

# Hartlepool Town Investment Plan Consultation



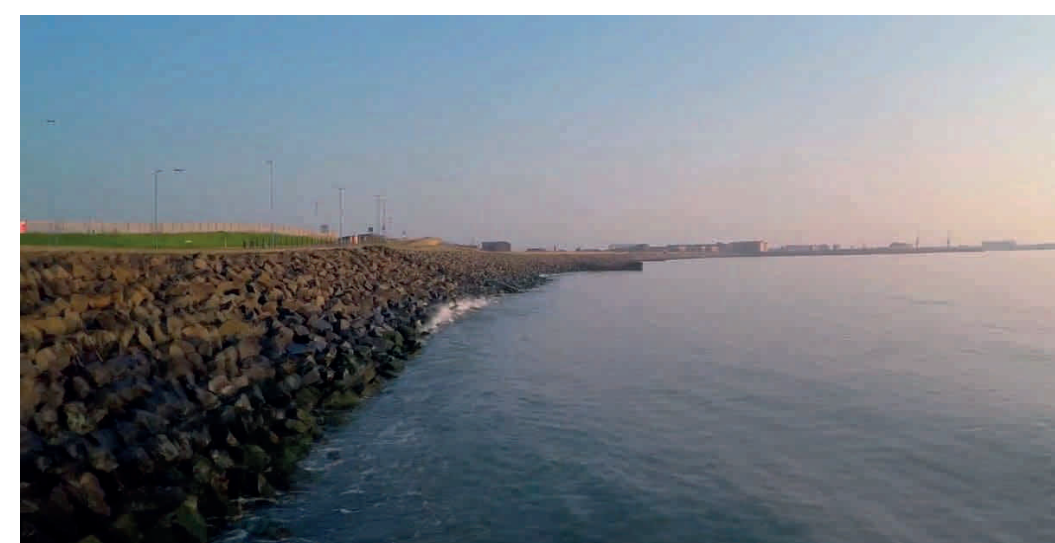
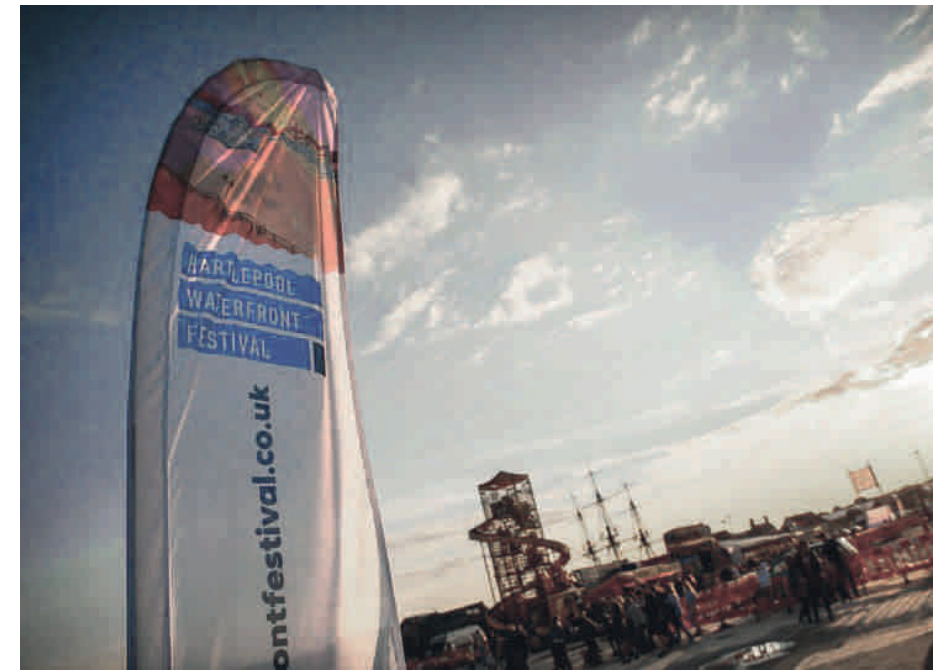
## Welcome

Welcome to the public consultation for the Hartlepool Town Investment Plan. The information shown here will help you find out more about proposals for Hartlepool – what you have told us so far, what the next steps are, and most importantly how you can continue to be involved.

## About the Towns Fund

Hartlepool is one of 100 towns across England with access to a pot of funding of up to £25million from the UK Government, to be spent on projects within each town in order to transform economic growth prospects. This is called a Town Deal.

To apply for the funding, projects for each town must be identified and described in a **Town Investment Plan**. The Plan sets out the benefits that these projects will bring, how they will be developed over the next six to twelve months and how they will be delivered within a five year period.



## Hartlepool Town Investment Plan

The Town Investment Plan is being developed by Hartlepool's Town Deal Board – a partnership which includes representatives from the public, private and voluntary sectors. The Town Investment Plan will be submitted to Government in January 2021.

The purpose of this exhibition is to explain more about the projects which form part of Hartlepool's Town Investment Plan, including how they address issues that have been raised by local residents and businesses as part of consultation and surveys that took place earlier in 2020.

## Get involved!

Understanding local aspirations and concerns has already helped shape the proposals for Hartlepool and ensure that the priority projects identified will create lasting benefits for existing and future residents.

Following the submission of the Town Investment Plan, the next steps involve working projects up into more detail. We need input from the community during this important stage and there will be a variety of ways you can get involved – for example online forums, working groups and focus groups.

We hope you will take the time to read the information presented here and complete the feedback form to tell us your thoughts on the priority projects and what happens next.





# Hartlepool now



## Celebrating Hartlepool

Hartlepool has a rich heritage. It has natural and historic assets that match any of the East Coast's historic towns. Hartlepool's naval past is embodied in the National Museum of the Royal Navy and HMS Trincomalee. The impact of the town's maritime history is evident in buildings throughout the town centre.

This stretch of the North East England coastline is home to unspoilt beaches, areas of importance for wildlife, and seaside communities such as Seaton Carew. To the west of Hartlepool is rolling countryside, featuring rural villages such as Hart and Elwick.

Hartlepool is home to nationally important strategic infrastructure (nuclear power, windfarms and a deep water sea port). The town welcomes hundreds of students each year to the Hartlepool College of Further Education and the Northern School of Art. The marina is one of the largest in the country.

The friendly people and community spirit make Hartlepool a very special place. Arts and cultural festivals include the Waterfront Festival and the Hartlepool Folk Festival.



## Recognising the Challenges

Like many other towns across the UK, Hartlepool has experienced challenges in recent years, which have had profound effects on the town's economy, on society and on the local environment.

Hartlepool is a 'catching up' town. Major changes have occurred in the national economy in the last forty years (such as a shift towards service and knowledge-led activity) which have profoundly impacted town economies like Hartlepool. The town's economy still does not support enough jobs; a skills deficit remains a fundamental constraint to growth.

Most of the town's largest private sector employers are located outside of the central area of Hartlepool, causing knock-on effects for the vibrancy and diversity of economic activity in the town centre.

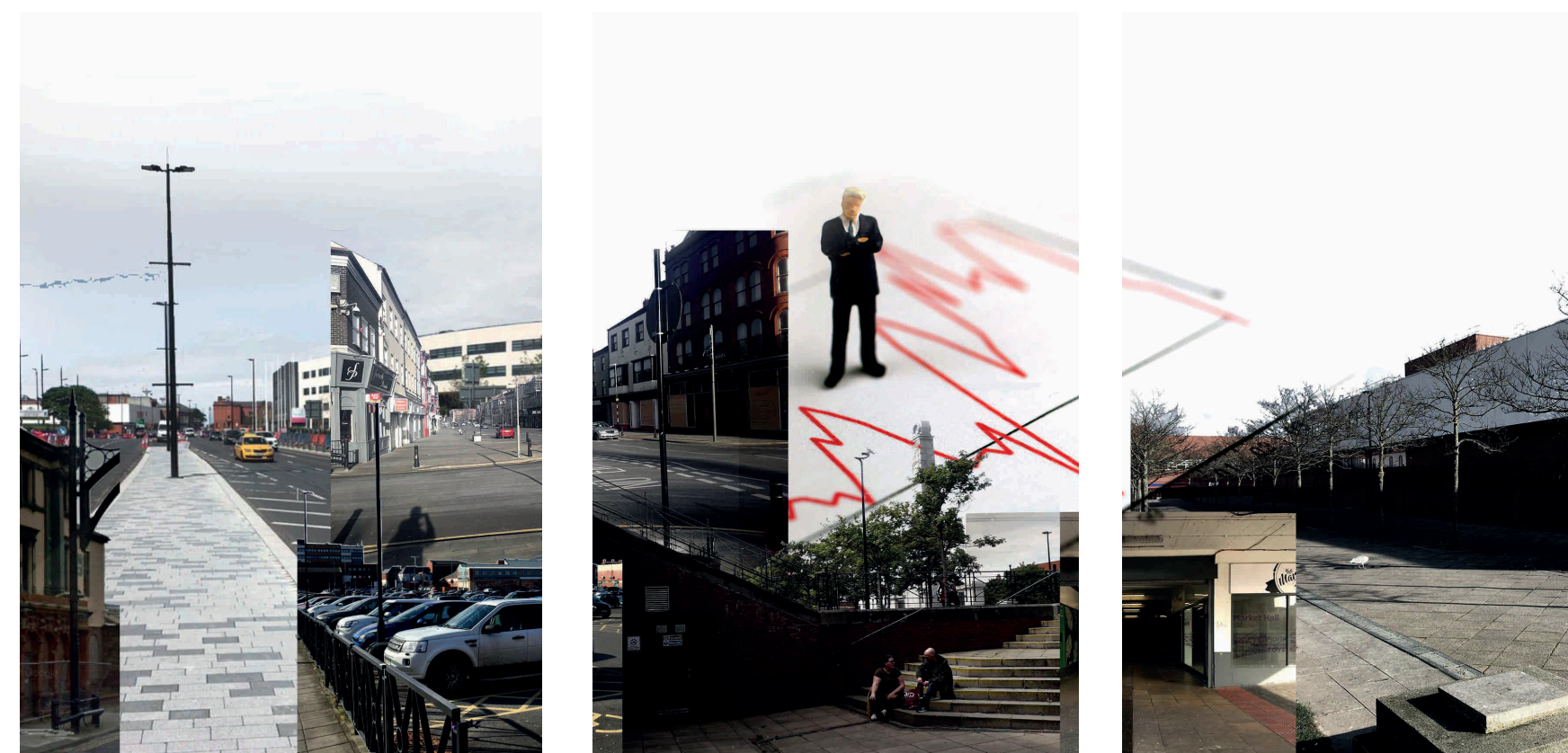
Hartlepool town centre is currently dominated by Middleton Grange Shopping Centre. The town has a fragmented retail offer – there is an overreliance of retail uses in and around Middleton Grange whilst the main concentration of cafés, bars and restaurants is located at and around Hartlepool Marina.

Restrictions on movements in response to Covid-19 have served to highlight and accelerate existing trends in the way Hartlepool's town centre functions and is used by the community.

Empty historic buildings have fallen into disrepair, for example The Shades Hotel, the Wesley Chapel and various buildings along Church Street. Many of these buildings are cornerstones of Hartlepool's social history and are landmark heritage buildings for generations of Hartlepool residents.

Hartlepool is the 10th most deprived local authority in the country and within the 5% most deprived in terms of health. Hartlepool performs significantly worse than the England average across a range of health indicators – including child poverty, unemployment, childhood obesity, life expectancy and deaths from all causes. Levels of physical activity in the town are well below the national average.

Connectivity is an issue. Whilst Hartlepool train station itself is centrally located, it is not well connected by walking or cycling links to the town centre and is an underwhelming arrival point. The marina is relatively cut off from the rest of town as a result of the dual carriageway and railway line, as well as distance.



## Rediscovering Hartlepool

The Town Investment Plan presents an opportunity to pursue projects which help rediscover what is great about Hartlepool for current and future generations to enjoy.

It presents ideas for transformative change in Hartlepool – reimagining the town centre itself and considering ways this could be adapted to better suit the needs and purposes of the residents and visitors it serves.





# What you have told us so far: an overview

## What You Have Told Us So Far

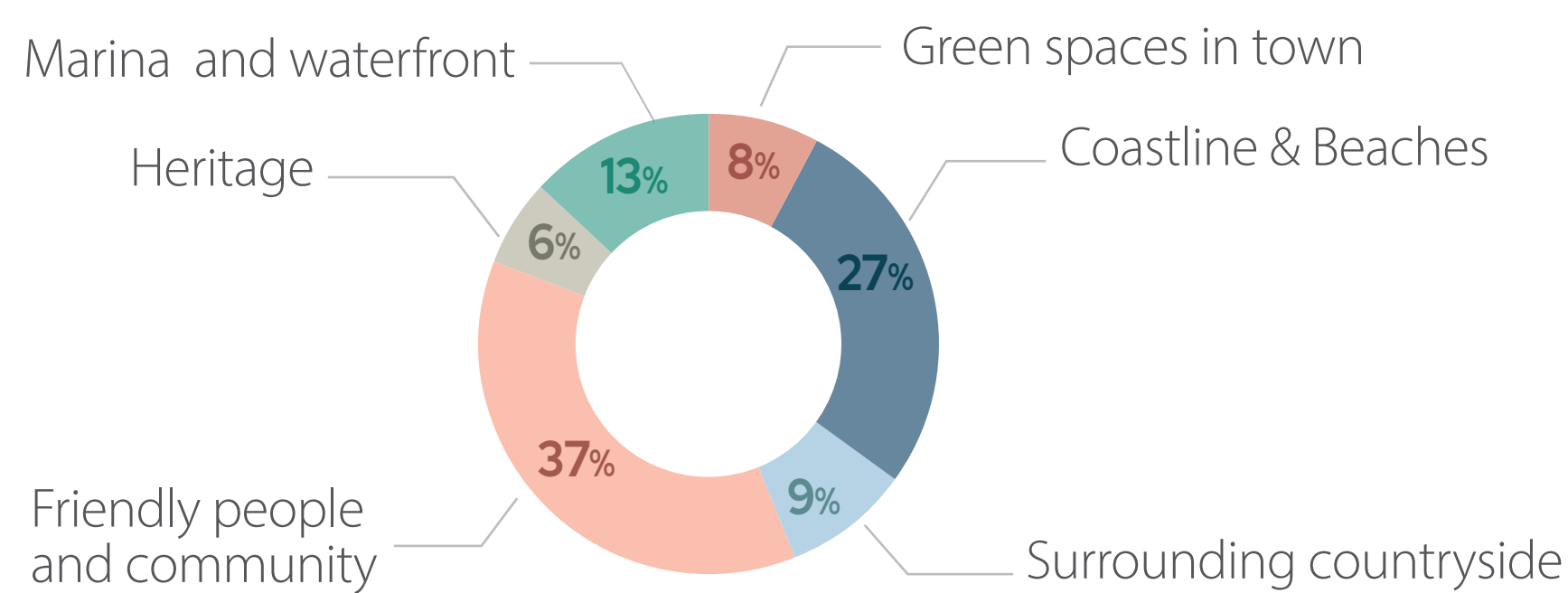
During 2020, we have been asking local residents and businesses what they think about Hartlepool. Some of our findings are presented here.

**463** Responses from local residents

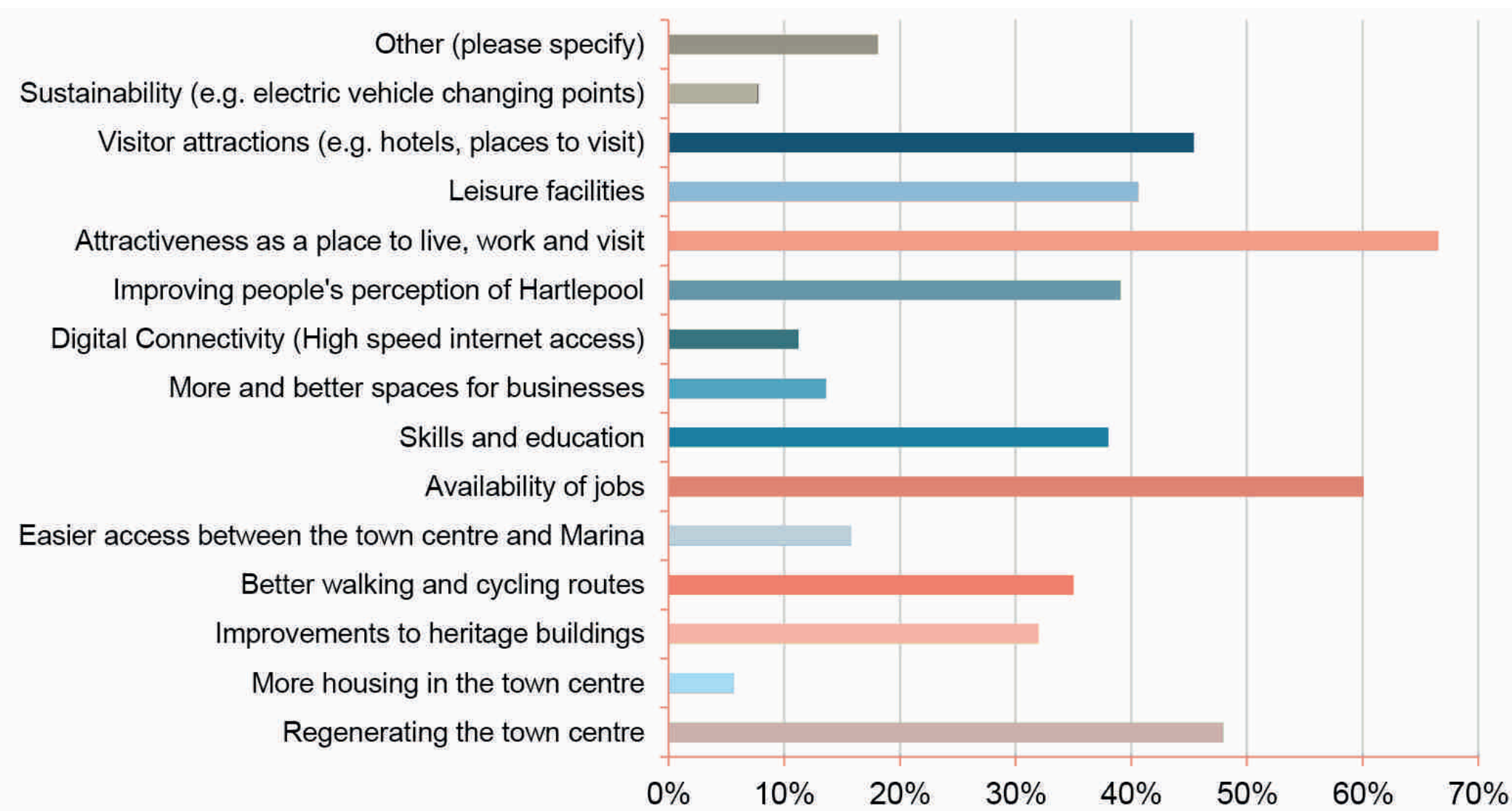
**71** Responses from local businesses

## Local Residents Survey

These are the things local people say they love about Hartlepool.



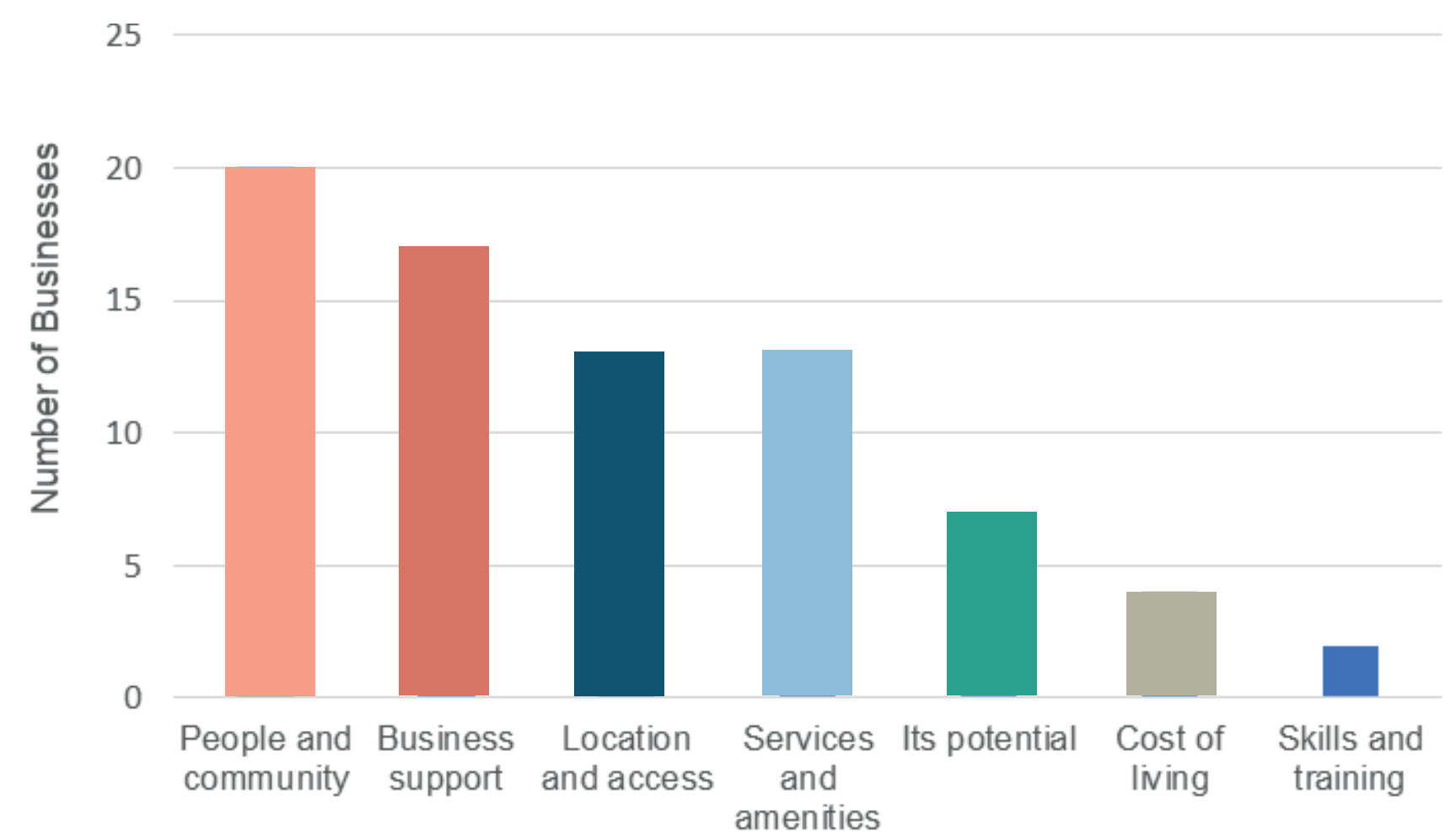
Top Five Priorities for Improving Hartlepool:



People's top five priorities for improving Hartlepool are shown here – clearly the attractiveness of Hartlepool as a place to live, work and visit, the availability of jobs and finding ways to regenerate the town centre are important to local people. At present, the town centre does not meet people's needs for the majority of uses and services.

## Local Business survey

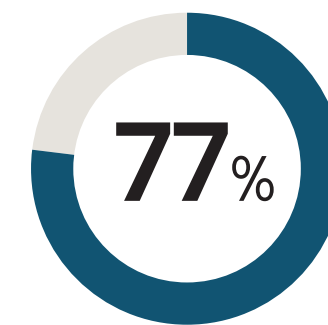
What makes Hartlepool a Good Place to be in Business:



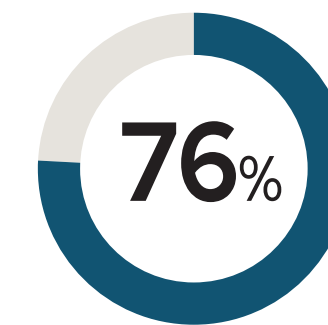
Local businesses see the following as a priority for Hartlepool:

- More and better **support** for businesses
- Enhanced **town centre and retail core**
- Improved **image & identity** town centre
- Sort out town centre **parking**

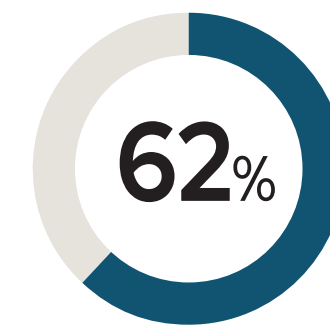
Areas for improvement identified by local businesses:



**Perceptions** of the town hold back Hartlepool as a place for business



**Quality** perceived to be a problem



Difficulty **attracting and retaining staff** highlighted as an issue



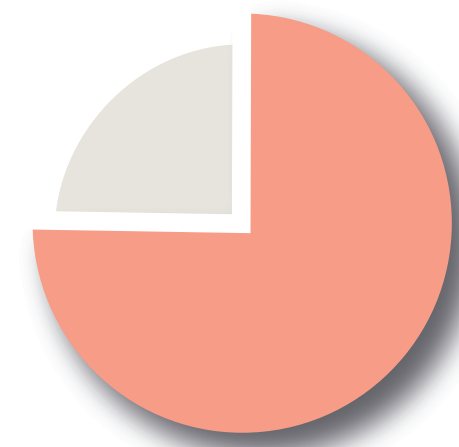


# What you have told us so far- key themes

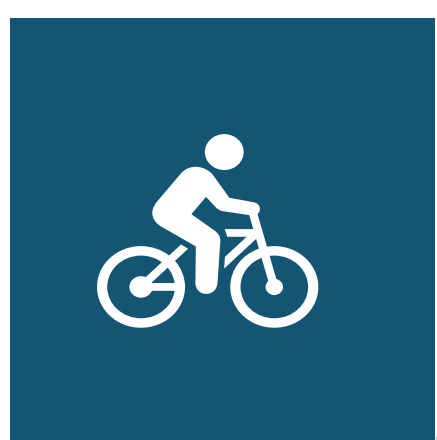


## Regeneration IMPROVING THE TOWN CENTRE

- Improve the town centre environment, refurbish empty buildings and enhance the public realm. Particular locations within Hartlepool referred to as in need of attention include Church Street and Middleton Grange Shopping Centre.
- Specific buildings in need of improvement or re-use include the Wesley Chapel, the Odeon building, the former Bingo Hall and the Shades Hotel.
- We need to rethink the town centre experience. Three-quarters of people responding to the survey stated that an improved shopping experience would encourage more visits to the town centre, whether this was through better quality shops, a greater variety of shops or more specialist/ independent shops.
- Improving the first impressions of Hartlepool as a place.



**3/4** of respondents to the online business survey felt that the **quality** of Hartlepool town centre was a factor **holding back** business growth.



## Connectivity LINKING THE TOWN CENTRE

- The importance of walking and cycling connections within and across Hartlepool.
- There is a lack of cycling infrastructure in the town centre. Specific cycling links which could be created or improved include between the town centre and the Headland and between the town centre and the waterfront / marina area.
- Issues with rail transport – frequency of services, limited capacity and a desire to see services which connect to Durham, Darlington and further afield.

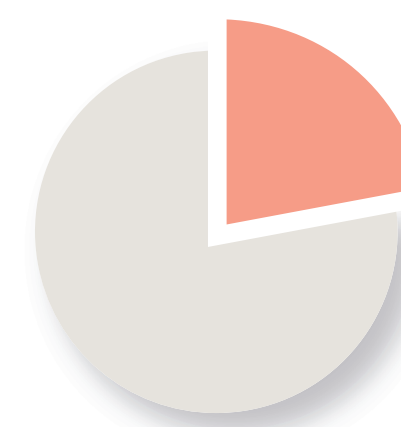


**12%** of responses to the online residents' survey identified **connectivity** as a particular priority for Hartlepool.



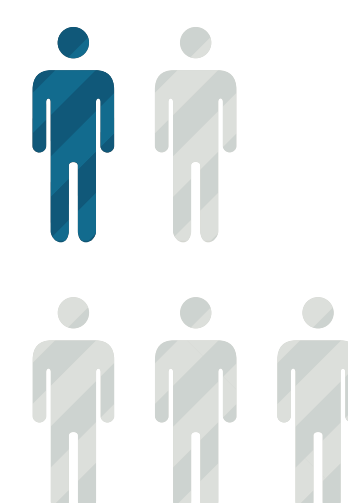
## Skills Infrastructure JOBS, SKILLS AND TRAINING

- Both availability of jobs and skills and training featured in the top five 'priorities for improving Hartlepool'.
- Hartlepool needs to attract well paid jobs and be able to retain graduates and students, through more investment in education and training.



**23%** of responses to the residents survey highlighted

**jobs, skills and training** as part of their suggestions for what might make Hartlepool a better place to live, visit or work



**20%** of businesses identified **employment** and **skills development** as a priority area for transforming Hartlepool as a place for businesses to locate and thrive.





## Arts, Heritage and Culture

### HIGHLIGHT HERITAGE & CULTURE

- Residents 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.
- 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 the creative arts.



## Other Topics

- Parking – more and cheaper parking, introducing free parking, better enforcement of parking regimes.
- Crime and safety – resolving drug issues and ant-social behaviour in the town centre.
- Support for businesses – through lower business rates, rents and better access to funding.





# Town investment plan projects



## Introduction

The projects included within Hartlepool's Town Investment Plan are shown here. Together, the projects present a real opportunity for transformational change in Hartlepool, bringing jobs, regenerating the town centre and improving connections across Hartlepool.

## Town Investment Plan Projects: Regenerating the Town Centre

### Middleton Grange

The first phase of this project involves the regeneration and re-imagining of the Middleton Grange shopping centre, to create a clearly defined mixed-use heart for the town centre with the introduction of new uses.



### What People Have said



Middleton Grange has been referred to as being 'tired' and 'outdated' in its design. Other words people have used to describe opportunities for Middleton Grange include 'invigorate', 'repurpose', 'revamp' and 'regenerate'.

'help shops survive and give people a reason to visit'

'repurpose parts of Middleton Grange'

'brighten up Middleton Grange and make it more of a social entertaining area'

### Redevelopment of Wesley Chapel

The Wesley Chapel is a prominent Grade II-listed Victorian Methodist Chapel in the centre of Hartlepool, built in 1873. It is a key heritage asset for the town, located at the end of Victoria Road, near the Council's Civic Centre and directly opposite the Binns Building and Middleton Grange Shopping Centre.

The building was extensively damaged by fire in 2017. The owners of the building are working with a range of partners to develop plans to bring the building back into use as a hotel, with planning consent granted in 2019. The extent of the damage to the building means that redevelopment will need support.



### What People Have said

It is evident that the people of Hartlepool are very proud of their town's heritage and culture and there is clear concern over the potential loss of heritage buildings.

'Sort out derelict sites such as the Wesley... eyesores in prominent areas'

'invest in heritage buildings'

'renovate empty historic/ listed buildings such as The Wesley'

'make (Hartlepool) more appealing rather than looking run down, the Wesley is a top priority'

'Do something about the derelict buildings blighting the town - Wesley, Odeon, Shades etc. Ideally not always pulling these things down which always seems to be the default'



# Town investment Plan Projects: Connectivity

## Town Investment Plan Projects: Connectivity

### ■ Marina Connections

The project comprises footpath and cycling enhancements around the marina in order to realise the potential of this area, integrate new land uses and provide the opportunity for improved connections between the marina, the town centre and the train station.

The waterfront area is planned to be the focus for a number of new uses and activities, including the location for Hartlepool Borough Council's new leisure centre and an expanded National Museum of the Royal Navy (NMRN).

The area will therefore become part of an exciting new destination for Hartlepool residents and visitors alike and the proposals need to be integrated through high-quality spaces and improved walking and cycling connections.

### What People Have said

People have identified connectivity as a particular priority to improve Hartlepool, referring to the lack of cycling infrastructure in particular and the importance of walking and cycling for health and wellbeing purposes.

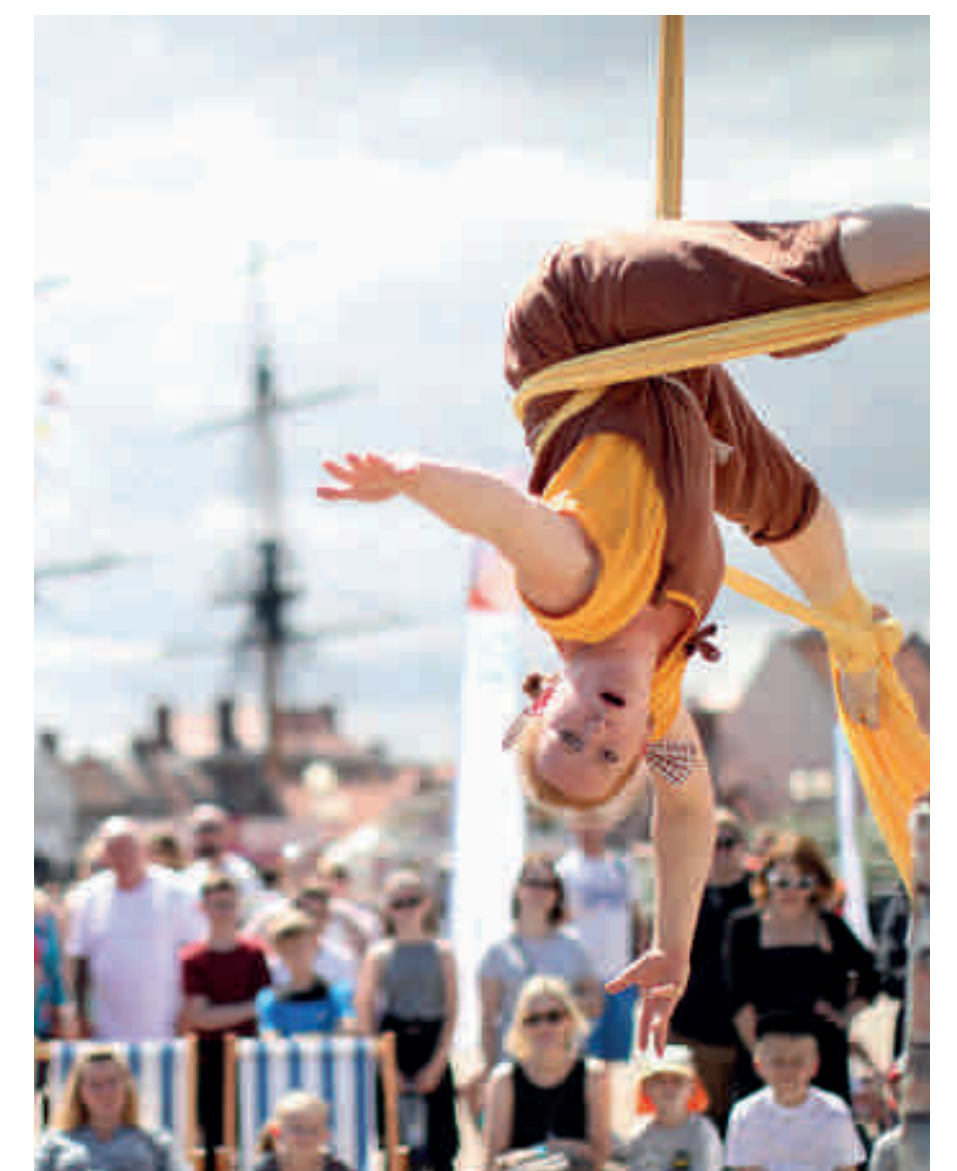
Creating and improving links between the town centre and the Headland and between the town centre and the waterfront / marina area have been mentioned.

'improve the Waterfront area'

'better walking and cycling routes'

'the marina is a great asset... there is so much potential to make it even better though'

'cycling infrastructure could shape Hartlepool into something very progressive'





# Town investment plan projects: Northern Skills Centres

## Town Investment Plan Projects: Northern Skills Centres

The following two projects are both focused around the creation of opportunities within Hartlepool for skills and training, ultimately improving the employment prospects for local people.

### Health and Care Centre of Excellence

A new training facility within University Hospital of Hartlepool, to be developed, owned and operated by North Tees & Hartlepool NHS Foundation Trust in partnership with Hartlepool College of Further Education.

The academy will be a state-of-art health and social care training facility. It will be one of only a handful in the country with purpose built medical simulation suites – with the academy focused around multiple fully-equipped rooms which replicate a range of environments that trainees will be working in. The academy will provide Level 1, 2 and 3 Health and Social Care qualifications for trainees who would be receiving training and teaching from both clinical and educational staff. A wide range of further opportunities are available for expansion of provision including higher-level healthcare education from local universities, clinical training of hospital staff and commercial first aid and health and safety training.

### What People Have said

Improving skills, training and employment opportunities have been highlighted as a need for Hartlepool. Availability of jobs and skills and training featured in people's top five 'priorities for improving Hartlepool'. A fifth of businesses surveyed said that employment and skills development was a priority area for transforming Hartlepool as a place for businesses to locate and thrive.

### Tees Valley Civil Engineering Institute

The Civil Engineering Institute project is the result of a strategic partnership between two of Hartlepool's largest employers and providers of vocational training – Seymour Civil Engineering and Hartlepool College of Further Education – and Hartlepool Borough Council. The project will invest in the consolidation and growth of teaching and training capacity at two existing sites, to enhance and future-proof facilities:

- Hartlepool College of Further Education Exeter Street Annex – upgrading the 1960s college training facility (classrooms & workshops) for fabrication, welding and construction skills, installation of new equipment and software.
- Seymour Skills Academy, Brenda Road – an 11-acre 'real world' training ground with teaching facilities opened in 2019. The academy offers space and capital equipment for practical and classroom skills delivery across house building, surveying, planning, street works, plant & machinery training, horticulture, landscaping, tree surgery and general construction operative apprenticeships. The project includes building additional classrooms and welfare facilities.

'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'

'giving people jobs and a living wage is the foundation of society'

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

'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'





# What happens next?

## What Happens Next?

In addition to the Town Investment Plan, a wider Masterplan is being prepared for Hartlepool. This will help guide future investment for the town beyond five years and include both later phases of projects and additional projects to bring transformational change to the town.

### 1. Give Your Feedback

The first step is to complete a feedback form, telling us what you think about the projects shown in this exhibition.

You can access the feedback form via the Town Deal website here: [www.hartlepool.gov.uk/HartlepoolTownDeal](http://www.hartlepool.gov.uk/HartlepoolTownDeal).

Alternatively, you can request a hard copy of the form by emailing [TownDeal@hartlepool.gov.uk](mailto:TownDeal@hartlepool.gov.uk) and return it to Hartlepool Enterprise Centre, Brougham Terrace, Hartlepool TS24 8EY.

### 2. Submit Town Investment Plan for Funding

The Town Investment Plan will be submitted to the UK Government for approval in January 2021. Following the approval process, there will be a need to work projects up into more detail to ensure they can be delivered within a five year period.

### 3. Wider Change for Hartlepool

In addition to the Town Investment Plan, a wider Masterplan is being prepared for Hartlepool. This will help guide future investment for the town beyond five years and include both later phases of projects and additional projects to bring transformational change to the town.



### 4. Get Involved!!

We want to bring people on the journey with us – this is OUR TOWN!!

To help develop and deliver projects, we particularly want people to get involved in a range of opportunities – these might be online forums, working groups or focus groups.

Please contact [TownDeal@hartlepool.gov.uk](mailto:TownDeal@hartlepool.gov.uk) if you have any questions.

