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Notes:

This document has been produced to the Town Investment Plan template and guidance issued by MHCLG. Blue 'signposts' throughout the document outline the relevant headings from the MHCLG template.

Speech bubbles used throughout the document titled 'Local voices' include verbatim quotes from members of the Hartlepool community; gathered through resident and business surveys and consultations.

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Foreword – Alby Pattison, Towns Deal Board Chair

As someone who is very passionate about Hartlepool and its people, I was delighted to be asked to Chair the Hartlepool Town Deal Board, tasked with developing the Town Investment Plan submission.

Hartlepool is a town with a wonderful history, a history that has embraced change to promote growth and success. From its inception in the 7th century, through the Norman Conquest and the links to the de Brus family, into the middle ages; which saw the town recognised as the main port for



the Durham County, and one of the main ports in the North East, with fishing as the main activity. The 18th century saw increased defences against Napoleonic invasion and recognition of the health benefits of Hartlepool water in medicinal springs. The Victorian era saw Hartlepool port declining, so change was needed to bring new industry – a railway opened the port as a coal transport route. This change of use of the port led to the formation of West Hartlepool by Ralph Ward Jackson. The success of the West Hartlepool docks resulted in the population of West Hartlepool quickly dwarfing that of the original village of Hartlepool. As both towns grew, the margins between them became more blurred, and in 1967 the towns merged, with the old town being colloquially known as 'The Headland', but now the whole town is known as Hartlepool.

Another growth spurt of the town came through the railway link across the Pennines to Liverpool in the 1800's that enabled transport of goods to and from the docks. This also opened up steelmaking and shipbuilding as new major industrial strings to the towns bow – and the William Gray shipyards launched the largest annual tonnage in the world a number of times, and by the late 1800's, the combined output of both ports made Hartlepool the 3rd largest in England. The early 1900's saw the town hit hard by the great depression, but the steelworks were seen as so important, the town was subjected to attack from the sea in the First World War killing over 130 people, including the first soldier to be killed by enemy action on British Soil in the First World War. The Second World War brought the shipbuilding and steelmaking back to the fore, but both declined after – the last ship launched in 1961 and the steelworks closed in 1977, leaving the town with almost 30% unemployment. However, Hartlepool looked to the future again, and, opening in 1994, a large part of the docks area was converted in to a 500 berth Marina, and the Hartlepool Historic Quay, now a National Museum of the Royal Navy (NMRN Hartlepool) with associated new jobs in retail outlets and tourism.

The high levels of unemployment brought about by the loss of major heavy industry was accompanied by urban decay. Hartlepool Borough Council is working hard to reinvent and regenerate both infrastructure in the town as well and improving the lives and job opportunities for the population to reflect a new direction needed after the loss of these industries, as seen in the Marina and NMRN Hartlepool tourist sites. This is a particularly challenging undertaking, and The Town Deal will allow Hartlepool to continue and build upon the improvements to buildings, transport and job opportunities in a shorter timeframe than would normally be the case, through





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this significant injection of funding. This is also expected to be the springboard for further private and public investment to support the Town Centre Masterplan and Economic Growth Strategy. There are significant opportunities to build a new future for Hartlepool based on clean, green growth. We have a nuclear power station and Dogger Bank, the largest offshore windfarm in the world will be located 100 miles due East of the town. These opportunities and the existing talent and skills within the town will provide opportunities to help us drive the Government's Clean Growth Agenda.

The Board has been drawn from organisations and individuals within the town who represent as many sectors of the business and community population as possible. Public and private sector are well represented, such as education, the NHS, business (SME and larger businesses), travel, sport, community support groups, retail, Council elected members and officers and the town MP.

This group have worked hard during 2020, in particularly challenging times, to discuss and debate the merits of the projects included in this Town Investment Plan, paying particular attention to the requirements of the Towns Fund support criteria, but also to ensure these projects meet the immediate strategic needs of business, community and the nation. The Board also recognise that the Town Investment Plan is a short-term opportunity to develop some key projects within the town, but that these projects will act as a link to further investment in the town to take forward the Town Centre Masterplan and Economic Growth Strategy.

The projects detailed within this submission are the culmination of the Board meetings and discussions together with feedback from community and business engagement surveys. They represent an excellent opportunity for Hartlepool to improve the opportunities available to the people of the town, build on its heritage but also to build on the new opportunities the town embraces for the future.









Foreword – Shane Moore, Leader of Hartlepool Borough Council and Denise McGuckin, Managing Director of Hartlepool Borough Council

This investment plan represents an exciting opportunity to drive forward the renaissance of our town. It reflects the energy, commitment and creativity of the people of Hartlepool and shows we have a clear vision to unlock the town's potential and lead the next stage in its evolution.

The Town Deal Board has brought together people from across the town to develop these proposals including businesses, residents and stakeholders. The investment plan was developed through a comprehensive process of listening, engaging and passionate debate. We will ensure that these conversations continue so that everyone is involved and the benefits can be targeted at those most in need.

The projects represent a comprehensive package of support across our skills, regeneration and connectivity agendas and are an absolute priority for delivery. The investment plan will play an important role in our COVID recovery plan as we aim to kick start the economy. We are excited by the opportunities that the plan provides and are fully committed to ensuring its long term success.















Executive Summary: Hartlepool Investment Plan in brief

Hartlepool in 2020

During its rich history, Hartlepool has played a regionally, nationally and internationally important role in numerous activities and technologies, including seafaring, rail travel, coal mining, steel production, nuclear energy, renewables and tourism.

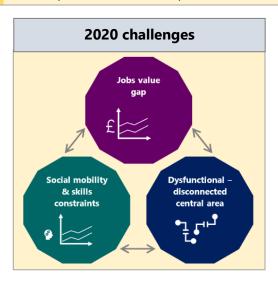
Hartlepool today is:

- **A productive place**, with relative strength in energy, manufacturing and construction. Its ports, power and a producer workforce continue to make an increasing contribution to national and regional productivity.
- **An important sub-regional service centre**, with large retail, education and healthcare sectors providing services and employment to the local population.
- **A growing visitor destination,** attracting over 3.5 million visitors a year, with spending increasing by 10% in just 5 years¹.

Periods of decline have created social and economic challenges for the residents of Hartlepool, whilst maritime, skills, enterprise, innovation, heritage and landscape assets all present opportunities to transform the town.

Hartlepool Town Deal Board's vision for the future of the town

- ➤ **VISION:** what kind of town is Hartlepool in 20 years?
- a modern, connected, vibrant and liveable waterfront market town
- 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











Project Details

Reimagining Middleton Grange: Phase 1

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Redevelopment

Wesley Chapel Hotel A new boutique hotel and commercial workspace in a restored and protected Grade II listed Victorian Methodist Chapel in the 'Heart of Hartlepool'

Waterfront Phase 1

Circuit A waterfront promenade and new public space; providing the first section of high-quality public

realm and pedestrian links to new and enhanced

leisure attractions

Civil Engineering Institute

and enhanced skills facilities Expanded positioning Hartlepool to maximise social and economic benefits of investment in the UK's 5G

full fibre infrastructure network

Heath and Care Academy

A state-of-the-art health and social care training facility at University Hospital Hartlepool - one of only a handful in the country with purpose built

medical simulation suites

Headline Outputs and Outcomes

- > 4,500m² redeveloped flexible mixed use space
- > 7,000m² new public realm
- > High-class training facilities
- > 482 new annual training opportunities
- > 36 new hotel bedspaces

- > Transformation of the town centre
- > Improved waterfront access
- Improved resident skills
- > Increased attractiveness to investors
- > Increased visitor numbers and spend

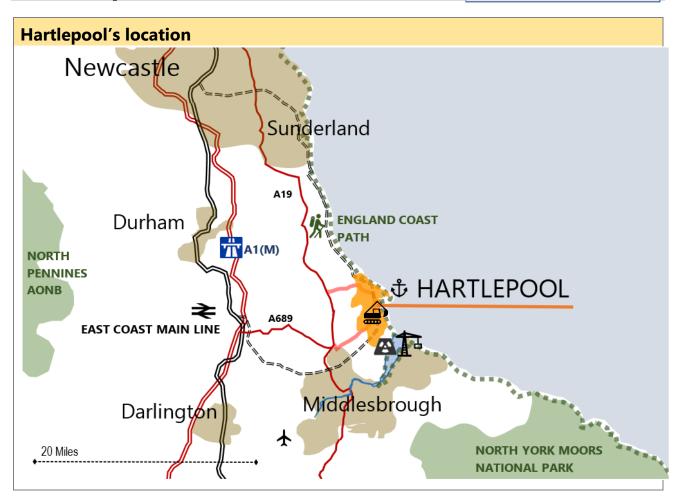






1. Hartlepool in context

MHCLG: 'Context analysis'



Hartlepool's place in the world: a short introduction

Hartlepool is a coastal port town with a rich maritime heritage 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.







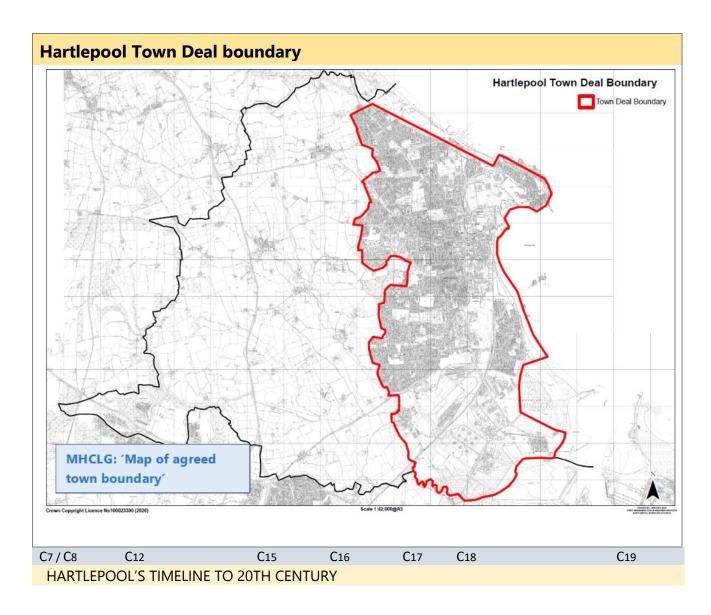












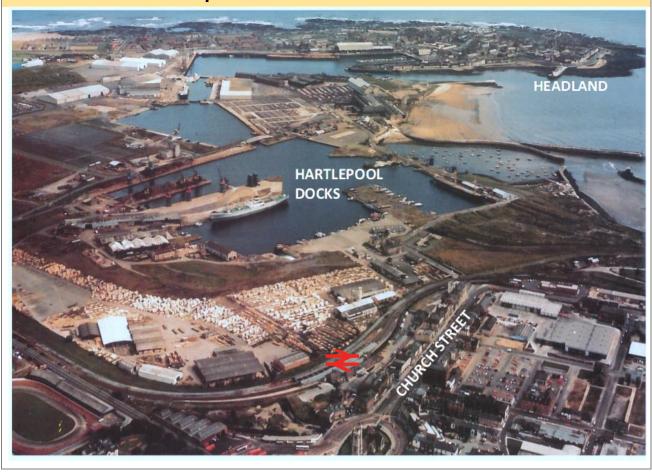
Historic Hartlepool – the historic Headland — was founded with a 7th Century monastery where St Hild was abbess; the existing 13th century church bears her name. The Headland overlooks Hartlepool Bay and Tees Bay – a safe haven, landing and trading point for North Sea sailors for thousands of years.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







Industrial Central Hartlepool 1980s²



For decades in the 19th and 20th centuries the town centre faced away from the docks and the sea – a place where goods were made and traded. 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 to reconnect with its waterfront. 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 with a recreated 18th century sea port and HMS Trincomalee – Europe's oldest water-bound warship and the second oldest still afloat in the world, launched in 1817, winner of the World Ship Trust International Maritime Heritage Award and the North East England Large Visitor Attraction of the Year.

1914 1940 1950 1960 1970 1980 2000-HARTLEPOOL'S TIMELINE 20TH & 21ST CENTURY







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.



The people of Hartlepool are proud of their town – one with a rich productive maritime history. Hartlepool has a higher proportion of people who work in skilled trades – makers and do-ers – than across the national economy⁴. But it also has the capacity to keep evolving – it is now the home of a strong clean-energy sector and welcomes hundreds of students from across the country to the Northern School 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 some 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 England⁵. 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

'Friendly people' 'Community spirit' 'Town with history' 'My home town'

'Honesty' 'Passion for our town' 'Beautiful beaches' 'Coastal walks'

'Proud' 'Supportive' 'Character'

What's great about Hartlepool

MHCLG: 'Assets and strengths'







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 Hartlepool people are proud of about their town⁷.









Skills assets



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



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 – opposite Middleton Grange in the heart of the town - in

Hartlepool Sixth Form College: A specialist sixth form college providing pupils leaving secondary school with a wide range of academic and vocational courses, working in partnership with the University of Sunderland.

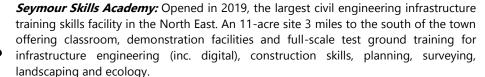




University Hospital of Hartlepool: University teaching and general hospital providing clinical training to medical students, nurse practitioners and foundation doctors: 2 miles north-east of the town centre.





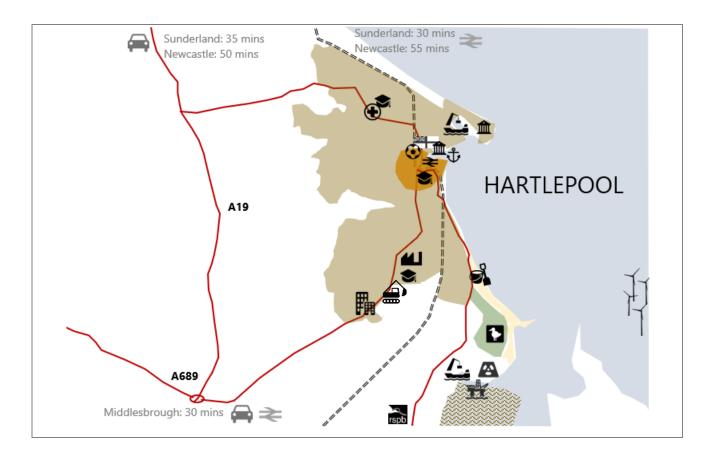


Hartlepool's key assets











Infrastructure assets



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



A

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 £4m managed workspace just off Church Street with 28 units for start-ups and new growth creative businesses. One of the key higher-value business assets in the town





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.



Hartlepool Enterprise Centre: 47 SME business units and workshops catering for knowledge-based industries, business support services, training providers, community-focused services and even a brewery.



Natural, heritage and visitor assets



Hartlepool Marina: With 500 berths, Hartlepool has one of the largest leisurecraft 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 has been settled since the 7th 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 engagement on British soil in the First World War, with the loss of over 100 lives







Hartlepool's economic role

MHCLG: 'Context analysis'

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 trend⁸. The role of producer is a source of future opportunities, but is also an indicator of some of the town's economic constraints.

Building from the asset base of ports, sustainable energy 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 2018⁹.

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

HARTLEPOOL 18% North East 14% Tees Valley 12%

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 England¹⁰. 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 three times the national average¹¹.

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 employment¹². 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 education¹³. 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 years¹⁴. 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, with overnight accommodation and the redefined 'heart' of the town.

Connected Hartlepool

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

(See economic baseline in **Appendix 1**).











MHCLG: 'Main challenges'

Legacy challenges for our town: a summary

Three things to change are identified in the collective understanding of the town and the detailed evidence, analysis and engagement (see *Section 2*):

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

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 towards 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 sustain enough jobs** (only 52 jobs per 100 working age residents) or higher-value employment and activity – especially in the town centre.

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 index¹⁵. To address this we need to enable more people to gain qualifications for meaningful work; and more people to progress to higher-level skills and employment.

3. Dysfunctional and disconnected central area



Hartlepool's 'central area' is the area within walking distance of Church Square – combining the town centre and Waterfront. 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, (92% of residents said safe cycle routes and lanes would increase their level of cycling in the town) ¹⁶ encouraging car use.

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 railway still forms a barrier between the centre and the Waterfront. Some parts of the central area are tired and dilapidated. 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.







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.

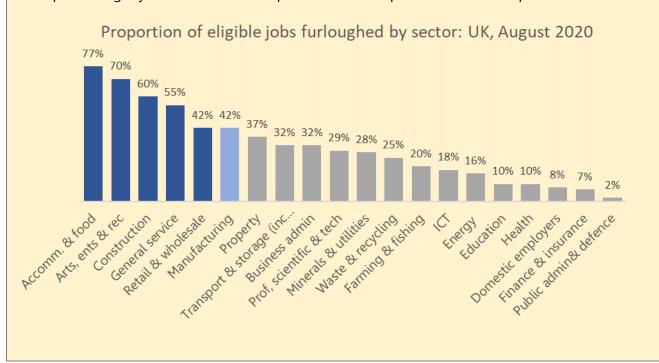
Thus far, Hartlepool has been in the top 25% most-affected local authorities in England and Wales in terms of its mortality rate, which in turn is higher than the national average¹⁷. The long-team health and social care impacts are likely to be greater in places with existing health challenges such as Hartlepool¹⁸ - 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.

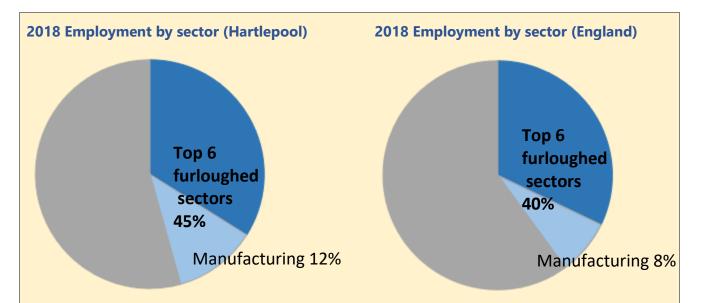
Hartlepool is slightly more vulnerable to potential sector-specific economic impacts than elsewhere.











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. The town's growing visitor economy has also been acutely affected by the pandemic, with restrictions impacting on 300 local businesses and 3,000 jobs in the visitor economy, whilst the tourism sector across the North East is expected to have lost £3bn in 2020.

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.

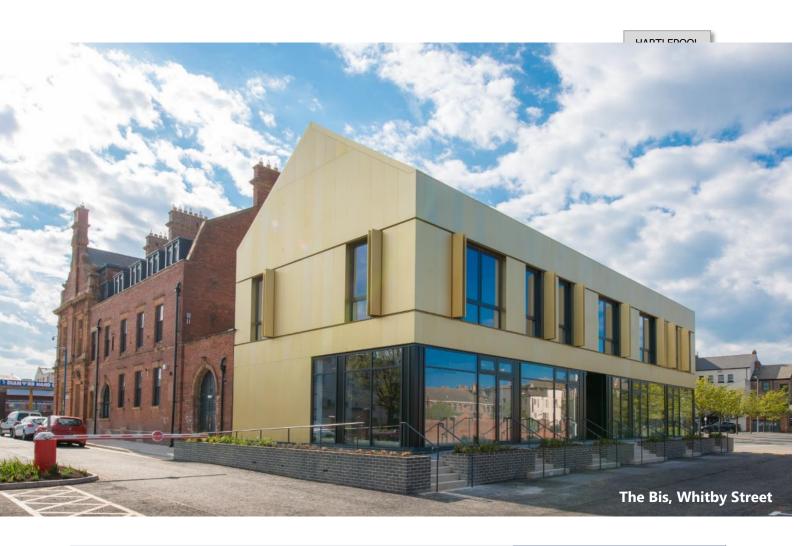
Disruption to education and skills provision in the time when movements have been restricted, is likely to reinforce the challenges which already exist in educational attainment and higher-level skills in Hartlepool (see 'Evidence and Analysis').

Dysfunctional 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. The total number of visitors to Middleton Grange Shopping Centre for the last 52 weeks is 36.7% down on the previous year 2020 – having already been in a pattern of decline. The total number of visitors for the year to date is 65.6% down on the previous year¹⁹.







Opportunities for our town's future

MHCLG: 'Key opportunities'

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:

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

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

LOCAL VOICES

"create more and better employment opportunities"





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of growing professional services companies and reinforce our position in advanced production, and as a safe and attractive 'staycation' destination to rejuvenate the COVID affected visitor economy.

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

- Improving our applied and higher-level skills base (only 27% of residents hold NVQ4+ qualifications (30% Tees Valley, 40% England)) ²⁰;
- Marketing the waterfront location and development potential;
- Clean growth capitalising on renewable energy sector investment;
- Providing a better-connected, better-functioning town centre attractive to new workers; and
- Promoting the coastal lifestyle offer to new businesses and new residents.



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. 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

LOCAL VOICES

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

and the increasing importance of data control and transfer in production techniques. This will require skills in digital networking, data management and project delivery.

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. Through the partnership of the Council, College and Seymour's Civil Engineering, Hartlepool is leading the way in the North East in providing training for the roll-out of the UK's 5G network infrastructure.

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 Northgate Public Services (see page 25).



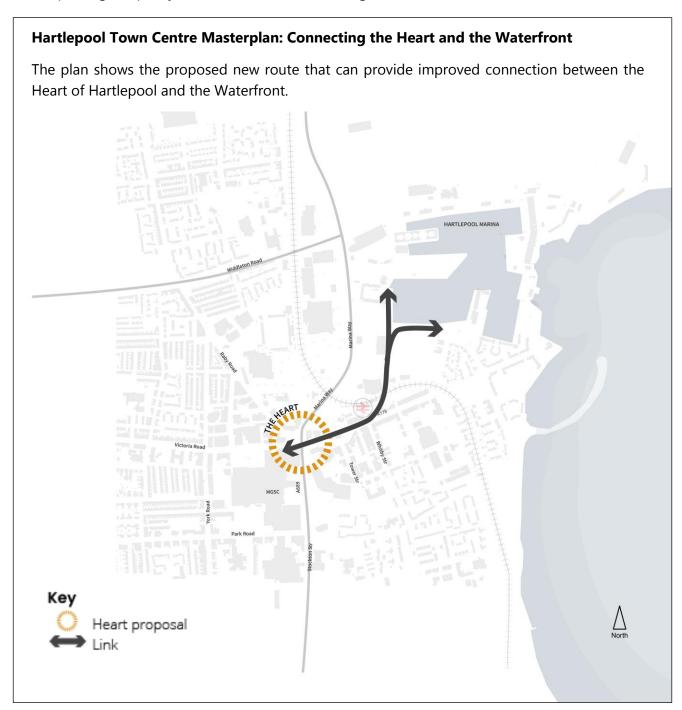
The Hartlepool Town Centre Masterplan 2021 establishes a vision for a *compact, consolidated, and connected town centre* which works better for our community and is more attractive and functional for private investors, businesses and learners at the centrally located colleges. A wide range of opportunities 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 (route options below). Transformation of the town centre will contribute to clean growth in Hartlepool. Walking and cycling will made practical, enjoyable and safe, reducing reliance on cars and improving air quality and the health and wellbeing of residents.









2. Hartlepool Investment Plan



Church Street from Church Square

Why we need to invest in 21st century Hartlepool

Hartlepool is a town which has grown on change, evolution and re-invention. From ship building excellence and the arrival of the railways in the 1840s, 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.

Better walking and cycling access to Hartlepool's waterfront is vital to support residents' active engagement with the Council's new leisure centre and to enhancing the visitor ambience – but it could not be privately-funded because it has no immediate financial return. Consolidating unused retail space in the town centre enables a new public meeting space and focal 'Heart of Hartlepool' – but will involve the controlled rationalisation of private sector assets by the public sector. And the people best placed to invest in skills and training for the future workforce with belief and commitment in the town's young are its own colleges and local businesses.

Wider financial and commercial returns will come 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.





The Hartlepool Investment Plan Part One

DRAFT January 2021



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 impacts can be secured as the return on our investment.

The following part of this plan provides:

- Our statement of commitment and the outcomes we want to achieve;
- Detailed evidence and analysis of the **three things to change** underlying the strategy;
- A review of where this Plan fits in the wider spatial and economic strategy for the Borough of Hartlepool;
- The **logic chain of investment** for our proposed investment programme; and
- A summary of the investment prioritisation process and proposed projects.





Our statement of commitment: the 'vision'

MHCLG: 'Town vision'

- > VISION: what kind of town is Hartlepool in 20 years?
- a modern, connected, vibrant and liveable waterfront market town
- 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

Hartlepool will build on its maritime and industrial heritage to drive a new and dynamic future, focused on a new heart for Hartlepool, with a revitalised town centre and harnessing the potential of our spectacular waterfront, which in combination will support our ongoing transformation as a 'waterfront market town'.

The outcomes we want to achieve

MHCLG: 'Headline outcomes

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

OUTPUTS and OUTCOMES: what can we achieve in the next ten years by investing through the Towns Fund?				
SKILLS FOR A CREATIVE & PRODUCTIVE TOWN	VALUE-DRIVEN REBOUND & GROWTH	COMPACT & CONNECTED WATERFRONT MARKET TOWN		
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			
	o establish a high-quality local jobs 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 WATERFRONT MARKET TOWN		





Evidence and analysis 1: Value-driven rebound and growth

Hartlepool has had more ground to make up than other towns and cities in the transition towards a service-led knowledge-based economy. The

MHCLG: 'Underlying evidence, analysis and rationale'

town has been structured around large-scale single employers in productive industries and the public sector²¹.

The level of smaller-scale private investment and entrepreneurship in Hartlepool simply does not yet sustain enough businesses or enough jobs in the town.

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

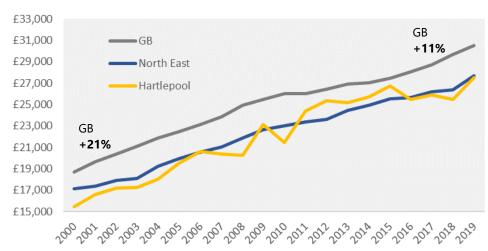
Hartlepool's footprint

14% Tees Valley population13% Tees valley business enterprises11% Tees Valley jobs8% Tees Valley professional services jobs

remains fragile. The business base contracted modestly in 2017 and 2018 and business density is now back below the Tees Valley level²².

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* – average annual earnings remain well below the national average. Closing the gap requires more jobs, higher-value jobs and private sector investment choices to locate and stay in the town.

Average annual earnings 2000-2019



60% residents cite availability of jobs as a priority to improve their town²³. To provide the volume of employment seen across the national economy, the town would need another 14,000 positions – an increase of almost 50%²⁴ - a particular challenge given the uncertain future of Hartlepool Nuclear Power Station – one of the town's main employers – after 2024.

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 and its built environment. 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 investment²⁵.

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 $48\%^{26}$.

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

Waltons Clark Whitehill



(Image credit: Utility Alliance)

- Chartered firm of accountants and business advisers based on the Marina.
- Grown to become one of the major independent firms across the Tees Valley and North East
- 30 strong workforce
- Supports businesses expand and grow across all sectors
- Excellent reputation and proud ambassadors for Hartlepool

Northgate Public Services



(Image credit: Northern Echo)

- 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





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

Evidence and analysis 2: Skills for a productive and creative town

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 working-age adults had no formal qualification; the figures is now almost down to one-in-ten²⁹. 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 trends³⁰.

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

LOCAL VOICES

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

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%.

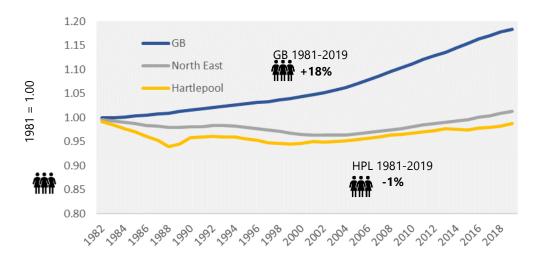
The labour market is also constrained by demographics. As with many parts of the North East, **the size of the town is in relative decline**: the population is smaller than it was at the start of the 1980s. Meanwhile, between 1981 and 2019 the national population grew by 18%³³. Hartlepool's population 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 population³⁴.

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.





Indexed population growth to 2019 (1981 population = 1.0)



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 authorities³⁵.

Evidence and analysis 3: A compact and connected waterfront market town

MHCLG: 'Underlying evidence, analysis and rationale'

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.

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.

LOCAL VOICES

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







The civic precinct completed in the early 1970s – houses the Council Offices, the Police HQ and the former Magistrates Court, which closed in 2017.

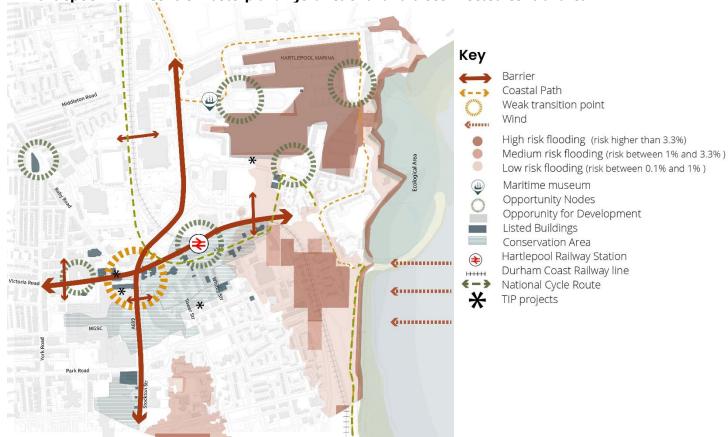
Middleton Grange Shopping Centre is the third largest in the North East – but currently has a high vacancy rate of 29%, with deteriorating commercial viability; whilst prominent former banks and hotels are found along Church Street are also vacant. The scale of the highways infrastructure developed in 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.

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.

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, encouraging car use.

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

Hartlepool Town Centre Masterplan: Dysfunctional and disconnected central area









Wider economic and spatial plan for Hartlepool's future

The issues faced by Hartlepool as a 'catching up town' are

MHCLG: 'Strategies, partnerships, programmes and investments relevant to the vision and strategy'

not new. They have been understood and acknowledged for a number of years. 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.* A summary of the challenges and opportunities identified in Hartlepool strategies over the last 15 years is included as an appendix.

Led by Hartlepool Borough Council, a series of plans, investments and interventions has been pursued which have made a positive difference to how Hartlepool looks, feels and functions as a place and as a community. From the 2008 *Central Area Investment Strategy* - which first identified the ambition for higher-value skills delivery and knowledge-based employment in the town centre – to the Council's current capital programme, with ambitious investment plans for the Waterfront, long-term change requires *consistent* and *persistent* action.

The investments proposed in this plan build on over a decade of successful investment in the diversification of activity, enhancement of value and improved function and appearance of the central area, as shown in the plan overleaf. Other recent complementary investments, outside the central area include:

- Centre of Excellence in Creative Arts: £1m refurbishment and repurposing of creative skills centre;
- Seaton Carew Seafront Regeneration: £1.3m regeneration including facilities to support visitor economy growth;
- Seymour Skills Academy: Phase 1 of construction and civil engineering 'real life' training centre and testing ground opened in 2019





Investing in Hartlepool: past, present and future

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Skills for a productive and creative town: complementary investment

Hartlepool College of Further Education: £52m new building opened in 2011 – specialisms in heath, digital, construction and advanced manufacturing & engineering

Northern School of Art: £11m first phase of new Hartlepool Campus opened on Church Street in 2017, supported by £8.3m TVCA investment, and land acquired from Hartlepool Borough Council on advantageous terms. The Council enabled the development by re-locating their transport depot to Tofts Farm. Next phase development of 30,000sqft **Film & TV Studios:** Construction has begun on a £3.76m development to provide



three main stage studios alongside workshop spaces with industrial scale 3D scanning and printing facilities for set and prop construction for the screen, stage and events industries and offices.







Value-driven rebound and growth: complementary investment

The 'BIS'- - is the new £4m managed workspace just off Church Street with 28 units for start-ups and new growth creative businesses. Opened in 2019 and co-funded by Hartlepool Borough Council and TVCA.





National Museum of the Royal Navy: In 2016 Hartlepool Borough Council secured the transfer of the key waterfront economy asset into the ownership and management of the National Museum of the Royal Navy. Currently planned growth investment alongside TVCA will see a new atrium and galleries, exhibition hall, STEM apprenticeship centre, leisure uses (e.g. food and drink outlets) and associated car parking – to increase the capacity and visitor market penetration of the attraction.

A compact and connected waterfront market town: complementary investment

Church Street and Church Square public realm: £3.9m investment completed in 2019, the public realm investment on Church Street was designed to create a more open, pedestrian-friendly street with a new layout that will make it easier for parts of the street to be closed to host events such as markets. Co-funded by HBC, TVCA and Heritage Lottery Fund.



Stockton Street connectivity enhancements: £1.2m investment in

improvements to pedestrian priority and safety in crossing key town centre junction between Binns Building and Church Square – first step in breaking down the north-south barrier of the A689 dual-carriageway dividing the central area in two.

Central Area: further complementary investments

Jackson's Landing - new Leisure Centre and civic events space: Hartlepool Borough Council invested £1.5min 2013 to secure the future of this strategic waterfront development site. Investment in a new leisure centre and events space on the site was approved by HBC in early 2020 – including co-investment of TVCA funding under the Council's £43m Capital Programme.

Hartlepool Station: In 2020 TVCA has invested £1.5m in feasibility and development work to support the ambition to re-open a second platform at Hartlepool railway station, providing additional capacity, increasing frequency of existing services to major cities including London.

Shades Hotel redevelopment: Hartlepool Borough Council has acquired the Grade II listed Shades Hotel heritage building with the ambition to redevelop the building for modern commercial use.

Travelodge Hotel: £3m hotel developed by private developers in 2012, and subsequently extended in 2016 – providing additional budget visitor accommodation at the Waterfront.







This Hartlepool Investment Plan is the targeted and up-to-date delivery plan to address the 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 current 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 Borough-wide 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 2021-24: The Council's overall plan of action across the economy and community for the next three years: Hartlepool will be a place... that has an inclusive and growing economy; that is sustainable, clean green and safe; of resilient and resourceful communities with opportunities for all. It is accompanied by the Council's £50m+ capital investment programme.







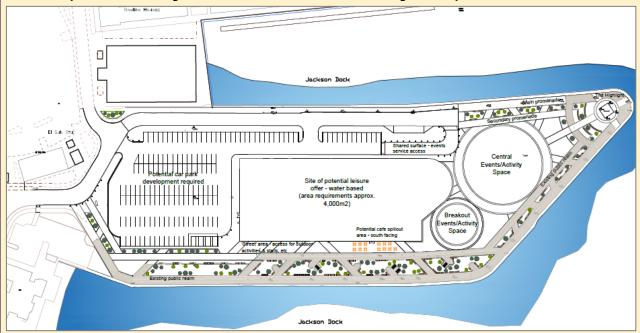
Hartlepool Borough Council Capital Programme 2020

Hartlepool Borough Council approved its £43.m *Capital and Indigenous Growth Investment Plan* in 2020 – with additional external grant funding taking the total potential investment to well over £50m in the coming years.

The core of the programme will support the ambition for a *compact and connected waterfront market town*. Almost £40m – including £11.8m of prudential borrowing and £24.8m Tees Valley Combined Authority co-funding – will be directed towards new developments and enhancements of Hartlepool Waterfront to include:

- Expansion of the National Museum of the Royal Navy including new exhibits and exhibition halls;
- Council's new strategic leisure attraction, including sports and leisure facilities; and
- Public realm and public art, including a new events space.

Indicative plan of new strategic leisure attraction at Jackson's Landing - Hartlepool Waterfront



Additional investments identified in the Capital Programme include renovation and refurbishment of the Council's heritage and cultural assets including the Town Hall Theatre, Art Gallery and Borough Hall.







Hartlepool Town Centre Masterplan 2021

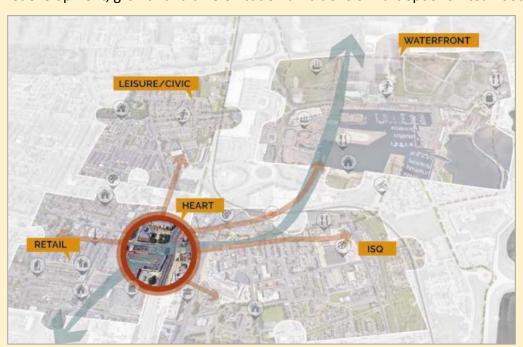
The Masterplan establishes a 20-year vision for rediscovering Hartlepool as:

'A well-connected vibrant and liveable waterfront market town'

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

The emerging spatial opportunities and influences captured in the Masterplan are:

- 1. Changes to usage and function of retail space in Middleton Grange Shopping Centre
- 2. Redevelopment potential of the 'Civic Quarter'
- 3. Increased capacity and connectivity of Hartlepool Rail Station through potential recommissioning of north platform and new pedestrian rail bridge
- 4. Waterfront visitor and leisure destination planned new strategic leisure facility and events space for the Borough on Jackson's Landing and expansion and reconfiguration of National Museum of Royal Navy on adjacent site
- 5. Continued growth of skills and education provision though Hartlepool FE College and Northern School of Art including new film & TV studios in Hartlepool town centre
- 6. Redevelopment, growth and diversification ambitions of Hartlepool United Football Club



The key theme of the Masterplan is to establish a **new Heart of Hartlepool** hinged against the Middleton Grange shopping centre at the intersection of Stockton Street and Victoria Road – and







around Church Square. The Heart is the natural 'centre of gravity' between the York Road shopping area, Church Street and the waterfront – and the key focal point of the new town centre.

The masterplan proposals focus on *three big moves* which are considered the most transformative and catalytic areas of change for the town centre:

- **Middleton Grange Shopping Centre:** key to the ambition for a New Heart of Hartlepool is investment to reimagine the role of the strategically located main shopping centre with a series of interventions to consolidate retail, break down the physical mass, improve pedestrian connections and amenity, and lift the character and profile of key heritage buildings in the area
- **Waterfront regeneration:** enhanced connectivity, public realm and urban greening to maximise the potential of investment in new and enhanced waterfront attractions including a 'circuit' of high-quality public realm around the marina
- **Transport Hub:** a series of new and enhanced movement routes focusing on the improvement and expanded capacity of Hartlepool Station and active travel routes between the Heart and The Waterfront

Masterplan proposals: Waterfront regeneration





link to to respond to potential new development on adjacent land urban greening and wayfinding



green space to the south of

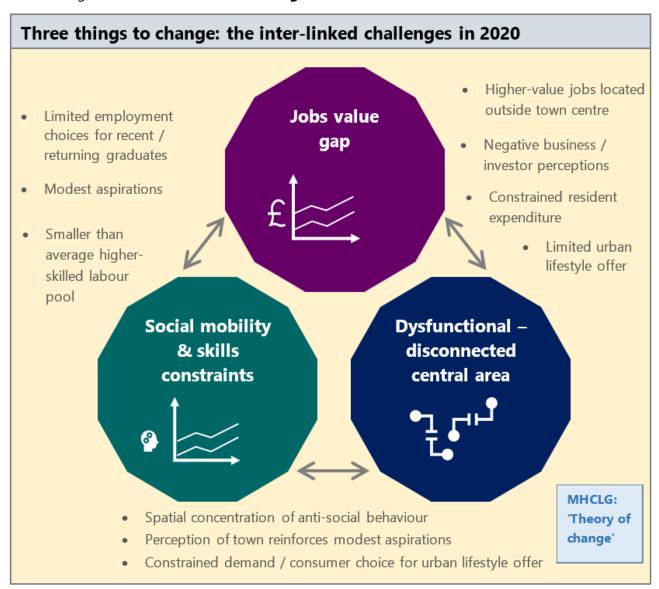
the marina



Three things to change: the logic chain

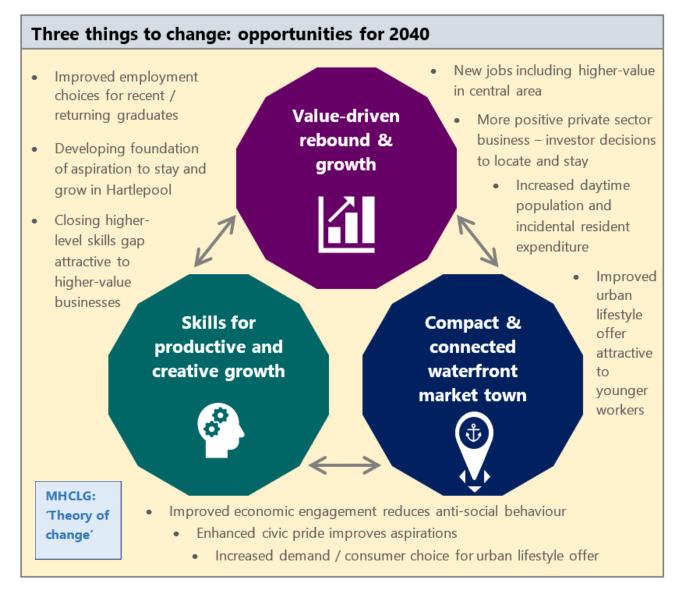
This *Hartlepool Investment Plan* is a focused part of the wider economic and spatial plan for Hartlepool. It is directly aimed at priority actions which will have most **direct and catalytic impact on the three things to change in our town.**

The 'theory of change' or **investment logic chain** follows that the three things to change are interlinked and mutually dependent, and that investment targeted to address any of the challenges and opportunities will have positive knock-on and spin-off effects elsewhere. So, for example, the consolidation and enhancement of Hartlepool into a *compact and connected waterfront town* can improve business perceptions and help attract new higher-value jobs in the central area; thereby also contributing to *value-driven rebound and growth*.









The preferred investment programme prioritises interventions which directly capture opportunities for skills and central area improvements – whilst also recognising the impact they can have on enhancing value in local employment and the economy:

 Compact & connected waterfront market town: investments to consolidate, reconfigure, and refresh the 'Heart of Hartlepool; as the renewed spatial focus of diverse commercial, civic and economic activity; and to provide 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







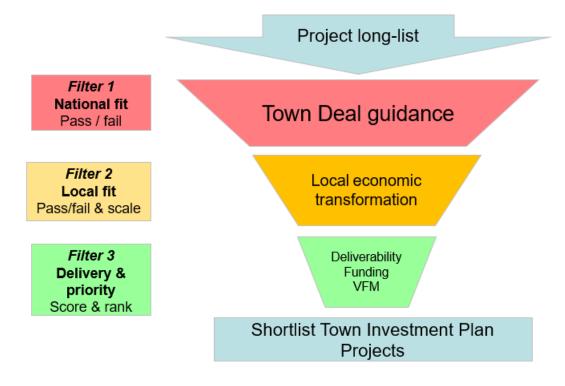
 Northern Skills Centres – capitalising on existing skills assets and knowledge in the town, to add centres of excellence in health care and civil engineering to the portfolio of Northern Skills Centres in the town.

The preferred investment plan builds upon the accelerated funding awarded to Hartlepool. The accelerated funding was used on prominent derelict buildings within the Church Street area, including the Grade II Listed former Shades Hotel. The identified investment programme builds on this momentum, creating a critical mass of activity in a small geographic area in and around the new 'Heart of Hartlepool'.

Hartlepool Investment Plan: our priority investments

A wide range of potential capital investments has been identified though 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 2a and 2b**).

- 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?







The Hartlepool Investment Plan

Part One

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The Investment Plan's theory of changes and project details and are summarised in the following pages. All interventions have been designed to contribute to the Government's Clean Growth agenda. See Part 2 for detail





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The project is the first phase of the regeneration and re-imagination of the Middleton Grange shopping centre, to create a clearly defined mixed-use heart for the town centre. This transformation is designed to change the image of the shopping centre from a large-scale, inward looking shopping mall to a finer grain, well-connected mixed-use retail area which contributes to the character of Hartlepool as a waterfront market town.

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HARTLEPOOL TOWN DEAL BOARD

Wesley Chapel hotel redevelopment

The Wesley Chapel is a prominent Grade II-listed Victorian Methodist Chapel in the Heart 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 is owned by Jomast – a regional property developer which has had plans to redevelop the building as a hotel for over a decade. The current investment proposal is for bedroom boutique hotel with a bar-restaurant; four other and commercial units to situated at ground floor



level. The proposal received planning consent in 2019.

Jomast has developed a partnership proposition with a recognised regional boutique hotels operator for the Wesley Chapel and is working to develop a commercial financial package for the development. The building was extensively damaged by fire in 2017 – and is considered to be in heritage deficit, that is, the cost of restoration in keeping with the building's heritage listed status is more than the developer's estimate of the commercial end value of the hotel.

The Towns Fund investment proposition is for development viability gap funding, to enable

developer and operator commitment to delivering the project by the end of 2022.

Specific overall investment requirements include:

- New roof with conservation-style roof lights
- External building repairs to heritage facade including masonry, making good and cleaning
- Comprehensive reglazing
- Terraced external areas
- DDA-compliant ramp access and repairs to heritage stepped building entrance







- Internal reconfiguration and fit out including lifts and mechanical and electrical fit out to all hotel rooms
- Construction of four self-contained commercial units
- Internal fire protection and security systems

Historic England have been consulted and recognise the importance of the project in helping to remove the Church Street Conservation Area from the national heritage at risk register.

The project will meet the identified demand for a high-end boutique style hotel which is required to serve the growing tourist and business communities as these sectors grow. It will increase the number of higher-value overnight visitors, from the current 12%, whilst making Hartlepool work better as a destination within the redefined 'heart' of the town.

Photograph of Derelict Grade II Listed Wesley Chapel from Wesley Square







Waterfront Circuit Phase 1

The project comprises public realm and connectivity 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 waterfront, the town centre and the train station. The waterfront 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). Proposals for the former include leisure and water-based activities, café, spill-out area and events space, as well as parking and access requirements. The NMRN proposals include a new atrium and galleries, exhibition hall, STEM apprenticeship centre, leisure uses (e.g. food and drink outlets) and associated car parking. The waterfront 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 public realm and enhanced pedestrian and cycle connectivity.

The vision for the Waterfront Circuit is for a high-quality, 'seamless' public realm linking a number of key vibrant public spaces which activate the waterfront. By providing a co-ordinated approach to railings/ fencing, lighting, signage and street furniture the various component parts of Navigation Point, the museum, the proposed leisure centre and existing housing sites can be unified through a consistent treatment.

Future phase project elements (non-TIP) could include: provision of water-based activity space to provide an opportunity to engage and access the water; provision of a new public realm link from the train station to the waterfront; and completion of the circuit to the north and east of the marina.





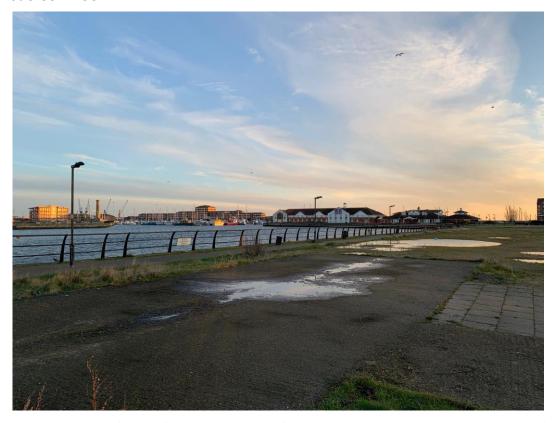
Annotated photograph showing location of Phase 1 of the waterfront circuit







Photograph of site of proposed Waterfront promenade. Looking East alongside Jackson Dock



Photograph of site of proposed waterfront circuit and board walk- looking from site of proposed new leisure centre towards HMS Trincomalee





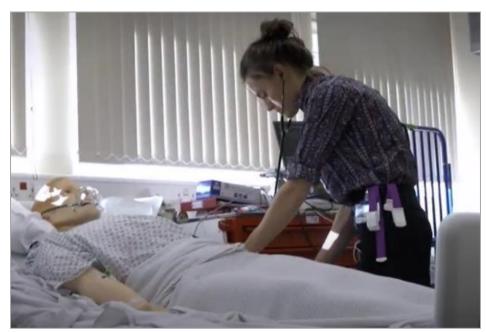


Health and Care Academy

The Health and Care Academy will use **Towns Fund investment** to deliver 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:

- Acute care: including patient clinical and equipment simulators for training in maternity, general clinical skills. intensive care treatment, major incidents and trauma;
- Specialist clinical procedures: including simulation for endoscopy



• Community: including simulation of 'at home' health and social care scenarios such as community health, dementia care and child and vulnerable adult safeguarding

The academy will also have the ability to house a 6-bed training bay, two ICT suites, a trainee common room and several other flexible training and class rooms. It will be located in the currently under-utilised Ward 10 of the hospital, which requires an internal refit. The academy will also purchase a range of simulation equipment required for each of the suites.

The academy will be operated by the NHS Trust in conjunction with Hartlepool College of Further Education under a partnership agreement – with each party contributing appropriate resource e.g. training and administrative staff.

The business plan for provision is based upon initial provision of 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.





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 Engineering and Hartlepool College of Further Education and Hartlepool Borough Council. The project **Towns** Fund proposes investment in the consolidation and growth of and training teaching





capacity at two existing sites, to enhance and future-proof facilities:

- 1. Hartlepool College of Further Education Exeter Street Annex: 1960s college training facility (classrooms & workshops) for fabrication, welding and construction skills located in the Church Street Quarter of Hartlepool Town Centre.
- 2. Seymour Skills Academy, Brenda Road: 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 Academy is located at Brenda Road, one of Hartlepool's key employment locations and the land is leased in partnership with Hartlepool Borough Council.

Following investment in refurbishment and expansion, the two facilities will be brought together as the Civil Engineering Institute – with specific additional capacity to support the rapid development of professional skills to support the rollout of 5G full fibre to full UK coverage by 2033. The Institute is working directly with City Fibre, build partners and Digital Telecoms Network Academy (DTNA), specialists in digital telecoms accreditation. A partnership agreement is in place with DTNA, creating a new digital civil engineering training area on 2 acres of the Brenda Road site. City Fibre are responsible for enabling many Northern Powerhouse towns and cities to benefit from the investment unlocking fibre to premises brings.

Specific investment requirements are:

Exeter Street: Building refurbishment to improve safety, access and security including asbestos removal, upgrade of electrical systems, new roofing and improved access and security system. Installation of new equipment and software to support teaching and training in building services engineering, industrial digital systems and electronic surveying.

Brenda Road site: Purchase and build of additional modular classrooms and welfare facilities onsite, classroom furniture/IT equipment, specialist plant machinery, creation of outdoor site services and additional car parking facilities.





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 3**) gives further detail.

Table 3.1 Summary of Engagement Activities

Activity

- 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 pubic 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.





Other (please specify)
Sustainability (e.g. electric vehicle changing points)
Visitor attractions (e.g. hotels, places to visit)
Leisure facilities
Attractiveness as a place to live, work and visit
Improving people's perception of Hartlepool
Digital Connectivity (High speed internet access)
More and better spaces for businesses
Skills and education
Availability of jobs
Easier access between the town centre and Marina
Better walking and cycling routes
Improvements to heritage buildings
More housing in the town centre
Regenerating the town centre

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'

0%

10%

20% 30% 40% 50% 60% 70%

'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 the creative arts.

'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''

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 3** 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

There will be several purposes to ongoing engagement activities. As priority projects are developed, there will be a need to keep communities and stakeholders informed of progress; to use stakeholder input to further develop projects and understand various nuances; and develop collaborative working practices with partner organisations as part of project delivery.





Continued engagement will be at the heart of programme. This will be managed by Hartlepool Borough Council's Strategic Development Team, which has both detailed knowledge of the Town Deal Programme and the context of Hartlepool.

The ongoing engagement will be overseen by the Town Deal Board Engagement Sub Group which involves public, private and voluntary sector representatives. The sub group will provide a progress report to each Town Deal Board meeting to allow scrutiny and a challenge of the engagement process. A project specific risk register will be established and maintained to ensure that risks are identified and appropriate actions and ownership are established.

A communications strategy and action plan is currently being developed by the Engagement Sub Group. This will ensure that communication and messaging is coordinated, timely and relevant to the target audiences

All Board Members have committed to utilising their networks to expand the reach of the Town Deal. The board has substantial private sector representation to ensure that businesses are represented and involved in the implementation of the Investment Plan and town centre masterplan. Further detail about the ongoing engagement is set out in the Stakeholder Engagement Strategy.

4. Delivering the Hartlepool Investment Plan

Key delivery issues for the Hartlepool Investment Plan projects are summarised in the following table, and provided in further detail in the Part 2 Town Investment Plan.

Hartlepool Investment Plan: Key delivery issues (1)

Reimagining Middleton Grange: Phase 1

- Memorandum of Understanding [currently being signed by Hartlepool Borough Council and shopping centre owners Mars Pension Fund- (See Appendix 7 and 8)
- This item contains exempt information under Schedule 12A Local Government Act 1972
 (as amended by the Local Government (Access to Information) (Variation) Order 2006)
 namely, para 3) information relating to the financial or business affairs of any particular
 person (including the authority holding that information)

Wesley Chapel hotel redevelopment

- Full Planning Approval (with conditions) and Listed Building Consent granted in 2019
- Continue dialogue between Hartlepool Borough Council and Jomast Developments including sharing of cost plans and development viability appraisals
- State aid legal advice updated
- Jomast in partnership with preferred operator a recognised regional boutique hotels operator

Waterfront Circuit: Phase 1

• Design Team to be procured to develop detailed designs and costs





- Intrusive Site Investigations to take place including testing for contaminants and identifying ground conditions and utilities.
- Planning approval to be obtained.

Hartlepool Investment Plan: Key delivery issues (2)

Civil Engineering Institute

- Seymour Civil Engineering and Hartlepool Borough Council lease agreement for the Brenda Road site in place till 2029, with extension by agreement or potential purchase
- Exeter Street no planning permission required to progress with refurbishment and development plans in place
- Hartlepool College of FE is approved to deliver all college-based, apprenticeship and HE programmes
- DTN Academy partnership agreement in place, including potential development of 4 acres of the Brenda Road site to specifically support technical fibre skills training
- City Fibre announced MAP Group as the 5G contract build partner for Tees Valley
- Awarding Body accreditations in place and bespoke construction and civils trade training programmes successfully designed and piloted.

Health and Care Academy

- Memorandum of Understanding being developed between North Tees & Hartlepool Hospitals NHS Trust and Hartlepool College of Further Education
- Internal refurbishment to be directly delivered by NHS Estates contractors
- Initial model of provision established: more detailed business plan to be developed at business case stage
- Capital equipment cost estimates based on industry knowledge; procurement exercise to follow at business case stage





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- 5 MHCLG Housing Live Table 100 (2019)
- 6 Arcadis. Town Deal Resident and Business surveys and consultation results (2020)
- 7 As above
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- 9 GVA growth
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- 13 ONS BRES (2018). Employment in two most central LSOAs (Hartlepool 7D and 7E). Retail; accommodation & food; education; public administration = 2,645 jobs = 46% of total
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- 15 Social Mobility Index (2018). Cambridgeshire Insights
- 16 Hartlepool Resident Cycling Survey (2020)
- 17 ONS (2020). Deaths involving COVID-19 by local area and socioeconomic deprivation. Hartlepool 116.3 COVID deaths per 100,000 population; England 90.0
- 18 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
- 19 Springboard (2021). Middleton Grange footfall report
- 20 Annual Population Survey 2019.
- 21 Manufacturing makes up 12% of all jobs in Hartlepool compared to 8% across England. 24% of employment in Hartlepool is in the public sector, compared to 16% across England (ONS BRES 2018).
- 22 ONS Business Counts / Sub national population estimates, 2018.
- 23 As above





- 24 GENECON jobs density analysis: BRES / ONS Population Estimates 2018
- 25 Arcadis. Town Deal Resident and Business surveys and consultation results (2020).
- 26 ONS annual population survey (2019) via NOMIS
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- 28 https://www.theparliamentaryreview.co.uk/organisations/utility-alliance (last accessed 1.12.2020)
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