive use of land and buildings to improve appearance, access and external perception
Maximise digital connectivity and inclusion to give residents and businesses access to economic recovery and growth opportunities		Improve the appearance, function and capacity of the town's gateway arrival points to make it work better for visitors and residents
	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
	Address private sector risk to secure new investment in high-value jobs, especially in professional services	
SKILLS FOR A CREATIVE & PRODUCTIVE TOWN	VALUE-DRIVEN REBOUND & GROWTH	COMPACT & CONNECTED CENTRAL AREA

Role and impact of the Hartlepool Investment Plan

This **Hartlepool Investment Plan** is a focused part of the wider economic and spatial plan for Hartlepool. It is directly aimed at priority actions which will have most **direct and catalytic impact on the three things to change in our town**, as identified in section 1. The following diagrams show the challenges of 2020 and the opportunities of 2040, and how the 3 things to change are inter-linked as challenges, and mutually reinforcing as opportunities.





The priorities for this plan to invest in Hartlepool and move from the 2020 picture to the 2040 future are:

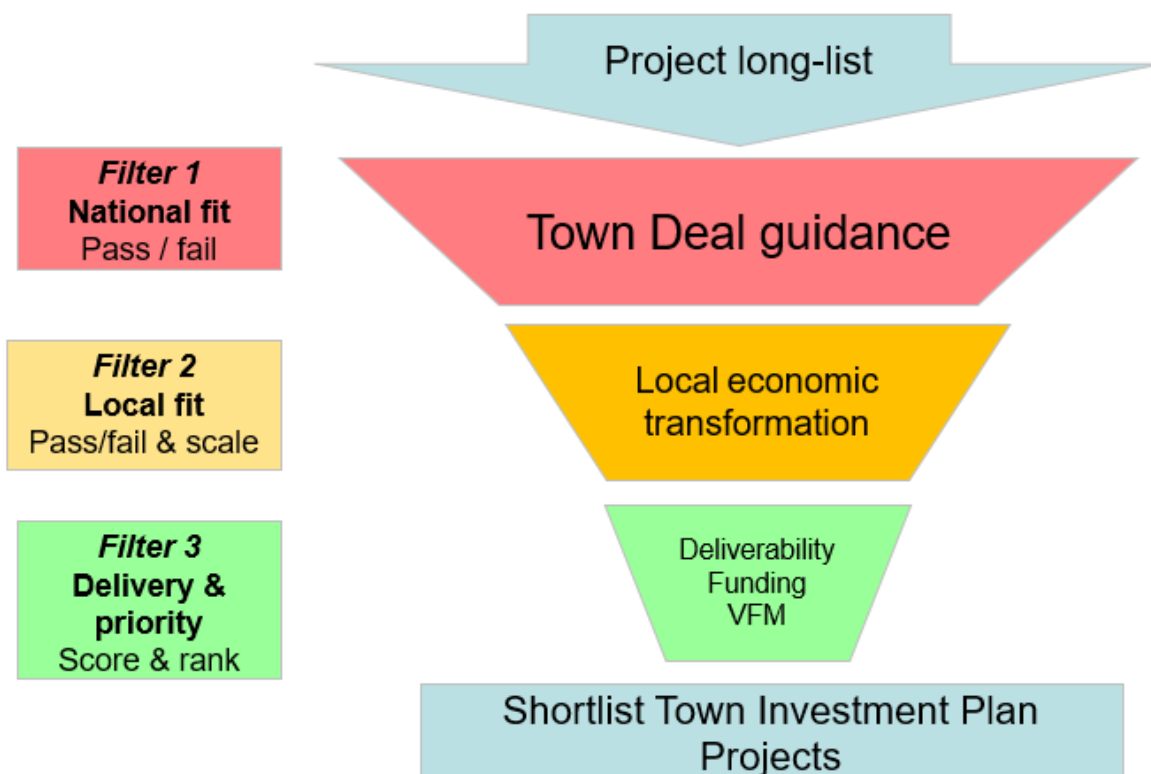
- A ***New Heart of Hartlepool*** – consolidating, reconfiguring, and refreshing the most central part of the town as the renewed spatial focus of diverse commercial, civic and economic activity;

- **Connecting the Heart and the Waterfront** – providing easy, active and attractive ways of moving between the Heart and the Waterfront, including the Council’s new leisure centre and civic events space; and
- **Northern Skills Centres** – capitalising on existing skills assets and knowledge in the town, to add centres of excellence in health care and civil engineering to the portfolio of Northern Skills Centres in the town.

Our priority investments

A wide range of potential capital investments has been identified through engagement across the town. These have been refined as over 30 specific project proposals which have been considered, filtered and prioritised by the Town Deal Board using a 3-step process (full details in Appendix X):

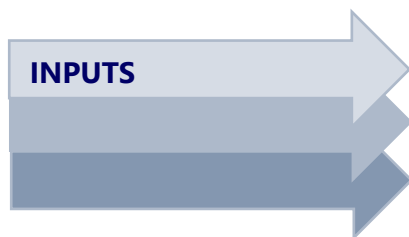
- Filter 1: National Fit (pass/fail): Town Deal Intervention Framework compliant?
- Filter 2: Local Fit: (Pass/fail & scale): Match the vision and meet one or more of the objectives
- Filter 3: Delivery & priority (rank): Deliverable, affordable and value for money?



<i>Heart of Hartlepool</i>
Reimagining Middleton Grange
(project details to be presented and discussed 27.10.20 Board meeting)
Church Street Quarter property strategy
(project details to be presented and discussed 27.10.20 Board meeting)
Hartlepool Borough Council Heritage and Cultural Capital Programme
(project details to be presented and discussed 27.10.20 Board meeting)
Wesley Chapel Hotel
(project details to be presented and discussed 27.10.20 Board meeting)
<i>Connecting the Heart and the Waterfront</i>
Herat to Waterfront Connections
(project details to be presented and discussed 27.10.20 Board meeting)
Waterfront circuit
(project details to be presented and discussed 27.10.20 Board meeting))
<i>Northern Skills Centres</i>
Health and Social Care Centre of Excellence
(project details to be presented and discussed 27.10.20 Board meeting))
Tees Valley Civil Engineering Institute
(project details to be presented and discussed 27.10.20 Board meeting))

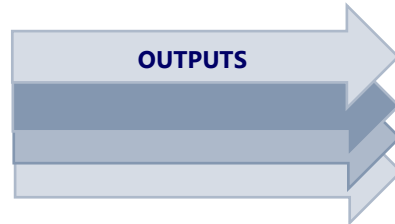
The following pages outline the direct ***investment logic chain*** of our proposed programme, summarised in the table below.

A. HEART OF HARTLEPOOL



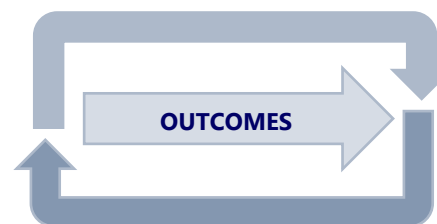
Resources and activities

- (Reimagining Middleton Grange investment tbc)
- (Church Street Property Strategy investment tbc)



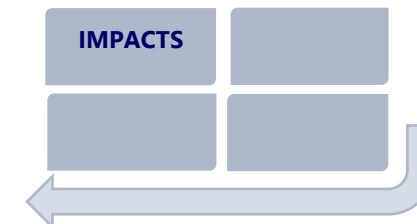
What is delivered or produced

- (Reimagining Middleton Grange investment tbc)
- (Church Street Property Strategy investment tbc)



Early or medium-term results

- New workspace accommodates **growing and/or incoming new business(es)** to Hartlepool Central area
- New employment / leisure floorspace in Church Street area with capacity to accommodate (x) businesses and (y) new jobs
- Enhanced visual appearance of urban fabric at Heart of Hartlepool
- Improved pedestrian connections** between [x] and [y]
- Increased daytime population** in Central Area and enhanced levels of economic and social activity
- Consolidation and **better functioning** of town's main retail space



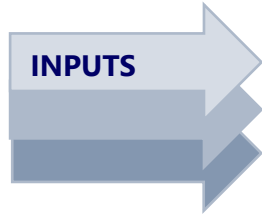
Long-term results

- Enhanced **civic pride** and **visitor/investor perceptions**
- New **private sector investment in more jobs** including higher-quality jobs
- Support **recovery and growth of town's business community**
- Diversification of economic and commercial activity in central Hartlepool away from dependence on retail
- Better spatial function** of town centre for visitors and residents
- More inclusive and productive long-term use of land and buildings

Value-driven rebound and growth

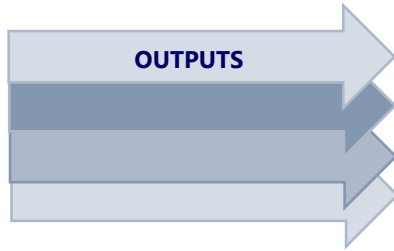
Skills for a productive and creative town

Compact and connected waterfront market town



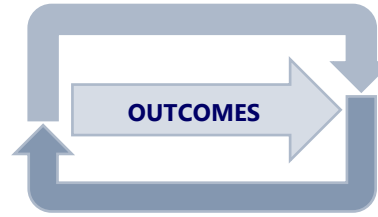
Resources and activities

- (Heart to Waterfront Connections investment tbc)
- £xm to complete a 'Waterfront Circuit' of high-quality public realm and pedestrian routes around Hartlepool Marina



What is delivered or produced

- (Heart to Waterfront Connections investment tbc)
- (Waterfront circuit investment outputs tbs)
- (Possible) Pedestrian point of access to Hartlepool Station from north of the railway line
- New walk-cycle link reducing walking time from Church St/rail station to Waterfront
- Direct pedestrian-cycle links to/from site of proposed leisure centre and new civic events space (Jackson's Landing) to Heart of Hartlepool



Early or medium-term results



Direct pedestrian access from England Coast Path and marina facilities to Heart of Hartlepool without walking over level crossing or along dual carriageway



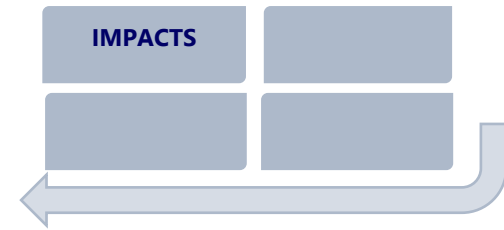
Direct **cycle access** from National Cycle Route 14 without using level crossing



Reduced pedestrian journey time from Church Street to Waterfront from 11 minutes to 4 minutes



Improved pedestrian and cycle journey ambience and safety between Waterfront (new leisure centre & events space) & Heart of Hartlepool without walking along dual carriageway or across level crossing



Long-term results



More legible and quicker route leads to **increased casual use of Hartlepool town centre as a service / leisure location** for visitors from out of town: overnight marina users, hotel guests (Travelodge and Premier Inn), walkers on the England Coast path and cyclists on National Route 14



Increase in visitor economy expenditure and potential for **more value-added multi-day visits**



Better functioning & connected transport gateway **enhances visitor / private investor perceptions**



Improved marketability of Waterfront brownfield sites as business and living locations



Increased potential for **private sector investment** in higher-value centrally-located jobs at the Waterfront



Increased potential for private sector investment in new waterfront visitor and leisure attractions



More legible and quicker route encourages more active-mode visits to Hartlepool's new sports and leisure centre at Jackson's Landing



Increased resident physical activity and civic pride

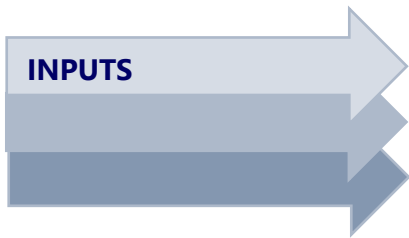
Value-driven rebound and growth

Skills for a productive and creative town



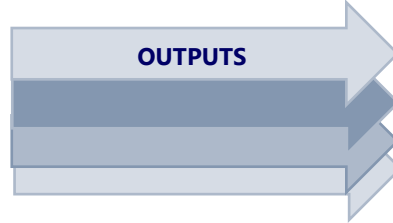
Compact and connected waterfront market town

C. NORTHERN SKILLS CENTRES



Resources and activities

- (£2.25m) TIP investment in redevelopment of Exeter Street site of Hartlepool College and capacity expansion at Seymour's Civil Engineering training facility



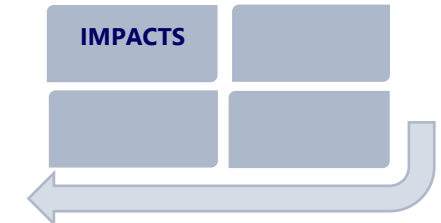
What is delivered or produced

- Redeveloped College construction/engineering teaching facility with asbestos removed, new electrics and new roof
- New teaching hardware and software for HCFE in building services and engineering
- New classrooms at Seymour's Brenda Road site
- New welfare facilities and outdoor welfare /teaching at Seymour's Brenda Road Site
- New IT demonstrator plant and machinery at Seymour's Brenda Road Site



Early or medium-term results

- Capacity for the *Gateway to Construction and Civil Engineering* qualification increased to 200 per year
- Increased **skilled labour pool** in Hartlepool
- Secure commitment from Seymour Civil Engineering to long-term future and further private sector investment in the training facility
- 200 trainees per year develop bespoke skills for direct employment in **engineering and installation of 5G telecoms networks**
- Improved teaching facilities and equipment for 100 16-18 year old fabrication & welding learners, 80 apprentices and 20 higher national certificate engineering learners



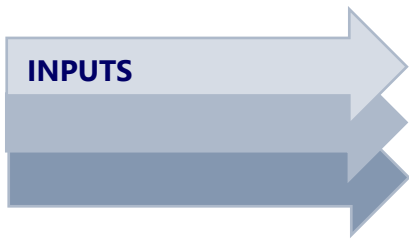
Long-term results

- Hartlepool develops as **northern centre for 5G technology engineering and installation**
- Increase in proportion of skilled residents and employment
- Hartlepool residents compete for **skilled value-added employment** on contracts around the UK and bring money back to the local economy
- **Enhanced private sector investor and employer perceptions** of Hartlepool as a long-term business location on back of credentials as provider of training for growth industry

Value-driven rebound and growth

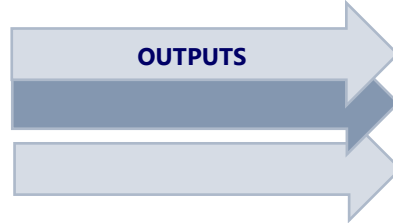
Skills for a productive and creative town

Compact and connected waterfront market town



INPUTS
Resources and activities

- (£1.25m) investment in redevelopment of Ward 9 of University Hospital Hartlepool in Centre of Excellence for Health and Social Care



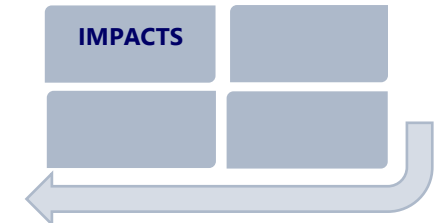
OUTPUTS
What is delivered or produced

- New centre for College teaching of health qualifications at all levels
- Three healthcare simulation suites: community medicine, acute care and theatre
- New teaching ward
- New training and class rooms
- Two ICT suites



OUTCOMES
Early or medium-term results

- Capacity and facilities for teaching L4 Higher Apprenticeships; L3 Access programmes in Health; L2 Diplomas and other professional qualifications
- Direct links for Hartlepool learners with Higher Education qualifications at Teesside University
- **Improved perception of Hartlepool** as location for health and medicine teaching
- **Diversification of services and activity at University Hospital** – helping to secure long-term sustainability of important town employer



IMPACTS
Long-term results

- **Hartlepool develops as Northern centre for simulation-based healthcare teaching and learning**
- Increase in proportion of skilled residents (inc. L4+) and employment
- Safeguarding of employment at University hospital
- **Enhanced educational aspirations and qualification of Hartlepool residents**
- **Enhanced private sector investor and employer perceptions** of Hartlepool for businesses in private healthcare training provision

Value-driven rebound and growth

Skills for a productive and creative town

Compact and connected waterfront market town

3. Working with our community

Stakeholder and community engagement: what Hartlepool people say about their town

Introduction

This Hartlepool Investment Plan is informed by extensive stakeholder and community engagement undertaken during 2019 and 2020. This section summarises the engagement activities, key findings by theme and a discussion of proposals for ongoing community engagement after January 2021.

Summary of engagement activities

The breadth of stakeholder and community engagement activity is outlined in the table below. COVID-19 restrictions on face-to-face meetings and larger gatherings means more engagement and information gathering has taken place online than first planned; but this has not compromised the engagement work. Particular efforts have been made to reach groups who may be digitally excluded. The Stakeholder Engagement Plan (appendix X) gives further detail.

Table 3.1 Summary of Engagement Activities

Activity
<ul style="list-style-type: none">• Town Deal Board meetings• #My Town online engagement portal – 90 suggestions were received• One-to-one sessions with stakeholders (business interests, local colleges, key landowners)• Online Local Residents Survey (publicised through an extensive network of communication channels) – a total of 463 responses were received• Online Local Business Survey – a total of 71 responses were received• Members Seminar• Young People’s Group• Online discussion with the Economic Regeneration and Tourism Forum• ‘Sector Connector’ call (online discussion with the Voluntary and Community Sector via Hartlepower)• Public exhibition presenting Town Centre Masterplan and TIP interventions

In addition, wider engagement by the Council and others over the last 18 months gives us a range of supporting information, including:

- Surveys undertaken to inform the Council Plan 2020-2023 (over 250 responses received in 2019);
- Project-specific consultation, for example in relation to heritage projects such as The Shades Hotel or the proposed relocation of leisure services to the Waterfront;
- Engagement undertaken to inform HBC’s Covid-19 Recovery Plan – this comprised a range of engagement activities including members seminar, online employee survey and virtual

workshops held with primary and secondary school headteachers, public sector partner organisations, voluntary and community sector (VCS) organisations and representatives of business and faith communities;

- Findings from the Tees Valley Covid-19 Business Survey undertaken in 2020.

Themes and Issues

This section presents an overview of engagement findings categorised by the Government's Town Deal intervention framework themes.

1. Local transport and connectivity

Rail connectivity is a frequently discussed public transport issue – this relates to frequency of services, limited capacity and a desire to see services which connect to Durham, Darlington and further afield.

Walking and cycling connections within and across Hartlepool are the main connectivity issue for businesses and residents. A reasonable proportion (12%) of responses to the online residents' survey identified connectivity as a priority to improve the town, referring to the **lack of cycling infrastructure in particular and the importance of active travel for health and wellbeing**. Specific linkages identified that could be created or improved include between the town centre and the Headland and between the town centre and the waterfront.

'It is shocking how difficult it is to get to neighbouring areas if you don't drive...a better rail service would open up so many more job opportunities for people in the town and make Hartlepool a far more attractive place to work'

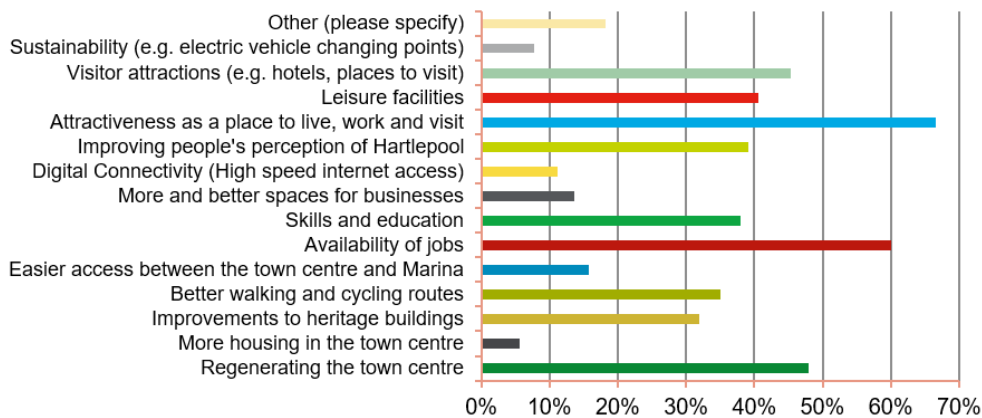
'invest and improve in cycle lanes and safety'

'Cycling infrastructure could shape Hartlepool into something very progressive. Never before has there been a better time to do this. Children should be encouraged to cycle to school. Adults should be encouraged to cycle for the good of health but also to encourage spending on leisure and dining. With the coastline we have it would attract large visitor numbers and encourage tourism'

2. Skills infrastructure

The need for improved skills, training and employment opportunities has featured prominently across all engagement activities. Over a fifth of responses to the online residents' survey (23%) highlighted one or more of these aspects in their suggestions for what might make Hartlepool a better place to live, visit or work. **Both availability of jobs and skills and training featured in the top five 'priorities for improving Hartlepool' as shown in Figure 1.** Similarly, 20% of responses to the online business survey identified employment and skills development as a priority area for transforming Hartlepool as a place for businesses to locate and thrive.

Figure 1 - Top Five Priorities for Improving Hartlepool (Online Resident's Survey Findings)



'give people (such as the young and middle-aged adults) the opportunities to advance their careers without having to live or work outside of Hartlepool'

'there needs to be an innovative approach to education, gearing schools from primary onwards to equip young people with the knowledge, skills and above all, entrepreneurial attitudes they need for a complex and challenging future'

'grow some independent businesses that employ and invest in local people. Adequate and accessible training should be available to create decent apprenticeships'

3. Urban regeneration (including improving the town centre)

Engagement has highlighted a **desire to improve the town centre environment**, to refurbish empty buildings and to enhance the public realm. Locations referred to as in need of attention include Church Street (where despite improvements to the public realm, some of the underlying issues around vacant properties and urban decline have not been solved) and Middleton Grange. Specific buildings which have been identified include the Wesley Chapel, the Odeon building, the former Bingo Hall and the Shades Hotel. **Three-quarters of respondents to the online business survey felt that the quality of Hartlepool town centre was a factor holding back business growth.**

Rethinking the town centre experience is recognised by stakeholders and the local community. In the online survey, nearly three-quarters of local residents stated that an improved shopping experience would encourage more visits to the town centre, whether this was through better quality, a greater variety and more specialist / independent shops.

'We either need to get rid of Middleton Grange or brighten it up'

'Be bold. The town is on its knees, tinkering and tidying around the edges won't have an impact'

'You need a radical rethink of the of the entire town centre offer.'

'continue to improve the town with reinvestment and renewal'

'anyone can repave a street or decorate shop shutters but to make the street future-proof, incentives need to be in place to make the area a long-term success'

4. Arts, heritage and culture

It is evident that **the people of Hartlepool are very proud of their town's heritage and culture.** The character of local people is commonly discussed in positive terms such as 'friendly', 'supportive' and 'community spirit'. The town's naval past and impact on its built form and surroundings are clearly held in high regard; **there is concern over the potential loss of heritage buildings** (for example the Wesley Chapel and the Shades Hotel) and an interest to see them conserved and brought back into viable use. Arts and cultural festivals such as the Waterfront Festival and the Hartlepool Folk Festival are celebrated and the potential for more festivals or open-air cultural activities highlighted. Similarly, existing cultural facilities such as the National Museum of the Royal Navy (NMRN) and Hartlepool Art Gallery are viewed as strengths for the town, although acknowledging that improvements could be made to encourage repeat visits and thereby spend. The presence of the Northern School of Art within the town centre may present future opportunities to link business with

'open up the Headland prom for more outdoor events – support an arts community here, street theatre, front room galleries'

'invest in arts and culture, it's been obvious during lock-down that people need access to the arts, culture and entertainment, it helps with well-being. Invest in creating something unique for the Tees Valley area which capitalises on our strengths'

'we have an arts university and no art on display. Why?'

'work closer with the Art College to engage students with this community and encourage them to stay after their courses'

'the National Museum of the Royal Navy and the Art Gallery are brilliant but more variety would attract more visitors for days out - small museums, gift shops, 'experiences''

the creative arts.

Other Topics

A range of other topics and issues have been highlighted during the consultation and engagement in addition to those associated with the intervention framework themes. These are described further in Appendix X of this TIP and relate to:

- Health and wellbeing
- The need to address fundamental issues such as poverty, homelessness and addiction
- Community safety / policing
- Reducing business rates in the town / providing more business support
- Parking in the town centre

Ongoing Engagement

[input from HBC re engagement activities / plans post TIP submission – 500 words?]

4. Delivering the Hartlepool Investment Plan

Business case development

Project	Strategic case	Commercial case	Economic case	Financial case	Management case
Reimagining Middleton Grange	Hartlepool Town Centre Masterplan vision	Demand report for to be completed. Ongoing negotiations with leaseholder(s)	<ul style="list-style-type: none"> • Land value uplift • Amenity value • Enhanced footfall dwell time & linked trips = turnover 	[TBC]	[TBC]
Church Street Quarter property strategy	Hartlepool Town Centre Masterplan vision	Demand report for end users for redeveloped property to be completed	<ul style="list-style-type: none"> • Land value uplift • Heritage deficit • Enhanced and diverse economic activity 	[TBC]	[TBC]
HBC Cultural and Heritage Capital Programme	[TBC]	Demand report for cultural / heritage activities and viability of commercial operation to be completed	[TBC]	[TBC]	[TBC]
Wesley Chapel Hotel	Hartlepool Town Centre Masterplan vision	Further dialogue with owner / developer on proposed end user enquiries	<ul style="list-style-type: none"> • Land value uplift • Heritage deficit • Enhanced and diverse economic activity 	To be developed with landowner developer – development viability	[TBC]
Walk-cycle bridge	Hartlepool Town Centre Masterplan vision and TVCA transport objectives	Link with potential Network Rail / TVCA commercial case to be developed	<ul style="list-style-type: none"> • WebTAG Active Travel user benefits 	Costs to be developed from detailed designs	[TBC]
Waterfront Connections	Hartlepool Town Centre Masterplan vision	Further engagement and research to identify commercial effect of public rearm & connectivity enhancements at Waterfront	<ul style="list-style-type: none"> • Land value uplift • Amenity value • Enhanced footfall dwell time & linked trips = turnover 	Costs to be refined from more detailed designs	[TBC]
Health & Social Care Centre of Excellence	'Skills for a creative & productive town' – to be developed by NHS and HCFE	NHS / HCFE to develop further evidence of learner and provider demand	<ul style="list-style-type: none"> • Skills uplift and wage premiums 	NHS / HCFE to update cost exercise to be verified by HBC	To be delivered directly by NHS Foundation Trust
Tees Valley Civil Engineering Institute	'Skills for a creative & productive town' – to be developed by	Seymours / HBC to outline existing commercial arrangements and	<ul style="list-style-type: none"> • Skills uplift and wage premiums 	Seymours / HCFE to update cost exercise to be verified by HBC	To be developed by Seymours and HCFE

	HBC, HCFE & Seymours	demand from 5G provider			
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[Project specific delivery plans to be developed following Board re-prioritisation exercise 27.10.20].

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- ¹ Teesside Development Corporation brochure, accessed from [www. neregenarchive.online/home/nera-archives/teesside/](http://www.neregenarchive.online/home/nera-archives/teesside/)
- ² Google Earth image
- ³ ONS Annual Population Survey (Jan-Dec 2019): Skilled trades occupations: Hartlepool 13.3% people in employment, England 9.6%
- ⁴ MHCLG Housing Live Table 100 (2019)
- ⁵ Arcadis. Town Deal Resident and Business surveys and consultation results (2020)
- ⁶ As above
- ⁷ As above
- ⁸ GENECON jobs density analysis: BRES / ONS Population Estimates 2018
- ⁹ Arcadis. Town Deal Resident and Business surveys and consultation results (2020).
- ¹⁰ ONS annual population survey (2019) via NOMS
- ¹¹ Social Mobility Index (2018). Cambridgeshire Insights
- ¹² ONS Annual Population Survey: Proportion of 16-64 residents with no formal qualifications. Hartlepool 2005: 20.4%; 2019: 11%
- ¹³ GENECON analysis – ONS Annual Population Survey (Jan-Dec 2019)
- ¹⁴ ONS (2020). Deaths involving COVID-19 by local area and socioeconomic deprivation. Hartlepool 116.3 COVID deaths per 100,000 population; England 90.0
- ¹⁵ The rates of obesity, smoking prevalence, alcohol-related hospital admissions and under-18 conception in Hartlepool are all well above average. Public Health England statistics reported in LG Inform
- ¹⁶ Springboard (2020). Middleton Grange footfall report
- ¹⁷ Hartlepool employment in productive industries (A-F) 6,680 / 30,000 = 22%; England and Wales 4.055m / 26.842m = 15%. GENECON analysis of ONS BRES (2018).
- ¹⁸ GVA growth
- ¹⁹ ONS GVA by Local Authority (2018).
- ²⁰ ONS BRES (2018). 2 Digit SIC
- ²¹ ONS BRES (2018). 2 Digit SIC. Retail, human health, education = 9,250 / 29,645 employments jobs = 31.2%
- ²² Reference to be developed (See Town Centre Jobs BRES xls)
- ²³ Global Tourism Solutions. Hartlepool STEAM Report 2018
- ²⁴ [footnote on manufacturing and public: private split].
- ²⁵ ONS Business Counts / Sub-national population Estimates, 2017, 2018.
- ²⁶ Reference to be provided
- ²⁷ Reference to be provided
- ²⁸ <https://www.theparliamentaryreview.co.uk/organisations/utility-alliance>
- ²⁹ Reference to be provided
- ³⁰ Reference to be provided
- ³¹ Department for Education, NEET statistics via LG Inform website
- ³² Department for Education Progress 8 from LG Inform
- ³³ LG Inform