

Member Report

Area Growth Plans



Public

To:	Cabinet	Date:	20 th March 2018
From:	Chief Executive	Decision type:	Key - Budget
Portfolio:	Leader of the Council	Forward Plan reference:	EG002
Priority:	All priorities		
Ward(s):	All		

1 What is the purpose of this report?

- 1.1 In February 2017 Borough Council agreed to commit £8million to spend on boosting growth, and ensuring growth is shared right across the Borough so that its benefits will be felt in every community.
- 1.2 Since then work has been done to consult and plan how this can best be invested to have maximum benefit for local communities, meet their aspirations and attract further investment from public and private sources.
- 1.3 This report sets out the result of that work in three Area Growth Plans covering East Cleveland, Greater Eston and Redcar.
- 1.4 The plans are about creating a flourishing future for the Borough, are ambitious, and the projects will be subject to further real engagement with local people. Our aim is to:
 - Create 1642 jobs (with a further 2878 construction jobs)
 - Create 176 new businesses
 - Support 386 existing businesses
 - Build 2248 new homes

2 What is the background to this report?

2.1 The importance of growth for the community

Investment in economic growth will help to deliver real prosperity across the borough and the communities within. Creating more, better paid jobs by helping existing businesses to expand as well as supporting the entrepreneurial spirit of those looking to set up new businesses will provide more opportunities for local people. In addition this will make the borough a much more attractive place to live and bring up a family, increasing the demand for housing and thus creating population growth.

2.2 The importance of growth for the Council

Economic growth is key to the future sustainability of Council services, the additional council tax and business income generated through a thriving local economy will

help to fund services which in turn support the community and deliver a flourishing future. Growth will help us continue to provide key services for the benefit of the whole community, including caring for vulnerable children and older people, refuse collections, litter picking, street lighting, gritting the roads in bad weather, libraries, public health and many more.

2.3 **How it aligns with the national, regional and local plans**

To maximise growth potential and deliver the ambitious plans for the borough, the Council's strategy for growth is aligned to the other national, regional and local plans in place. The Government's Industrial Strategy which was published in 2017 sets out the plans to create a national economy that boosts productivity and earning power through investing in skills, infrastructure and industry. The Tees Valley Combined Authority Strategic Economic Plan (SEP) is the Tees Valley's Industrial Strategy and is aligned closely with the national strategy. We have so far secured an Investment Pot of £483m to 2021 and the SEP forms the basis of the Combined Authority's investment decisions across Tees Valley.

2.4 Of huge significance to the borough is the South Tees Development Corporation Masterplan. The Corporation secured £5million from the Government in the 2017 budget to start its work and help it secure ownership of the SSI site. Government (the Department for Business, Energy and Industrial Strategy) have identified a further £118m of spending over the next 4 years to keep the site safe and eliminate the hazards that make it a top-tier COMAH site. With the South Tees Development Corporation forecasting that 20,000 new jobs will be created over the next 25 years it is vital that the borough and its people are ready to capitalise on the opportunities which will be available.

3 **Who have we consulted?**

3.1 **What we have done so far**

Development of the Area Growth Plans has been bottom up and has involved the public, community groups and elected Members, a summary of which is below:

- **Communities** (alongside ward Members) are leading many of the projects included within the growth plans, for example helping to shape the Loftus and Skelton Townscape Heritage Initiative projects, South Bank Moving Forward and Community Housing Group, Eston Moving Forward, Guisborough Town Hall Gateway Projects, Kirkleatham projects and through public consultation on the Redcar Town Centre Masterplan.
- **Elected Members** were all invited to discuss the Area Growth Plans in draft in January 2018. Some of the key messages which emerged from these discussions were:
 - There is considerable support for the ambitious growth programme, recognising that it will be a challenge to deliver it all.
 - The quality of investments is important, such as the shop front improvement scheme and quality of new visitor accommodation.
 - Capital should be available to maintain facilities which will enhance visitor experience such as public toilets.
 - Transport connections are important as well car parking.
 - There is recognition of the importance of Redcar Central Station and the surrounding area as a great gateway for visitors.
 - Town centres face a challenge in terms of people's shopping habits,

and it is important that the 'offer' of our High Streets reflects this, providing the kind of experience local people and visitors alike would wish to have, and that each of our town centres is unique.

- 3.2 **Engagement plan** – included as appendix 5 is the engagement plan which sets out the plans for ongoing dialogue with communities as partners in relation to the delivery of the growth projects. Some of the projects have been developed having been exposed to detailed consultation already, whilst others are in the earlier stages of development and communities will need to be engaged at an appropriate time.

4 The Growth Plans: Benefitting the Wider Community

4.1 Common Themes

Realising Aspirations

The experience of the closure of SSI and the subsequent work of the Task Force has made clear the resilience, ambition, creativity and entrepreneurial spirit of local people. This programme aims to enable more people to use their talents and realise their aspirations here in our Borough.

Working in Partnership

The Council cannot deliver the ambitions for growth alone. Much of this programme is about working together with local people, other public and private organisations, adding our resources to the cocktail of other funding available to deliver economic growth. Some of this has been realised, others are aspirations but demonstrate what we are all trying to achieve.

Creating Social Value

Every penny spent must create added value for our local economy and community, local jobs investing in local businesses, improving local supply chain, seeing the investment be recycled through local spend.

4.2 Borough-wide Programme

Included within the Area Growth Plans are a number of borough-wide programmes which include those listed below. Further details on the borough-wide initiatives are included in appendices 1, 2 and 3.

- Sustainable High Streets, providing capital grants to attract new businesses to set up on our high streets, improve shop fronts and interiors and create living and business space above the shops.
- Improvements to car parking, including capacity and signage.
- Boosting tourism, by improving the range of types of accommodation across the Borough, increasing the availability of tourism facilities to attract people here, and making more of our heritage assets.
- Improving and expanding some of our industrial estates, to retain existing businesses and jobs as well as attract new ones.
- Delivering new housing, as set out in the draft Local Plan and converting empty properties with our Empty Homes to Happy Homes scheme.
- Broadband improvements, to help more of the Borough's homes and businesses have access to good broadband.
- Improving and investing in transport infrastructure, including some key junctions.
- Improvements to and expansion of schools to manage capacity and ensure a good environment for learning.

- Public Realm investments in our smaller settlements and villages.

4.3 **Local Priorities and Focus**

In addition to the borough-wide programmes, each Area Growth Plan identifies range of local improvements specific to each area. The following are just a flavour of these:

- **East Cleveland** has projects that would return Guisborough Town Hall to use and tackle a number of empty buildings in Loftus, as well as investing in Saltburn as a successful and growing visitor destination.
- **Greater Eston** has projects to improve Eston Town centre for businesses and shoppers alike, and to expand Skippers Lane industrial estate so that it can secure large numbers of jobs and new businesses linked to the huge potential of the South Tees Development Corporation.
- **Redcar** has projects that will expand the range of all-weather facilities on offer to visitors, improve the Redcar Central Station as a key gateway, increasing housing opportunities on the sea front, and transform South Gare as a major attraction.
- **Smaller settlements and villages** have projects funded through Public Realm, the ideas for which have been identified by Ward Councillors, drawing on their wealth of knowledge about local community needs and aspirations.

4.4 **Our capacity and processes to ensure delivery**

These are ambitious growth plans for the Borough. It is essential that we have the right capacity to deliver. We have already appointed additional officer capacity to deliver projects, and these posts are funded from capital.

4.5 Projects are at differing stages of development and delivery. Some projects are underway, some are agreed and ready to start, some are in the development stage, with funding bids either submitted or being developed, whilst others are more aspirational and may take some time to be developed into fully funded projects, or may not secure funding to progress.

4.6 Each project will have a specified officer project lead, and the Council's project management tool, "In Control", will be used by the project lead to ensure all necessary resources, risks etc. are identified and managed to deliver a successful project. Each project plan will include a tailored plan for delivering the project in partnership with the local community. The required resources will include Redcar & Cleveland Council capital, as well funds from other sources, including timescales in relation bids for external funds, and private sector investment. Many projects in the Area Growth Plans require external funding, and it is policy to use our existing resources to draw in as much external funding as possible to maximise growth potential. We have stipulated in the Area Growth Plans where external funding is required, and indicated whether bids have already been submitted, or will need to be submitted to one or more of a range of potential funders.

4.7 The overall programme of growth projects will be managed by the Head of Place Development and Investment, reporting to the Director for Economic Growth.

4.8 Once agreed by Members, the Area Growth Plans will define the focus of the team's work for the next 4 years. This will be a rolling programme, and as indicated, many projects will come to fruition, whilst others (especially where we rely on external funding) may not. There may be further funding opportunities that give rise to projects currently not under consideration. Any additional work will need identified resources to be delivered as part of the overall management of the Growth Plans.

5.0 How will it deliver our priorities and improve our performance?

5.1 Each Area Growth Plan contributes to the Council's Corporate Priorities. The key priorities to be supported are:

- Strong and confident communities
- Prosperity for all
- Attractive and vibrant places

The delivery of the outcomes identified will contribute to key performance measures in the 'Basket' as follows:

- New business start ups
- Business rates income
- Number of new homes
- Percentage of Council spend in the Borough
- Gross Value Added

6.0 What are the risks and resource implications?

Type of Risk/ Implication	Applicable?	Details
Health and Safety	Yes	There will be health and safety issues attached to capital investments, but these will be managed on a scheme by scheme basis as part of our established "in-control" project management system. We adhere to Construction Design Management (CDM) Regulations which are used to identify, manage and minimise health and safety risks from planning through to delivery of projects.
Social Value:	Yes	A New Social Value policy is under development that will set out how we will translate commitments in the Social Value Charter into tangible benefits for our communities driven through projects in the capital programme. This will cover local spend, employment and up-skilling of local people, and investment in our assets.
Legal	Yes	There are no legal implications arising from the approval of the Area Growth Plans, but there will be legal issues attached to individual projects. Again, the "In Control" system will be used to track these.
Financial	Yes	This report will commit to the spend of the additional £8m set out in our Capital Budget, for investment in

		growth, namely £5m for Town Centre Revival, £2m for Industrial Estates, and £1m for further Public Realm works. It also includes SSI Task Force funding for Redcar Town Centre, and £2.8m for industrial estates growth. Many projects require additional external funding sources, and will be dependent upon successful bids, whilst others require private investment. Growth will lead to more business rates, Council Tax and, in some cases, rental income being generated.
Human Resources	Yes	Delivery of an ambitious capital programme for growth requires additional capacity in our teams. A proportion of the capital funds will need to be invested in capacity to do this. Each project will need a lead officer and to be effectively programme managed. Capacity is needed for submitting strong bids for external funding, and marshalling all the resources needed, including engaging communities effectively in project delivery. Existing Community Development resources will be deployed to support the delivery of this programme.
Equality and Diversity	Yes	Whilst the decision to commit spend does not have any direct impacts on equality and diversity, the deployment of the resource will have a positive and significant impact. It will bring jobs and careers to target communities, bring about improvements to local shops which are relied upon by low income households who may not have access to edge of town supermarkets, and give confidence to young people that they have bright futures in Redcar & Cleveland. All projects will need to be Disability Discrimination Act compliant.
Carbon Footprint	Yes	There will be an impact on our carbon footprint as a result of implementing the schemes, such as increased flows of traffic, and in construction of new buildings. Each project lead will identify these impacts and the mitigations.
Other (please specify)	Yes	Each specific scheme will have its own individual risks and these will be captured in the "In Control" documentation. These will be managed. The risks may vary from securing external funding on some projects, to achieving planning permission for others.

Equality analyses for Cabinet decisions are published alongside the reports in the 'Cabinet and committee papers section' of our website at www.redcar-cleveland.gov.uk/decisionmaking and should be read in conjunction with the recommendations in the report.

7.0 What options have been considered?

The work that has been undertaken since Borough Council approved the additional capital investment in February 2017 has focussed on developing

proposals for investing the resource with a range of interests. This has helped inform the recommended programme of investments set out in the Growth Plans.

8.0 What is the reason for the recommended option?

To confirm that resources are committed to the delivery of the investments as set out in the Area Growth Plans.

9.0 Recommendations

It is recommended that Cabinet:

- a) commits the resources to the investments as set out in the Area Growth Plans attached as a 4 year rolling programme.
- b) delegates authority to amend projects within the agreed programme to the Director of Economic Growth in consultation with the Cabinet Member for Economic Growth, to reflect available resources and deliverability of individual projects.
- c) notes the Redcar Town Centre Masterplan as a focus for the deployment of the £5million from the SSI Task Force
- d) notes the Community Engagement and Communications Plan as a means of ensuring ongoing community involvement in the delivery of the Area Growth Plans, and
- e) requests that progress on delivery is reported regularly to Economic Growth Scrutiny and Improvement Committee, and to Cabinet in performance and budget reports.

10. Appendices and further information

The following appendices are attached to this report:

1. East Cleveland Growth Plan
2. Greater Eston Growth Plan
3. Redcar Growth Plan
4. Redcar Town Centre Masterplan
5. Community Engagement and Communication Plan

11. Background papers

No background papers other than published works were used in writing this report.

12. Contact officer

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Appendix 1 - East Cleveland Growth Plan

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
Fully Funded							
EC1	High Street Support Scheme	<p>This programme will enable more people to use their talents and realise their potential and aspirations to make their businesses sustainable. It will fund business owners in our town centres in East Cleveland through a grant scheme to enable them to invest in their businesses. There will be a range of funds available to help businesses help themselves on a match funding basis. In East Cleveland the grants available will be:</p> <ul style="list-style-type: none"> • Sustainable High Street Scheme for businesses to create new shop fronts or do internal works (in Guisborough and Loftus) • Above Shops Scheme to bring upper floors of our High Streets back into use to increase vibrancy (Guisborough); • Bring Your Business to Guisborough which will ensure that any business setting up will have access to help to do shop fitting and other capital elements required (in Guisborough, Loftus and Saltburn). • Secure Towns -this scheme will provide funding to businesses in the town centre to make their properties 	<p>60 Businesses assisted</p> <p>10 Residential units created or brought back into use</p> <p>10 Business spaces created</p> <p>20 New businesses created</p>	2018-2021	<p>£425,000 secured from the Guisborough Town Centre Revival Fund</p> <p>£220,000 Secured from the Loftus Town Centre Revival Fund</p> <p>£100,000 secured from the Saltburn Town Centre Revival Fund</p>	Private investment £600,000	£1,345,000

*Funding not secured unless otherwise stated

East Cleveland Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		secure and prevent crime on our High Streets.					
EC2	Welcome to East Cleveland	This scheme will also enable people to realise their potential and aspirations and will provide capital grants for new or existing businesses that wish to create new accommodation to support the visitor economy. Any grant funding will be subject to Visit England Accreditation to ensure the quality of the offer. This grant scheme will be available to businesses in Guisborough, Loftus and Saltburn.	110 new bed spaces created 27 businesses assisted	2018-2021	£100,000 Secured from the Guisborough Town Centre Revival Fund £75,000 secured from the Loftus Town Centre Revival Scheme £100,000 secured from the Saltburn Town Centre Revival Fund	£175,000 private investment	£450,000
EC3	Improving Our Visitor Experience in East Cleveland	This programme will boost tourism and deliver improvements to the visitor offer in East Cleveland to encourage more visitors and grow the visitor economy. The key projects will be: <ul style="list-style-type: none"> Major overhaul of the tracks and sleepers to ensure that the Cliff 	1 new business created 3 Jobs Created	2018-2020	£225,000 secured from the Guisborough Town Centre Revival Fund £125,000	£25,000 private	£1,713,000

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East Cleveland Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		<p>Tramway can continue to delight visitors for decades to come.</p> <ul style="list-style-type: none"> • Key improvements to Fountain Street Car Park. This would include improvements to the toilet block and to the kiosk to make it a welcoming environment to visitors to the town. • To create a facility at Hob Hill Car park to enable better provision for visitors to the town to park and take the bus into town the ease congestion on busy days. • Replace lighting to the Grade II* listed Saltburn Pier and ensure that it is sustainable and enjoyable for visitors for the future. • This project will create an events space on the prom for event organisers and the community to put on events on the promenade to delight visitors. • This project would seek to create the infrastructure for events to be held even more successfully in Saltburn. • This project would seek to re-introduce or enhance some Saltburn's Victorian heritage. • A key facility for visitors is having toilets that are modern, clean and 			<p>Secured from the Loftus Town Centre Revival Fund</p> <p>£800,000 secured from the Saltburn Town Centre Revival Fund</p> <p>£538,000 from the Capital Programme</p>		

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East Cleveland Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		accessible. This project will see the toilets in Saltburn and Loftus uplifted.					
EC4	Guisborough Phase 2 Public Realm	<ul style="list-style-type: none"> Belmont Park, new footpaths and furniture Westgate Park Phase 2, new footpaths, furniture and surfacing. 	New and enhanced public realm	2018-2019	£102,500 secured from the Phase 2 Public Realm Fund	£0	£102,500
EC5	Chapel Beck Corridor Guisborough	This project aims to improve the environment around Chapel Beck and link in with Westgate Park and Fountain Street car park in making the beck area a linear park through the centre of Guisborough.	New and enhanced public realm	2018-2021	£106 Funding (£30,000) £50,000 Secured from the Guisborough Town Centre Revival Fund	£0	£80,000
EC6	Empty Homes to Happy Homes in Loftus	Empty Homes to Happy Homes is a successful project that has been delivered across the Borough that unlocks the potential of empty homes in the borough and utilises a wasted resource to meet housing need and helps young people back into work. In Loftus the focus will be on appropriate locations in the main High Street area to help bring about a Town centre revival.	6 empty homes brought back into use 2 Jobs created Enhancement of the conservation area	2018-2021	£50,000 Public Health £55,000 secured from the Loftus Town Centre Revival Fund	£0	£105,000

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East Cleveland Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
EC7	Energising Empty buildings (Loftus)	Previous virtual shop fronts to be removed, key buildings that have fallen into dereliction to be acquired and demolished where applicable to be used for car parking or brought back into sustainable use.	10 shop fronts improved Derelict key buildings demolished	2018-2021	£225,000 secured from the Loftus Town Centre Revival Fund	£0	£225,000
EC8	Retail Emporium (Loftus)	Enabling people to realise their ambitions in the retails sector, this project seeks to create incubator space for retailers in the town who are just starting out and need to be in a supportive environment.	4 businesses created	2018-2020	£75,000 Secured from the Loftus Town Centre Revival Fund	£0	£75,000
EC9	Loftus Public Realm Programme Phase 2	<ul style="list-style-type: none"> • New play area at West end/ Bank Top • Lighting and environmental improvements works to Loftus and Easington War Memorials • Deepdale Lane Loftus – provide Heritage related features along the route between Loftus and Skinningrove. • Railings along the roadside up to Liverton mines 	Enhanced public realm	2018-2019	£47,500 Secured from the Phase 2 Public Realm Programme	£0	£47,500
EC10	East Cleveland Business Park Excellence	Improvements to existing business parks and industrial estates to enhance the offer to new and existing businesses, creating more jobs. The industrial estates that will be focused on are:	Environmental, access and signage improvements	2018-2022	£694,000 secured from the Industrial Estates	TBC	£694,000

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East Cleveland Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		<ul style="list-style-type: none"> • Skelton Industrial Estate • North Liverton Industrial Estate <p>This is in line with the draft Industrial Estates Strategy for the Borough.</p> <p>Potential investment will capture the opportunities presented by the Sirius supply chain.</p>			Programme		
EC11	Skelton Townscape Heritage	A scheme being delivered to enhance the historic features of Skelton High Street. This includes sympathetic shop front improvements, public realm works and artwork.	New artwork Improved public realm 15 shop front improvements	2017-2018	£271,000 secured from the Capital Programme	£952,000 HLF Private - £151,000	£1,374,000
EC12	East Cleveland Broadband	The enhanced second phase roll-out with partners BDUK and BT Openreach is being delivered. The target of achieving 98.1% access to fibre remains our goal before the end of 2019, and plans will be drawn up to look at the feasibility of reaching 100% coverage.	Phase 2 - 98.1% coverage Future phases - potentially 100%	2017-2019	£0	£300,000 – TVCA £300,000 – BDUK £250,000 – BT The above costs cover the whole borough.	£850,000
EC13	East Cleveland Public Realm Programme (Phase 2)	<ul style="list-style-type: none"> • Gateway features in Brotton • Improvements to Dixon Street Play area in Carlin How • New play equipment for under 12s in 	Enhanced public Realm and improvements to play areas	2018 - 2019	£43,750 secured from the Phase 2 Public Realm	£0	£43,750

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East Cleveland Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		<p>Moorsholm</p> <ul style="list-style-type: none"> • New play equipment in Lingdale • Old Institute site in Skelton – creation of a new car park 			Programme		
EC14	East Cleveland Public Realm (Phase 3)	<ul style="list-style-type: none"> • Improvements to Dixon Street play area • Improved heritage features, wayfinding and pathway improvements along to route between Loftus and Skinningrove • Guisborough gateway features • Lighting through Cleveland Gate and Chapel Beck Park • Off road parking on Dorset Road Estate • Develop the fenced off area to the rear of Lingdale Youth Club • Improvements to Lingdale recreational field and Lingdale Shale Heap field • Verge hardening works to Guisborough Road, Moorsholm • New footpath and gate from Flower Park to Duncan Place Community Centre • Widening of the junction at Westpark Avenue • New footbridge over Saltburn Gill • Erect shelter on the prom between Cat Nab and The Ship Inn, Saltburn • New steps and handrail on Saltburn 	Public realm enhanced	2019-2021	£333,000 Secured from the Phase 3 Public Realm Programme	£0	£333,000

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East Cleveland Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		<p>promenade</p> <ul style="list-style-type: none"> • New car park in Skelton • Extended car parking at Margrove Park • Improvement to the junior play area in Boosbeck • Improvements to the public rights of way in Slapewath 					
EC15	Extra Care Housing	25 extra care homes will be built by Coast and Country Housing at Newbury Road in Brotton.	25 extra care homes	2017-2019	£125,000	£27,000 S106 £575,000 HCA Grant funding secured. CCH funding secured £2,243,000 other investment	£3,500,000
EC16	Employment Hub in Skinningrove	This investment is for the new Training and Employment hub at Skinningrove, East Cleveland. It is ideally located to support recruitment to the new Sirius mine.	205 training opportunities	2018	£30,000 Section 106 funds	£50,000 – East Cleveland towns and Villages Big Local	£80,000
EC17	Cleveland Ironstone Mining Museum investment	Cleveland Ironstone Mining Museum is seeking to enhance the heritage of the Museum with extended facilities (which more than doubles the size of the existing building)	3 FTE's 15 businesses supported Increased sales £50k p.a	2018-2022	£0	£800,000 coastal communities funding	£1,600,000

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East Cleveland Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		and new displays alongside an enhanced activity programme. This will provide residents and visitors with a much-enhanced experience and will increase visitor numbers to the Museum.	Increased visitor numbers -6,000 p.a Vocational trainees - 20 New floorspace - 652m2			£800,000 Heritage Lottery funding (secure)	
Part Funded							
EC18	Guisborough Town Hall Gateway Project	The aspiration is to see this key building brought back into sustainable use. Initial options are that it is utilised as a Tourist Information Centre with accommodation bureau and heritage interpretation centre on the ground floor and sustainable incubator office/retail/accommodation spaces on the upper floor.	Jobs created 42 Construction Jobs 20 Apprentices -2 315sqft business space created.	2018-2021	£250,000 secured From the Guisborough Town Centre Revival Fund	HLF £1,650,000 TVCA £400,000 NYMNP £15,000	£2,315,000
EC19	Loftus Townscape Heritage	The aim of this project is to preserve the historic fabric of the buildings on Zetland Road and the High Street bringing them back into sustainable use. This will make Loftus a more attractive place for residents, businesses and visitors.	27 shop front improvements Public realm improved Community engagement	2018-2022	£225,000 Secured from the Loftus Town Centre Revival Fund	£1,230,000 HLF £134,000 private	£1,589,000
EC20	Improving our Visitor Experience in East Cleveland	In Saltburn this will be car parking improvements on Marine Parade, Cat Nab, the pumping station and the boat park. Signage and highway/gateway improvements across the town. This will combine works to Skelton Beck/Saltburn Gill to address flow capacity	A new Park and Ride facility Minimum of 60 additional car parking spaces Gateway and signage improvements	2018-2022	(part funded see EC3)	£1,700,000 TVCA bid to be submitted	£1,700,000

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Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		alongside car park layout and function.	Better capacity in the current car parks and reinforcement of the bankside in Saltburn at Cat Nab.				
No funding secured or to be delivered by others							
EC21	New café/bistro on Marine Parade	This investment seeks to redevelop the abandoned shelter off Marine Parade into a destination bistro which will add to the range of quality places to eat on offer in Saltburn and improve the visitor offer.	New Leisure facilities 6 jobs 1 new businesses created	2018-2021	£0	£300,000 private investment	£300,000
EC22	Lower Prom new restaurant and leisure offer	On unused land on the lower prom a new restaurant will be created and a new leisure operation will be sought for the adjacent site.	20 jobs 2 new businesses created	2018-2019	£0	£108,000 private £78,000 RDPE to be secured	£186,000

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Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
EC23	Saltburn Holiday Park	The council are facilitating the development of a 14 acre site to create a key tourist holiday park in conjunction with the landowner. This is a multi-million pound investment is likely to comprise of between 100-150 pitches for mobile/static caravans, motor homes, glamping and tent plots.	New tourist accommodation. 10 Jobs Created	2018-2019	£0	£3,000,000	£3,000,000
EC24	Saltburn Valley Gardens Heritage Project	Restoration and improvements to the listed park and gardens.	Enhanced public realm and a sustainable future for the gardens. Removal of English Heritage's "at risk status".	2019-2022	£330,000 to be secured	£3,000,000	£3,330,000
EC25	East Cleveland (Loftus) Tourism Infrastructure	New car park on Zetland Road which would require purchase and demolition of vacant properties.	Additional 30 High St spaces	2019-2020	To be delivered as part of a wider programme	TVCA £250,000	£250,000
EC26	East Cleveland (Skelton) Tourism Infrastructure	New High St car park on the site of the former institute, potentially with public toilets on site to enhance the visitor offer in Skelton and increase time spent on the High Street.	Additional 20 high street spaces Public toilets provided	2019-2022	To be delivered as part of a wider programme	£350,000 TVCA	£350,000
EC27	Pheasant Field Lane Skelton	Additional development to complement the Asda superstore and McDonalds, Greggs, B&M and Sue Ryder units already on site. Upcoming development will see a Marston's pub and an additional supermarket.	275 jobs Additional retail space	2018 onwards	£0	£16,000,000 private investment	£16,000,000

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East Cleveland Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
EC28	East Cleveland Schools Investment Programme	The schools investment programme seeks to address condition and capacity issues in the Borough's schools. In East Cleveland the main areas of investment will be to address Special Educational Needs (SEN) capacity (for moderate, severe and complex learning difficulties) and to address capacity issues in Guisborough west. A study will be undertaken to understand what needs to be provided and in which localities.	Additional education space TBC	2018-2022	£0	£1,300,000 DfE funds Basic Need S106	£1,300,000
EC29	Gisbrough Hall Investment	A luxury woodland spa resort has been planned for Gisbrough Hall with an 18m swimming pool, 3m hydro pool with number of experience and treatment rooms and a fitness suite.	76 Jobs Created	TBC	£0	TBC	TBC
EC30	Rosecroft School Site, Loftus	This housing development site for 71 properties has been actively marketed to bring forward investment in the site. Interest has come from various quarters including a national private housebuilder and potentially social landlords	71 new homes 113 construction jobs	2018-2022	£0	£8,591,000 private investment	£8,591,000
EC31	New Homes Investment in East Cleveland	The Local Plan indicates that there will be a total of 864 new homes built in the East Cleveland area up to 2022 in the following areas:	1383 Jobs 864 new homes		£0	£104,544,000 private investment	£104,544,000

*Funding not secured unless otherwise stated

East Cleveland Growth Plan FINAL 2018

Ward	Outline Only	Full Permission	Total	Total Affordable	Affordable with Outline only
Guisborough	0	166	166	22	0
Hutton	0	305	305	42	0
Skelton	0	197	197	25	0
Saltburn	0	130	130	17	0
Brotton	0	36	36	25	0
Loftus	0	30	30	0	0
	0	864	864	131	0

*Funding not secured unless otherwise stated

Appendix 2 - Greater Eston Growth Plan FINAL

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
Fully Funded							
GE1	Enhancing Eston Town Square	To invest in the town square, including, but not exclusively, surfaces, street furniture, lighting, painting, road widening and the cenotaph (island) refurbishment.	Improved streetscene	2018-2021	£182,500 Secured from the Eston Town Centre Revival Fund	£0	£182,500
GE2	High Street Support Scheme	<p>This programme will enable more people to use their talents and realise their potential and aspirations to make their businesses sustainable. It will fund business owners in Eston town centre through a grant scheme to enable them to invest in their businesses. There will be a range of funds available to help businesses help themselves on a match funding basis. In Eston the grants available will be:</p> <ul style="list-style-type: none"> • Sustainable High Street Scheme for businesses to create new shop fronts or do internal works; • Bring Your Business to Eston scheme which will ensure that any business setting up will have access to help to do shop fitting and other capital elements required • Secure Towns -this scheme will provide funding to businesses in the town centre to make their properties secure and prevent crime on our High Streets. 	<p>30 businesses assisted</p> <p>20 jobs created</p>	2018-2021	£352,500 secured from the Eston Town Centre Revival Fund	£105,000 Private investment	£457,500

*Funding not secured unless otherwise stated

Greater Eston Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
GE3	A Thriving Eston Town Centre	<p>This project will be developed once it is understood what private investment will be taking place in the precinct.</p> <p>Part of the funding will be used to improve the street furniture throughout Eston Town Centre.</p>	<p>27 businesses assisted</p> <p>9 construction jobs</p>	2019-2021	<p>£382,500 secured from the Eston Town Centre Revival Fund</p>	£50,000 private investment	£415,000
GE4	Intermediate Care Centre	A 40-bed intermediate care centre, offering recovery, rehabilitation and assessment for residents either stepping down from acute hospital services or stepping up from primary care. The services would provide the residents with the opportunity to return home following their illness or health deterioration.	<p>Outcomes for residents will be improved</p> <p>Long term care costs will be reduced</p> <p>Youth employment opportunities</p> <p>Community capacity building.</p>	2018-2019	£0	£5m Better Care Fund	£5,000,000
GE5	Eston Recreational Ground	Eston Recreation Ground is at the heart of Greater Eston. New walkways, surfacing and welcoming entrances will make this open space more accessible and enjoyable for residents and visitors and ensuring that the space is brought back into use. The project will align to a potential investment from Middlesbrough Football Club Foundation in a new sports village.	<p>Enhanced public realm</p> <p>Better access to open space</p>	2018-2020	<p>£94,000 secured from Public Realm Phase 2 TBC</p> <p>£80,000 secured from public realm Phase 3</p> <p>Section 106 monies</p>	£0	£210,000

*Funding not secured unless otherwise stated

Greater Eston Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
					£47,000 (secured)		
GE6	Oxford House South Bank (Living Sober)	A bespoke home created for those recovering from alcohol addiction. This project will create a supported environment in the heart of South Bank on a cleared school site. This scheme will sit close to the new housing and new employment opportunities to provide a supported environment.	8 homes 4 construction jobs	2018 -2019	£150,000 (secured public health)	£200,000 Public Health England (secured)	£350,000
GE7	South Bank Business Parks – Skippers Lane Extension	Improving and investing in industrial estates will retain existing businesses and jobs, as well as create new ones, and these two phases will ensure local residents and businesses are ideally placed to benefit from growth on the South Tees site immediately to the north. Phase 1 Skippers Lane allotment site and Costa/Aire Street - redevelopment of the allotment area and Costa/Aire Street for business/ workspace units Phase 2 A66 Triangle – infrastructure to service this key piece of land off the A66 Skippers Lane large unit Refurbishment Project The programme outlined will provide the size and type of units that are in high demand in this area. Additional expansion will be explored.	200,000sqft of new workspace 440 jobs 152 construction jobs 30 businesses created	2018-2022	£612,686 secured through the Industrial Estate Programme £1,000,000 in the Capital Programme	SSI Task Force Funds - £2,847,314 (secured) TVCA £80,000 development funds secured TVCA £3,030,000 Private investment £6,000,000	£13,570,000

*Funding not secured unless otherwise stated

Greater Eston Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
GE8	South Bank Wharf	The construction of a roundabout as a key piece of transport infrastructure to open up this key employment area. This is being delivered in partnership with the South Tees Development Corporation.	New road infrastructure	2018-2019	£25,000 Feasibility fund	£1,000,000 TVCA	£1,025,000
GE9	Greater Eston Broadband	The enhanced second phase roll-out with partners BDUK and BT Openreach is being delivered. The target of achieving 98.1% access to fibre remains our goal before the end of 2019, and plans will be drawn up to look at the feasibility of reaching 100% coverage.	Phase 2 - 98.1% coverage Future phases - potentially 100%	2018-2019		£300,000 – TVCA £300,000 – BDUK £250,000 – BT The above costs cover the whole borough.	£850,000
GE10	River Tees Rediscovered	This is a £3.7m Heritage Lottery Fund Landscape Partnership scheme, delivered in partnership across the Tees Valley. The partnership has combined projects to celebrate the River Tees natural and social heritage and to protect, preserve and enhance its unique landscape.	Habitat improvements New heritage trails Improvements to the Teesdale Way and South Tees Viewpoint Creation of woodland Access improvements around South Bank Station Signage and interpretation	2014-2019	Up to £215k but funded through external grants / private match Actual RCBC spend to date: £6,867 Unsecured: £16,750	R&C Element HLF £135k CCF: £119k LTP: £27,975 Natural England: £25k Tees Valley Wildlife Trust: £42k MGT Power S106: tbc	Minimum £350,000

*Funding not secured unless otherwise stated

Greater Eston Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
GE11	Flatts Lane/Normanby area capacity	Development of teaching space to cater for Woodcock Wood development. Precisely where this needs to be invested will be clear following feasibility and discussion with schools.	Up to 105 places	On commencement of development	Section 106 £1,559,016 max this is fully funded if the housing comes forward	Department For Education Basic Need Funding	£1,559,016 max
GE12	Nunthorpe Highways Improvements	Investment in transport infrastructure is necessary to improve the flow of people, goods and services, to facilitate growth. This project will improve the A171/A1043 Swans Corner roundabout and the A171/Flatts Lane junction. The works will improve capacity and improve road safety at these junctions.	Improved highways capacity and safety. 33 construction jobs	2018-2019	£600,000	£2m Department for Transport	£2.6m
GE13	Greater Eston Public Realm Phase 3	<ul style="list-style-type: none"> • Improvements or pathways and provision of barriers along Banksfield Road • Improvements to the area between Craddocks and the pawnbrokers and behind the shops • Upgrade to the footpath opposite Holmefields Road • Re-instate names on Lazenby cenotaph • Magnet Public House improvements • New fencing for Kinglsey Field • Improvements to Grangetown Cenotaph • Improvements to Flatt's Lane country 	Public Realm enhanced	2018-2022	£253,000 (secured capital programme)	£0	£253,000

*Funding not secured unless otherwise stated

Greater Eston Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		<p>park – potential car park lighting and new paths and steps</p> <ul style="list-style-type: none"> • Improved paving at Normanby Top • Enhancements to South Park Wood • Anti-vandal bus shelters on Ormesby Bank/Orchard Way 					
GE14	Grangetown United Social Club	The Future Regeneration of Grangetown has put together plans to create a play space, performance area and café into a run-down former social club in the heart of Grangetown. The centre will be used for training and skills for local residents.	6 new jobs 2 apprenticeships 14 construction jobs	2018-2019	£145,000 (secured capital programme)	£1,170,000 Big Lottery (secured) £292,000 Power to Change (Secured)	£ 1,607,000
GE15	EOTAS/Archway	Refurbishment of former Teesville Infants school to relocate part of EOTAS (now Archway), to be funded primarily by DFE's Priority Schools Funding programme (approval awaited).	40 school places	2018-2020	£250,000 (secured capital programme)	£1,000,000 Department for Education	£1,250,000
GE16	Low Grange Retail	Building on the success of the Low Grange site, this is a new B&M retail unit under development. Contractors are currently on site.	40 jobs created 40 construction jobs	2017-2018	£0	£3,000,000 Private investment	£3,000,000

*Funding not secured unless otherwise stated

Greater Eston Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
Part Funded							
GE17	Celebrating Eston's Heritage	Building on the already existing excellent work undertaken by the Eston Resident's Association, develop a scheme that will, through various mediums, promote the rich ironstone heritage of the town. The involvement of young people will be encouraged to attract further investment.	Better Understanding and access to Eston's rich heritage	2018-2020	£82,500 Town Centre Revival Fund	£40,000 HLF Young Roots	£122,500
No funding secured or to be delivered by others							
GE18	South Bank new housing	Discussions are being held with potential partners to deliver new housing in South Bank on some of the cleared sites in the older terraced housing area of South Bank. Any development would build on the successful Eco Village scheme in the town and complement the community led housing and the new employment opportunities.	40 new homes 66 construction jobs	2019-2022	£0	£4,840,000 private investment	£4,840,000
GE19	South Bank Community led Housing	The older terraced housing in South Bank has the opportunity to become a thriving residential area with the right investment. There is an opportunity through a community led housing group to start to refurbish some of the empty properties in this area and employ local people in the scheme. This will complement the other investment in terms of the businesses created parks where people will have great employment opportunities on their doorstep.	Refurbished homes	2018-2022	£1,250,000 Capital Programme funds for housing projects in South Bank	Bids could be made through the community group to the government's £300m Community Housing Fund.	£1,250,000 plus additional funding to be secured

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Greater Eston Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
GE20	School Capacity - Nunthorpe/Ormesby area	The development of school capacity to cater for new housebuilding is essential for children to have a flourishing future. Specific school(s) to be extended will be determined following assessment and feasibility.	Additional school places	2018 onwards	£106 TBC	Basic Need Funding – Department for Education - TBC	TBC
GE21	Eston Park School clearance	Clearance of the former school to open up a potential housing development site adjacent to existing former Town Hall site.	Cleared site for potential housing	2018-2019	TBC	TBC	TBC
GE22	A66 Retail Site	A prominent A66 site in South Bank is to be developed into a car dealership.	50 new jobs	2018/2019	£0	Private Investment of £1,500,000 approx	£1,500,000
GE23	Middlesbrough Road South Bank Business Accommodation	Expanding businesses are creating new administration offices in South Bank bringing further employment opportunities for local people.	12 business assisted 7 construction jobs	2018/19	£0	Private Investment of £450,000 approx.	£450,000
GE24	South Tees Motor Sports Park	This project would redevelop a large tract of this Council owned land for further motor sports activity.	5 Jobs 1,000+ Visitors annually	2018-2022	£0	£ 120,000 Private Investment. £26,000 of TVCA Funding	£ 146,000

*Funding not secured unless otherwise stated

Greater Eston Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
GE25	New Homes Investment in Greater Eston	The Local Plan indicates that there will be a total of 649 Greater Eston up to 2022 in the following areas:	1037 construction Jobs 649 new homes	2017-2022	£0	£78,529,000 Private investment	£78,529,000

Ward	Outline Only	Full Permission	Total	Total Affordable	Affordable with Outline only
Normanby	200	36	236	30	30
South Bank	0	134	134	0	0
Teesville	11	52	63	0	0
Ormesby	88	128	216	32	12
	299	350	649	62	42

*Funding not secured unless otherwise stated

Appendix 3 - Redcar Growth Plan FINAL

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
Fully Funded							
R1	High Street Support Scheme	<p>This programme will enable more people to use their talents and realise their potential and aspirations to make their businesses sustainable. This will fund business owners in Redcar town centre through a grant scheme to enable them to invest in their businesses. There will be a range of funds available to help businesses help themselves on a match funding basis. In Redcar the grants available will be:</p> <ul style="list-style-type: none"> • Sustainable High Street Scheme for businesses to create new shop fronts or do internal works • Bring Your Business to Redcar which will ensure that any business setting up will have access to help to do shop fitting and other capital elements required • Secure Towns -this scheme will provide funding to businesses in the town centre to make their properties secure and prevent crime on our High Streets. 	<p>90 Jobs Created</p> <p>110 Businesses Assisted</p>	2018-2021	£420,000 Secured from the Town Centre Revival Fund	<p>£700,000 SSI Task Force Secured</p> <p>Private investment £350,000</p>	£1,470,000
R2	Redcar Business Space Growth Zone	Where there is a demand and a business case in place key buildings will be purchased in the town to create new business space. This will start to change the over reliance of the town on retail and bring in new businesses, with their	<p>20,000sqft of new business space</p> <p>15 Businesses Created</p> <p>30 Businesses</p>	2018-2021	£0	£500,000 SSI Task Force Funds Secured	£500,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		employees and customers, who will go on to spend money in the town, making the retail offer more sustainable.	Assisted 80 Jobs Created				
R3	Redcar Retail Emporium	This project enables people to realise their ambitions to get started in retail. Assistance will be provided for those fledgling retail businesses that want to set up in Redcar Town Centre. The Retail Incubator will provide space for new retailers in a supportive environment. An empty unit will be used in the town centre to provide this new space.	20 Businesses Created 4 Jobs Created	2018-2020	£135,000 secured from the Town Centre Revival Fund	£0	£135,000
R4	High Class High Street	New public realm and landscape improvements will help make the core of Redcar town centre more attractive. A new design code for the town centre will be created to ensure that all new improvements will be of the highest quality.	Improved public spaces	2019-2021	£160,000 secured from the Town Centre Revival Fund	£0	£160,000
R5	Welcome to Redcar	This scheme will enable people to realise their potential and aspirations in the tourism sector. This scheme will provide capital grants for new or existing businesses who wish to create new accommodation to support the visitor economy. Any grant funding will be subject to Visit England Accreditation to ensure the quality of the offer.	40 new bed spaces in Redcar 10 businesses assisted 3 jobs	2018-2020	£0	£200,000 secured SSI Task Force Funds £100,000 private investment	£300,000
R6	Improving Our Visitor Experience	This programme will deliver improvements to the visitor offer in Redcar to encourage more visitors and grow the visitor economy. The key	Improve our visitor experience	2018-2020	£85,000 secured from the	£0	£235,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		<p>projects will be:</p> <ul style="list-style-type: none"> • On Street parking will be delivered around the High Street to allow for easy access to the shops. This will be a first stage that delivers new signage and other infrastructure to help make it easier for our visitors to visit and shop in Redcar. • The installation of a photography art trail around Redcar town centre. This trail will be placed across the town centre and seafront on prominent gable ends of buildings. • Redcar does not have any Gateway features that act as an arrival and welcome point for visitors. This project would look at the installation of welcome signs and potential artwork at key arrival points 			<p>Redcar Town Centre Revival fund</p> <p>£150,000 from the Capital Programme</p>		
R7	Stunning Seafront Homes	The seafront in Redcar is home to some grand Victorian buildings with long views across the sea. Enhancing the existing buildings with colourful paintwork and other external works provides the opportunity to create a beautiful picture postcard look for the seafront that will attract and engage visitors to the town.	30 Homes uplifted	2018-2020	£150,000 secured from the Town Centre Revival Fund	£0	£150,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
R8	Empty Homes to Happy Homes in Redcar	Empty Homes to Happy Homes is a successful project that has been delivered across the Borough that unlocks the potential of empty homes in the borough and utilise a wasted resource to meet housing need. And helps young people back into work. In Redcar the focus will be on appropriate locations around the town centre core to help bring about a revival in this area.	5 empty homes brought back into use 2 Jobs created	2018-2021	£50,000 secured from the Town Centre Revival Fund £50,000 public health	£0	£100,000
R9	Coatham Road Project	An existing empty residential property will be transformed into a homely and safe environment for supervised contacts.	A safe environment for families to have supervised contact with one another.	2018	£100,000 secured from the Capital Programme	£0	£100,000
R10	Church View Kirkleatham	The existing empty Church View building in Kirkleatham village will be redesigned to create a safe and homely environment for some of our most vulnerable young people to live and receive respite care.	A home for at least 3 young people and respite care for 15+ young people	2018-2019	£0	£170,000	£170,000
R11	Grosmont Close Supported Living	Support the delivery of a supported housing scheme to provide 12 units of independent living accommodation for adults with learning disabilities.	8 one-bed apartments and 4 one-bed bungalows with support	2018 – 2020	£0	HCA grant funding (secured) Home Group funding (secured)	£1,000,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
R12	Redcar and Coastal Broadband	The enhanced second phase roll-out with partners BDUK and BT Openreach is being delivered. The target of achieving 98.1% access to fibre remains our goal before the end of 2019, and plans will be drawn up to look at the feasibility of reaching 100% coverage.	Phase 2 - 98.1% coverage Future phases - potentially 100%	2018-2019	£0	£300,000 –TVCA £300,000 – BDUK £250,000 – BT The above costs cover the whole borough.	£850,000
R13	Coastal Industrial Estates Excellence Programme	To ensure that the Redcar area can continue to provide facilities that can allow businesses to flourish and create jobs, some industrial estates will be subject to improvements and growth projects. This can range from signage improvements to help to expand spaces. The main focus of priorities will be: <ul style="list-style-type: none"> • Longbeck Industrial Estate • Kirkleatham Business Park. 	10 jobs created 40 jobs safeguarded 5,000sqft of business space created	2019-2022	£693,657 Secured through the Industrial Estates Programme		£693,657
R14	Kirkleatham Walled Garden and Catering Academy	The restoration and redevelopment of the walled garden in Kirkleatham Estate through the creation of attractive gardens, events pavilion, restaurant and shop; and catering and horticultural academies. This will be delivered alongside a training centre on the former Kirkleatham nurseries.	Visitor spend of £300,000 30,000 additional visitors/yr. 40 direct jobs Private leverage £100,000 2,300sqm commercial floorspace 2 Enterprises bringing new products to	On site March 2018 Completion March 2019	£135,000 capital programme	£3,360,000 – TVCA £1,100,000 – Coastal Communities Fund £578,000 - HLF	£5,173,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
			firm/market 100 apprenticeships/ traineeships and 30 volunteering opportunities.				
R15	New access to Kirkleatham	Improved transport infrastructure will enhance the visitor experience at Kirkleatham, and relieve congestion in the village. This will create a new gateway and road access from the A174 directly into a new car park, and infrastructure to provide power capacity to meet future demand. A new link to Kirkleatham Special school is also being investigated to alleviate school-related traffic in the village.	100m new road infrastructure to enable future developments	Development 2016- March 2018 Completion Nov 2018	Min. £139k	£3,000,000 TVCA	£3,139,000
R16	Public Realm Improvements Phase 2 – to be delivered	Range of projects to enhance the public realm including new fencing treatments, improvements to playing fields, new car parking facilities and improvements to access and playgrounds.	Public realm improvements	2018-2020	£156,000	£0	£156,000
R17	Public Realm Phase 3	<ul style="list-style-type: none"> • Alley gating on Muriel and Albert Street, Coatham • New railings around Coatham Green • Improvements to South Avenue play park • Improvements to Mo Mowlem Memorial Park • Various improvements in Locke Park 	Improved public spaces	2018-2022	£330,000 secured	£0	£330,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		<ul style="list-style-type: none"> • Fencing at Eden Hall Grove Estate • New street furniture in Kirkleatham ward • Improvements to the Coastal Road strip • Interpretation, wayfinding, interpretation boards and parking bays at Errington Woods • New surfacing at Marske Square • Hard landscaping scheme to Lakes Ave in Redcar • Fencing residents gardens in Newlands Grove • Artwork, new street furniture and tree planting at Redcar Road roundabout • New street furniture in St Germain's ward • New gates, fencing and footpaths in Borough Park • Enhancement of car park area at Holyhead Drive allotments • Lighting and underpass enhancements to the underpass/community space at Scholar's Court • Enhancements to the paddling pool area on the Coast Road • New fence panels in Zetland Park 					

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
R18	A New Pathways School	Relocation of Pathways Special School to Redcar under DFE's Priority Schools Funding Programme, with support from RCBC to expand capacity to 100, approx. £6m total. Funding £4.4m PSBP2, £725k Basic Need, £900k RCBC Capital.	Expand capacity to 100 students.	2018-2020	£900,000	Priority Schools Building Programme £4,400,000 Basic Need funding £725,000 TBC	£6,025,000
Part Funded							
R19	Redcar Central Station Rejuvenation	The existing building will be brought back to life as a living station with retail and café space, ticket office and business units. The station building provides an excellent opportunity to expand and create a Civic Quarter and provide an appropriate sense of arrival to Station Road and the town. This will also be enhanced through improvements to the areas directly around the Station in order to create a business quarter in town to complement the existing offer in this area.	10 new business 50 Jobs Created	2018-2021	£0	£1,390,000 Task Force Funds secured £2,700,000 TVCA bid Potential HLF support Northern Railway investment £50,000 TVCA development funds secured	£4,140,000
R20	Seafront Adventure Centre	This will be a destination for the whole family, catering for young children and teenagers alike. It could have a wide range of activities, from a climbing wall to bowling. Set in the heart of the town centre, but overlooking the esplanade this	6 Businesses Created 50 Jobs Created	2018-2020	£0	£1,500,000 SSI Task Force Funds secured £5,110,000	£6,610,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
		will make a perfect place to enjoy the seafront come rain or shine!				private Investment from operator TBC	
R21	Beautiful, Bespoke Boutique B&B	Opportunities exist to convert existing buildings into new, high quality bed and breakfast accommodation to appeal to the independent traveller market. (e.g. old post office)	30 bed spaces 15 Jobs Created	2020-2022	£0	Private Investment £1,500,000 -TBC SSI Task Force Funds £120,000	£1,620,000
R22	Coatham Cinema, Hotel and Leisure	This investment will create a new leisure development with a 5 screen cinema and a new hotel for Redcar. This will provide the opportunity to uplift the Regent Cinema to provide a '6 th ' screen for the town with a more unique entertainment offer.	150 jobs 10 Businesses Created	2018-2020	£500,000 Capital Programme	Overall private investment in the order of £6,000,000	£6,500,000
No funding secured or to be delivered by others							
R23	Creating Better Car Parking in Redcar Phase 2	This will be a Phase 2 scheme that delivers physical improvements to car parking based on outcomes from the car parking study.	New car parking spaces and better access.	2020-2022	TBC	TBC	TBC
R24	Adventure Centre and Events Space	This will create a facility that brings together a range of traditional and water based activities and provides a great space for sporting and cultural events.	30 Jobs 5 Businesses Created	2020-2023	TBC	TBC	£8,290,000
R25	Coatham Park	An uplifted Coatham Common will create a range of spaces for fun, exercise and recreation and will provide space for residents and visitors alike.	Enhanced public space	2020-2023	TBC	TBC	£1,090,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
R26	Coatham Beach Huts	Development of beach huts as an added attraction for visitors to the beach and Adventure Centre. This will bring back the traditional seaside resort feel to Redcar and help visitors linger longer.	TBC	2019-2020	£0	£400,000 private investment	£400,000
R27	South Gare	To create a world class Nature Reserve to conserve and enhance the South Gare area as a safe and accessible, leading visitor attraction for all which will deliver: <ul style="list-style-type: none"> • A thriving visitor destination • A clean and safe environment • Preserve and enhance the natural environment, and • Empower communities 	Enhanced visitor offer	2018-2022	TBC	TBC	£6,000,000
R28	Zetland Lifeboat Museum	The existing lifeboat Museum is a much loved local visitor attraction on the edge of the town centre. The possibility of a new or enhanced Museum is being explored which would enable this important heritage to be better celebrated and increase visitor footfall to the Museum.	New or improved cultural space		TBC	Potential HLF and CCF funds Museum and Galleries Fund	£1,500,000
A29	Seawater Lido	Increasingly visitors are looking for the traditional British seaside experience. A new seawater lido will provide a safe, contained body of water for a range of activities for the whole family.	200,000 new visitors per annum	2019-2022	TBC	TBC	£5,330,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
A30	Red Barns	This proposal will seek to work with the community and interested parties to see the adaptation and conversion of the existing buildings into a cultural resource that reflects the rich history and heritage of Red Barns.	Enhanced cultural offer	2018-2022	TBC	£25,000 revenue funding from Great Places	£2,500,000
R31	Kirkleatham Stable Block	As a key asset on the Kirkleatham Estate, this project seeks to bring the stable block back into active use as a hub for culture and as a place for artisan and creative businesses.	Create over 45 Jobs Created Provide apprenticeship/traineeships for over 30 people Secure over £1m of investment Attract over £3m of visitor spend; and Safeguard a nationally-significant building by creating over 1000sqm of business, education and performance space	Development 2018 Delivery 2019 and 2020	TBC	TBC	£10,000,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
R32	Kirkleatham Water Park	Undertake a sensitive restoration and redevelopment of the landscape to create an environmental attraction with a landscaped water park at its core. This would boost biodiversity and help to reduce the risk of flooding in parts of Redcar.	Restored heritage landscape and visitor attraction 5 jobs	Development 2018/19 Delivery 2019 to 2021	TBC	TBC	£3,000,000
R33	Redcar Riding School for the Disabled	To provide sports and mental health facilities for young people who have special educational needs and or disabilities. The facilities will provide opportunities in sporting achievements at national and international levels as well as qualifications, apprenticeships and job opportunities.	Educational and development opportunities.	2019-2020	TBC	Potential to bid to TVCA and Sport England	£3m
R34	New seafront Residential	New residential schemes will be delivered in the seafront areas which will add to the vitality of the town centre and generate demand for goods and services in Redcar.	TBC	2019-2022	TBC	TBC	£500,000
R35	RoxPark	This is a pop up mall that could be created for independent fashion, lifestyle stores and cafes. This is where national and local brands can sit comfortably sit side by side.	5 businesses assisted 10 Jobs Created		TBC	TBC	£1,700,000
R36	Access for all	By looking at how roads and pedestrian routes can work together more successfully in the town, will mean that people will be able to move from the seafront to the town centre more easily and encourage this movement.	Access improvements	2020-2022	TBC	TBC	£600,000

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
R37	Station Road Improvements	Station Road is in a great position to take advantage of both a revitalised railway station and Seafront Cinema. This project would seek to provide improvements to lighting, landscaping and shop fronts to create a street with a unique, independent identity.	Improved public spaces	2019-2021	TBC	TBC	£1,310,000
R38	Kirkleatham Business Park	Light industrial space to be created to meet the current demand for modern, smaller units.	Proposal for 22,600 sqft of commercial space	2018-2019	£0	TBC	£2,000,000
R39	Special Educational Needs Capacity (SEN)	Investment in additional SEN capacity will be undertaken (for those with moderate, severe and complex learning difficulties) in the west/central areas of Borough.	Additional and Improved SEN provision	2019-2022	TBC	£2,500,000 Basic need - Department for Education	£2,500,000
R40	Marske Area school capacity	Provision of new teaching capacity through either expansion of existing school(s) or seeking the development of a new school on land set aside on the 'land south of Marske' housing site. Scope to be determined by scale of housing development of changing demographics and projections.	Additional School places	2021-2026	Section 106 Planning agreements	Basic Need Funding – Department for Education TBC	TBC

*Funding not secured unless otherwise stated

Redcar Growth Plan FINAL 2018

Ref	Project Title	Project Description	What will it Deliver?	When	RCBC Funds	Other Funding*	Total Funding
R41	Redevelopment of Redcar Academy	Academy led project to invest in school buildings.	Improved learning environment for students.	2019-2022	£0	Priority Schools Building Programme	£10,000,000
R42	Yearby Bank widening	A scheme is being considered for the widening of a section of the B1269 Yearby Bank to enable buses and HGVs to pass more easily and improve accessibility.	Improved accessibility	2018-2019	£500,000	TBC	£500,000
R43	New homes in Redcar/Coastal area	The Local Plan indicates that there will be a total of 656 in the Redcar area up to 2022 in the following areas:	656 new homes	2017-2022	£0	£79,376,000 private investment	£79,376,000

Ward	Outline Only	Full Permission	Total	Total Affordable	Affordable with Outline only
Longbeck	125	118	243	37	20
Dormanstown	150	0	150	20	20
Newcomen	0	32	32	0	0
West Dyke	0	217	217	31	0
Kirkleatham	0	12	12	12	0
St Germain's	0	2	2	0	0
	275	438	656	100	40

*Funding not secured unless otherwise stated



Redcar Town Centre Masterplan Vision



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- 1.1 Wider Connections
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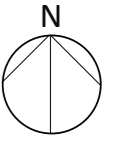
3 / Masterplan Neighbourhoods

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1 / Introduction

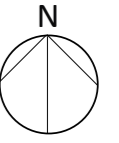
Redcar

1.0 Area Location



Redcar

1.1 Wider Connections



‘Delivering a Sustainable Future for Redcar Town Centre’

‘...to achieve a sustainable future for Redcar through the delivery of high quality, mixed-use regeneration which builds on the success of recent developments, capitalises on the unique seafront location and adds to the attractions, image and economy of the wider Borough...’



Vision Statement

1.2 Sustainable Future

The masterplan vision for Redcar can be expressed as a series of over-arching strategic aims as follows:

- To deliver an appropriate mix of uses including leisure, retail, employment and housing;*
- To create a series of new visitor attractions as part of a holistic masterplan;*
- To build on the success of capital regeneration projects;*
- To strengthen and consolidate the existing town centre and make it more integrated and accessible as a whole;*
- To reflect the unique character and qualities of Redcar and the surrounding areas;*
- To capitalise on and further enhance the seafront and beachfront;*
- To create high quality public realm;*
- To form a natural extension of the town centre and connect into the wider urban fabric; and*
- To ensure that proposals are commercially robust and deliverable.*
- To form a well connected, safe and consistent urban fabric, by foot, bicycle, public transport and car - and in that order.*

2 / Masterplan Vision Structure

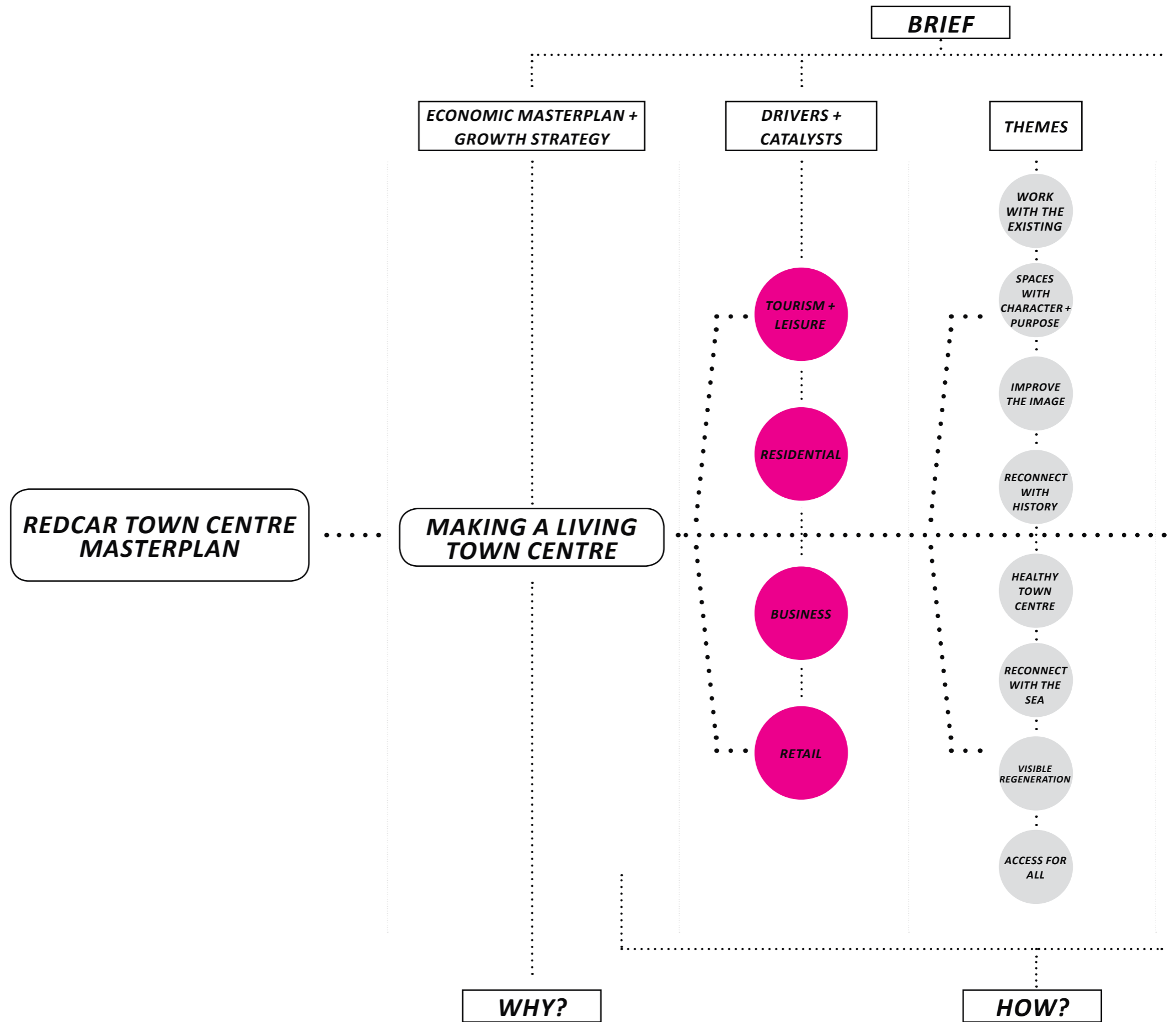
Masterplan Vision Structure

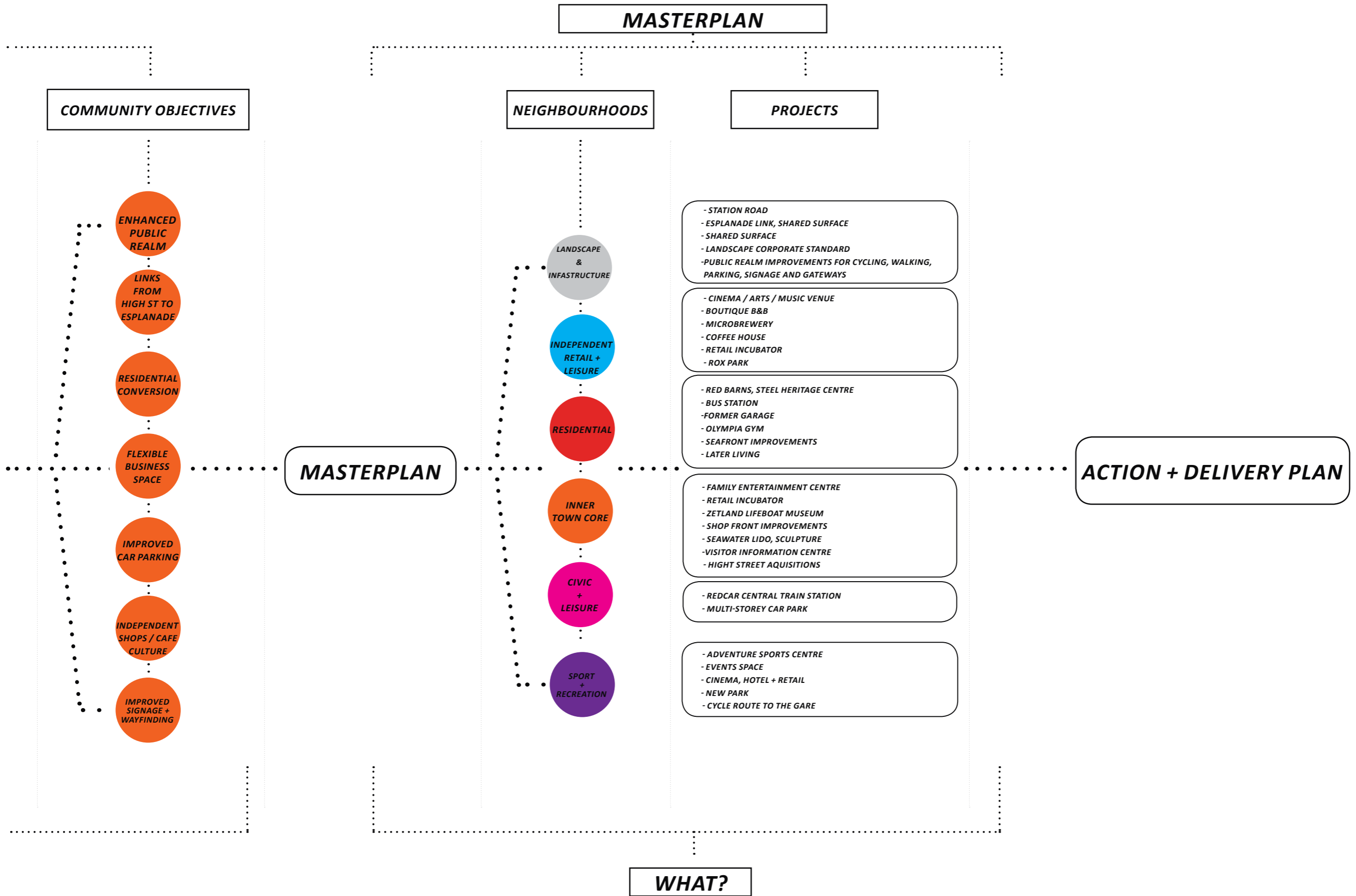
The Masterplan Vision document has been structured to provide design detail across a range of scales appropriate to a large scale masterplan with a clear set of objectives for Redcar Town Centre and the surrounding areas. It has been structured to articulate the ‘why, how and what’ of the masterplan. That is to say the purpose of the masterplan (the ‘why’), the way it will be delivered (the ‘how’) and the constituent parts of the masterplan (the ‘what’). It is not intended to provide specific detail on individual projects in relation to use, location or viability. Rather it is intended to raise aspirations, change preconceptions and establish a clear direction of travel that will lead to economic, social and environmental improvements and a more sustainable future for Redcar Town Centre.

The design hierarchy adopts best practice in masterplanning methodology and reflects the ‘Redcar Economic Masterplan and Growth Strategy’ and the ‘Making a Living Town Centre’ document. The Masterplan also incorporates feedback from businesses, partners and the local community.

The hierarchy is set out as follows:

1. *Drivers and Catalysts – the over-arching objectives and motivations that underpin the Masterplan*
2. *Project Themes – the qualities which every aspect of the Masterplan should seek to deliver*
3. *Community Objectives – The aims and aspirations of the local community (as defined through the ‘Making a Living Town Centre’ consultation including comments about responding to empty shops, a better retail offer, increased leisure activity, and better promotion of Redcar)*
4. *Neighbourhoods – broadly defined (and sometimes overlapping) character areas of the Masterplan that are defined by identity, uses, functions and activities*
5. *Projects – the individual, constituent parts of the masterplan that collectively form the Masterplan*





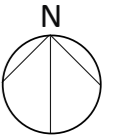
3 / Masterplan Neighbourhoods

Masterplan Vision

3.1 Neighbourhoods

The Masterplan Vision has been developed to give 3-dimensional form to the current thinking of Redcar & Cleveland Borough Council and other stakeholders. The vision references the 'Making a Living Town Centre' document and the community consultation exercise carried out by the council during 2017. By its very nature, the Masterplan is visionary and aspirational with an emphasis on how the strategic objectives can be delivered with limited emphasis on detail. The purpose of the Masterplan Vision is to:

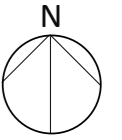
- *Raise aspirations, inspire and energise;*
- *Challenge the status quo;*
- *Help inform decision-making and guide investment;*
- *Develop consensus;*
- *Build momentum;*
- *Attract investment and generate activity.*



Sports & Recreation

3.2 Neighbourhoods

Sport & Recreation Destinations



The Sport & Recreation Neighbourhood will capitalise on the natural resources of Redcar to create a unique destination for a wide variety of existing and new uses, activities and events.

Opportunities within this neighbourhood include:

Adventure Sports Centre & Events Space

A club house that brings together a wide range of traditional and extreme beach- and water-based activities set within a flexible and adaptable public open space capable of hosting local, regional and national sporting and cultural events (including land yachting, dingy sailing, climbing walls, jet skiing and skateboarding). The club house would provide facilities such as changing huts, toilets, showers and restaurants.

Floating pontoons

Building on other water-based initiatives in the wider Tees Valley (including the Mouth of the Tees plan), the floating pontoons will provide safe and secure mooring for sailing boats and a platform for other sea-based activities (including canoeing, kayaking, kite-surfing and wind-surfing).

Cinema, Hotel and Leisure

This mixed-use development is located at a key corner site on Majuba Road (old coatham bowl site) and will include a number of uses that complement existing and proposed facilities within the Sports and Recreation neighbourhood. The proposed 5-screen cinema will utilise the existing Regent Cinema as a 6th screen for arthouse films and events.

Coatham Park

The proposed Park will be a place for people of all ages, demographics and abilities and incorporate a range of spaces for fun, recreation and walking. It will be a place with character and purpose and provide much-needed amenity space for residents and visitors alike.

New Cycle and Footway Route

Mujaba road will be linked to the Gare by a new cycle and footway route. The Sports and Recreation neighbourhood will become a gateway for cyclists and pedestrians starting a scenic route to the Gare; a more accessible and useable space to the public.

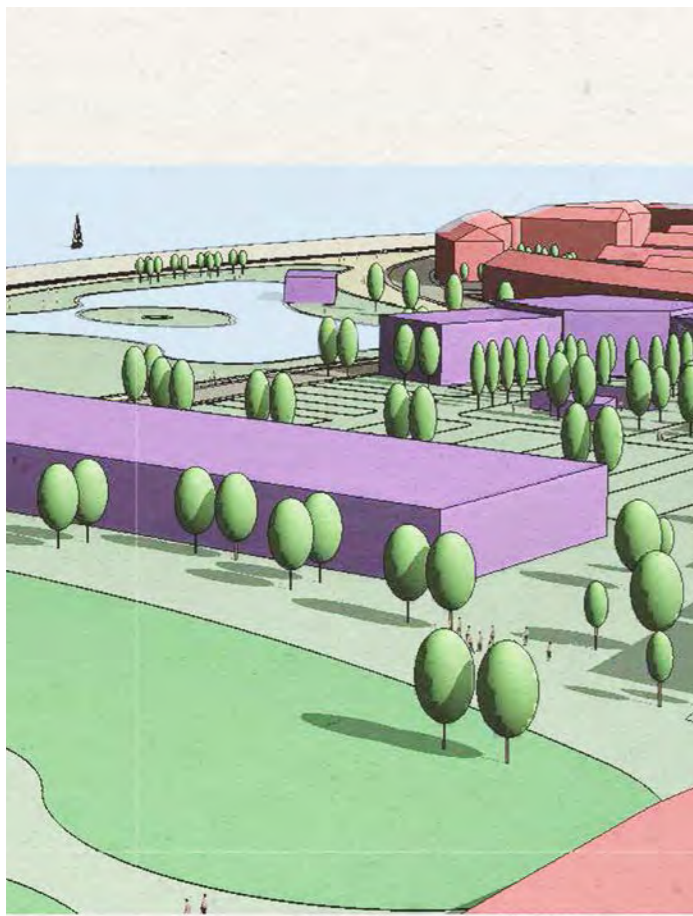


Sports & Recreation

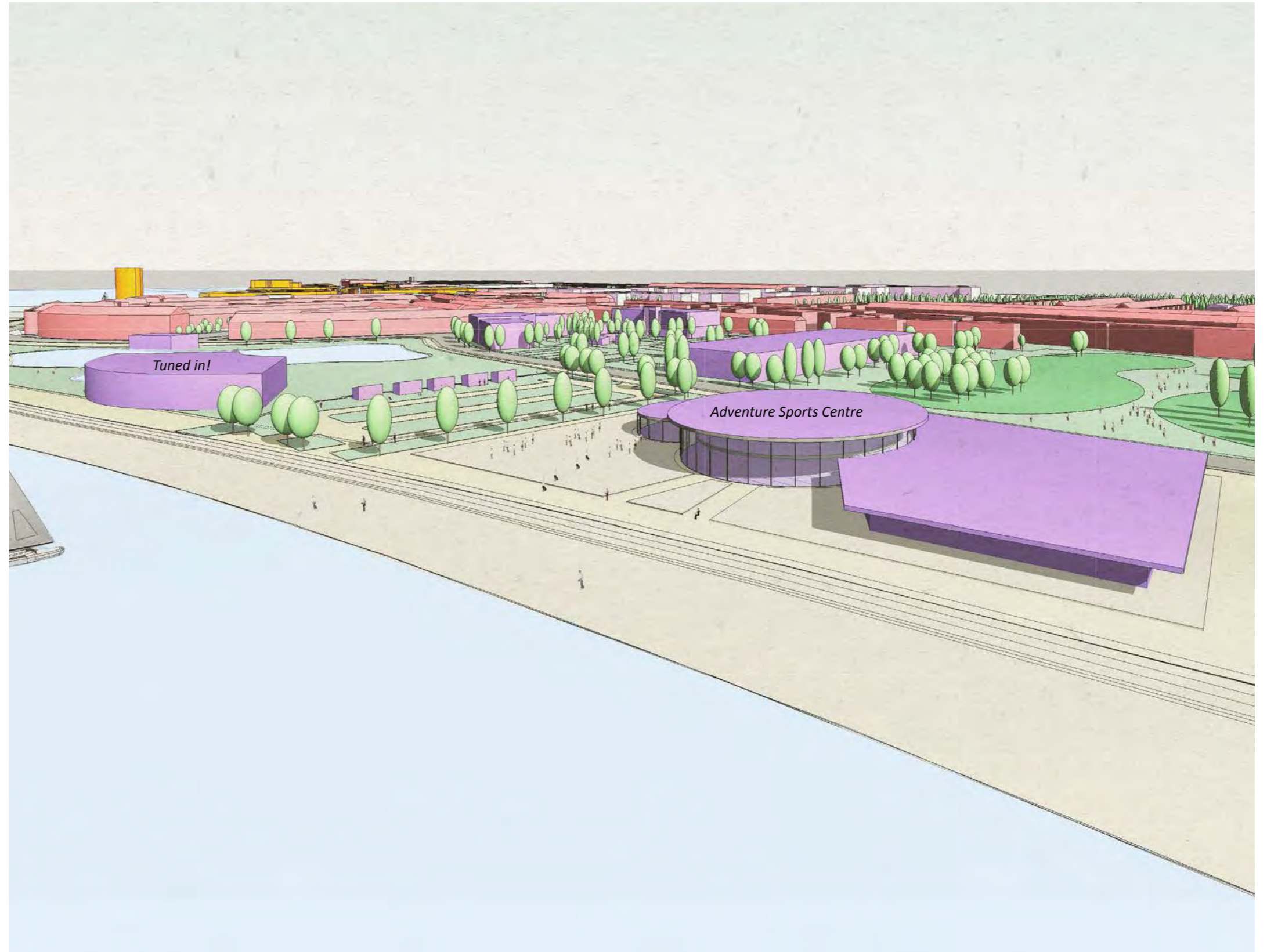
3.2 Neighbourhood



01 / Adventure Sports Centre



02 / Leisure Facilities with the sea beyond



03 / Adventure Sports Centre alongside existing facilities at Tuned in!

Sports & Recreation

3.2 Cinema, Hotel & Leisure



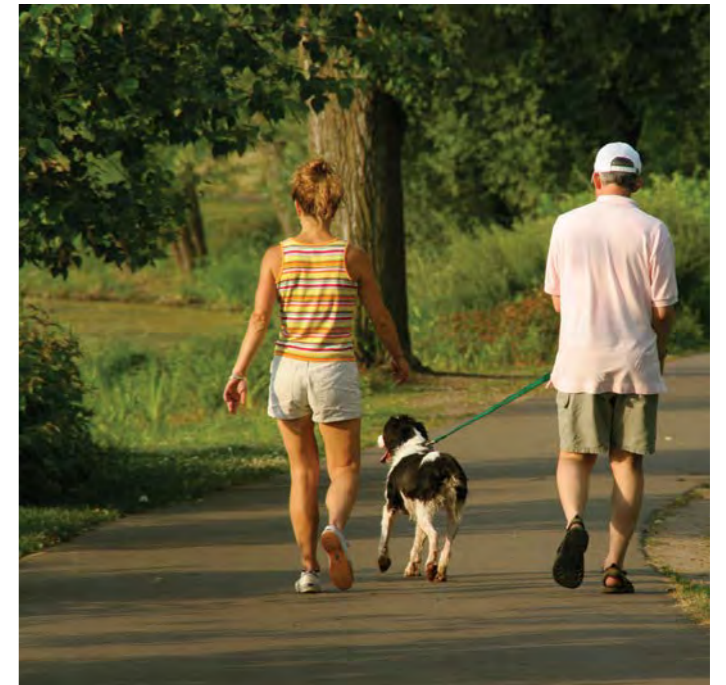
01 / Hotel and Cinema Development

Sports & Recreation

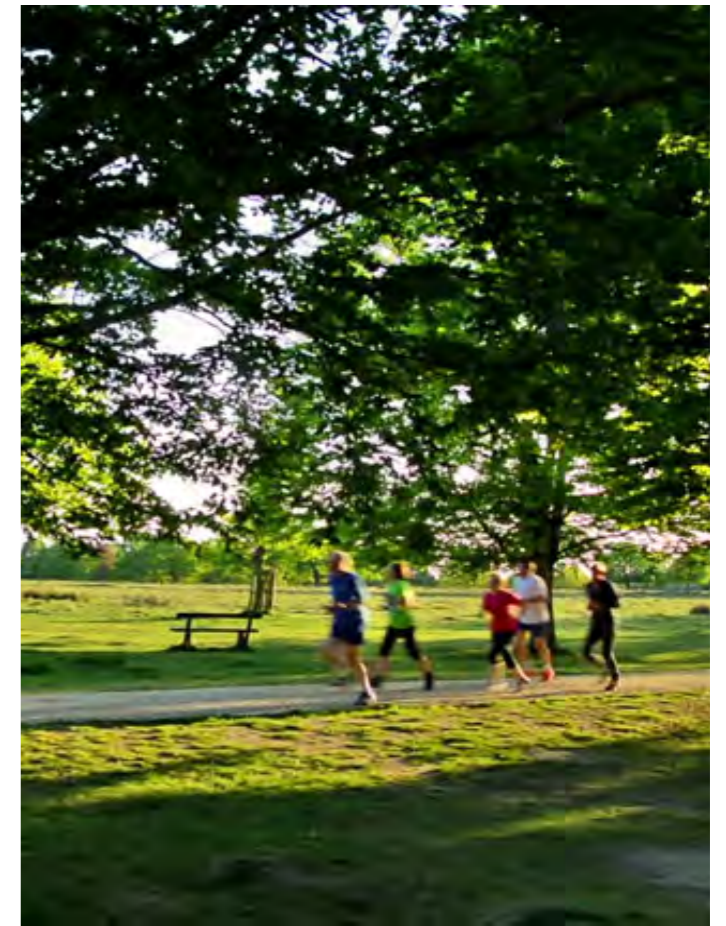
3.2 Coatham Park



01 / Queen Elizabeth Olympic Park



02 / Dog friendly parks



03 / Park Activities

Urban Living

3.3 Neighbourhood

Today, people are finding their way back to our town centres. They are looking for places that provide a better way to live, work and play. New developments and improvements to existing buildings will help to make Redcar Town Centre more attractive, alive and vibrant, and strengthen the character of each neighbourhood and help to create a sense of place.

New Residential






Changing demographics and improving health are shifting the dynamics of the housing market and creating new opportunities for housing typologies. At the same time, many people still love to live near the sea with the lifestyle and wellbeing benefits that such a location can bring. Delivering new residential development in the Town Centre will add to the vitality of Redcar, generate demand for goods and services and act as a catalyst for further regeneration in the future.

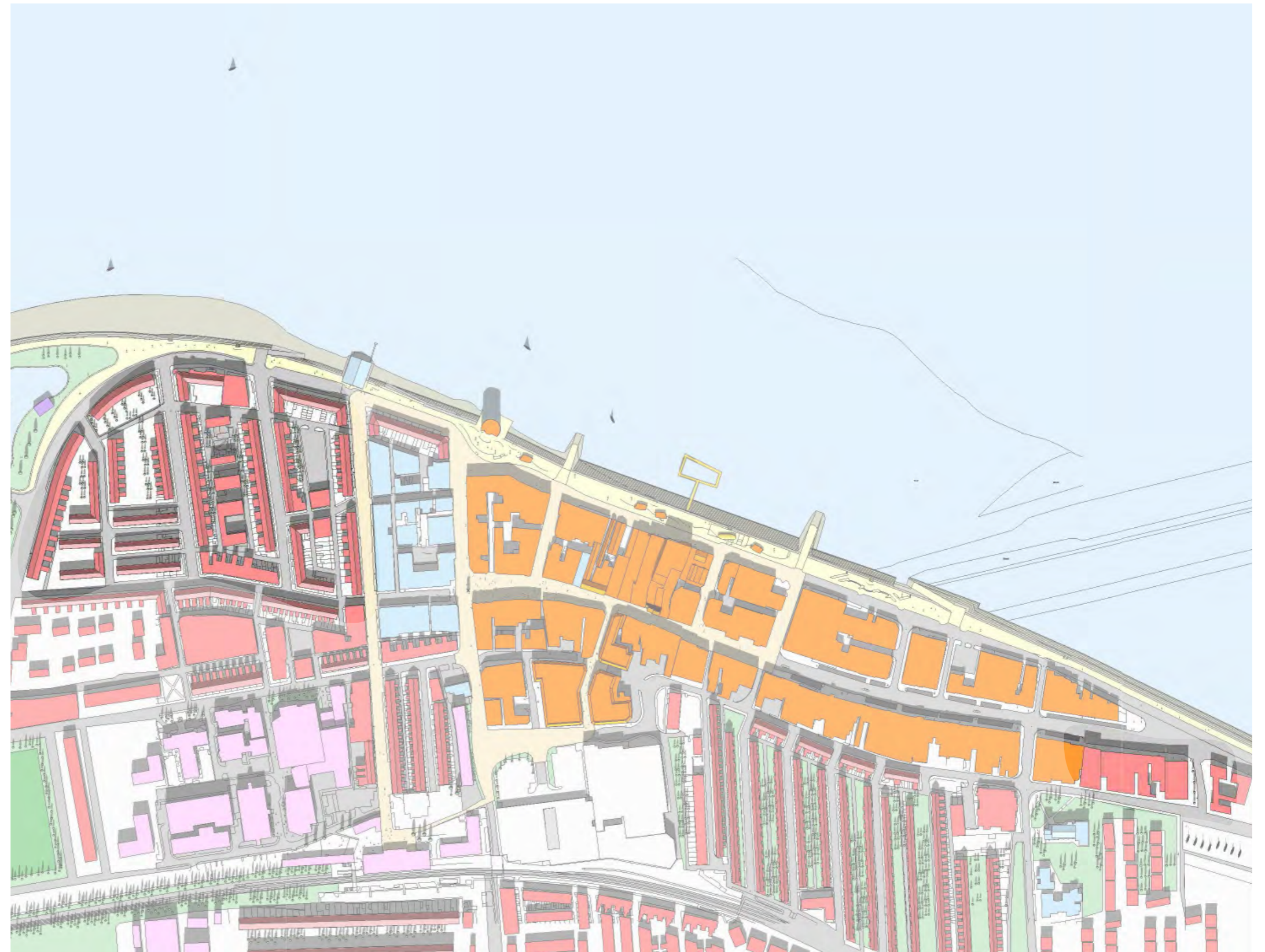
Seafront Improvements

The western edge of the Town Centre is defined by a terrace of grand, Victorian buildings with long views across the sea. This presents an opportunity to create high-quality, 'picture-postcard' images of Redcar by enhancing existing building frontages as part of consistent, holistic programme.

In addition to terraced Victorian buildings the inner town core is defined by retail premises. By helping to improve businesses the transformation of disused buildings will extend to the homes above and further develop the 'Empty Homes to Happy Homes' programme.

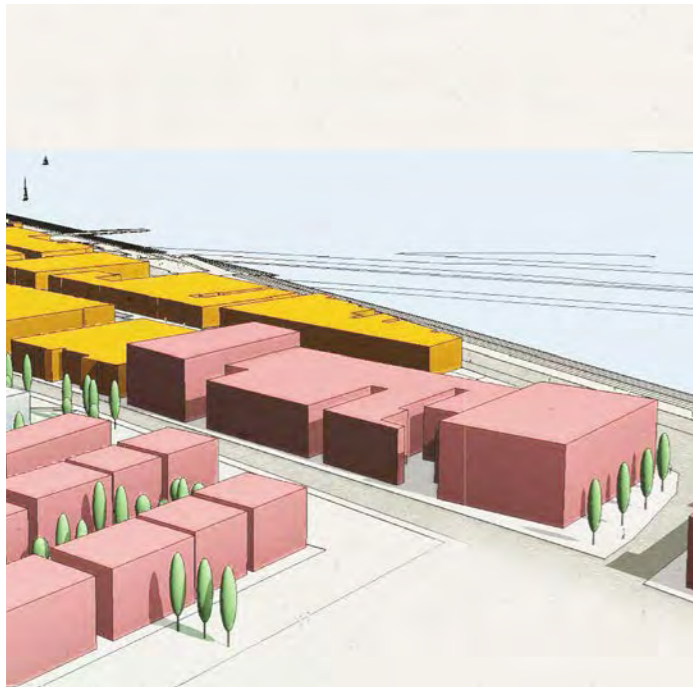
Key

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|  | Inner Town Core |  | Sports & Recreation |
|  | Urban Living |  | Civic & Leisure |
|  | Independent Retail & Leisure | | |

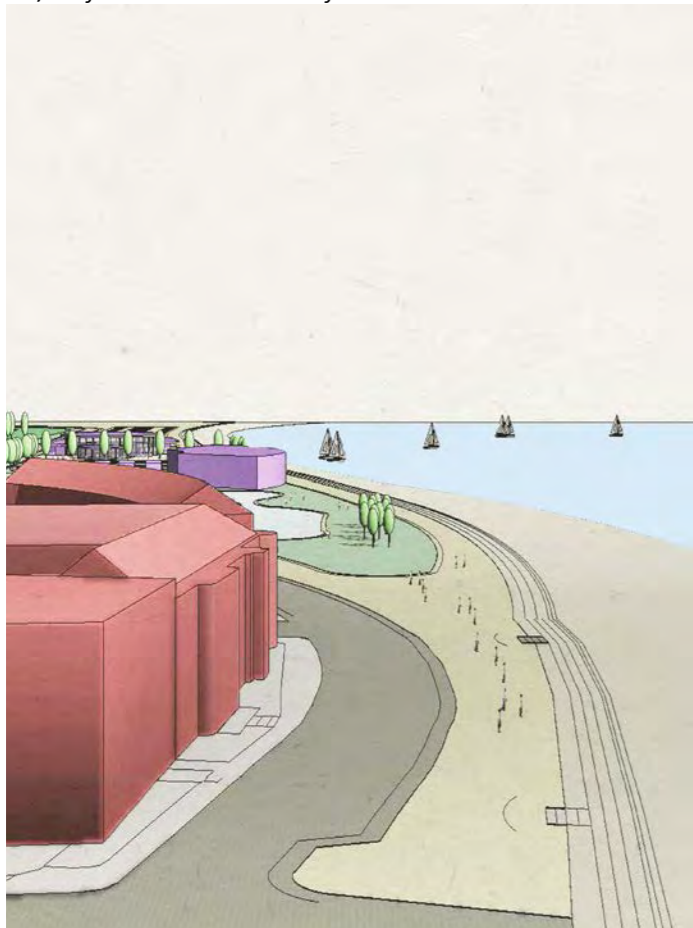


Urban Living

3.3 Neighbourhood



01 / Seafront Residential view from Lord Street



02 / Extending seafront public realm to match existing



03 / New Urban Living contributing towards seafront improvements

Urban Living

3.3 Seafront Improvements



01 / Sea front residential improvements



Leyton shop front improvement - before



Leyton shop front improvement - after

02 / Leyton facade improvements



03 / Facade Improvement



04 / Facade Improvement

Civic & Leisure

3.4 Neighbourhood

The Civic & Leisure neighbourhood will enhance the existing civic, business, leisure, retail and infrastructure uses and facilities in this part of the Town Centre (most notably in the form of the Heart) through the provision of new, accessible car parking solutions and the refurbishment of the existing train station.






Redcar Central Train Station

The existing station will be converted into a 'Living Station' that capitalises on its strategic location and historical significance. It will be an integrated transport hub with complementary business, retail and café space alongside a new ticket office and other commuter facilities (including cycle parking).

Car Parking

Located close to the existing train station and in close proximity to the Town Centre, the Civic & Leisure neighbourhood provides opportunities for a number of new, accessible and secure car parking solutions that will benefit existing users and visitors alike.

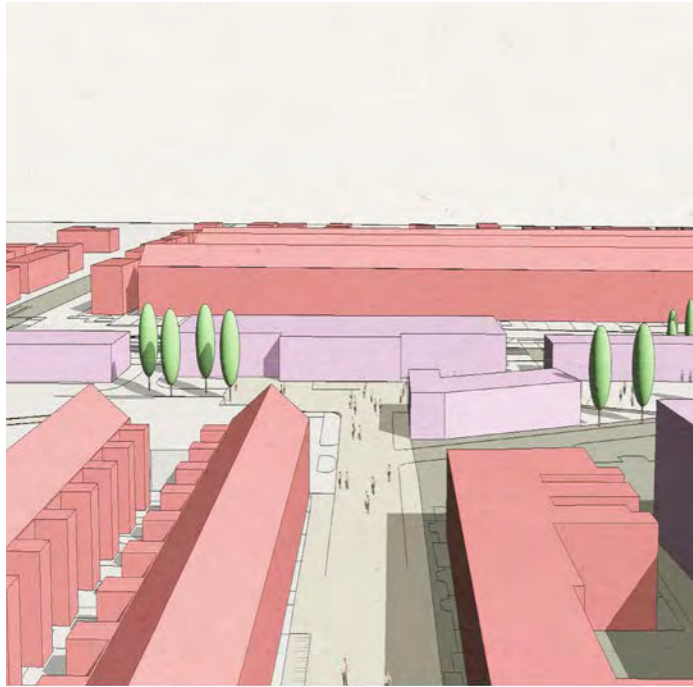
Key

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|---|------------------------------|---|---------------------|
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|  | Urban Living |  | Civic & Leisure |
|  | Independent Retail & Leisure | | |



Civic & Leisure

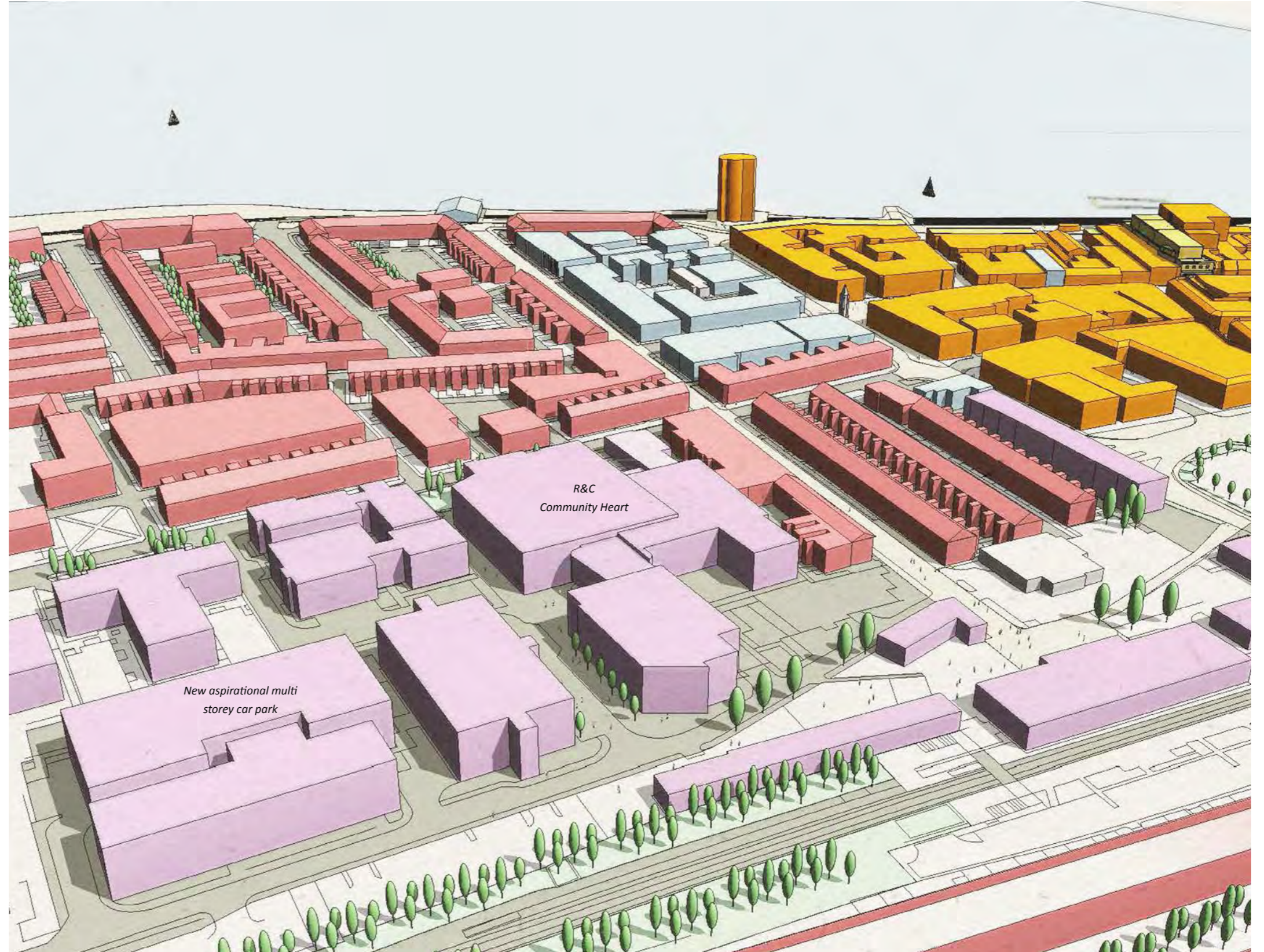
3.4 Neighbourhood



01 / Station Road Improvements



02 / Railway station and integrated transport hub



03 / New aspirational Multi Storey Car Parks and Integrated Transport Hub

Civic & Leisure

3.4 Redcar Central Train Station



01 / Redcar Train Station redevelopment

Town Centre Core

3.5 Neighbourhood

The masterplan envisages a Town Centre Core that is better defined and with a greater concentration of uses and (as a result) intensified activity and animation. New highways, landscaping and wayfinding initiatives will improve accessibility and legibility with a view to retaining and attracting operators, users and visitors.

Family Entertainment Centre

This will be an innovative, mixed-use destination for the whole family including sea-side mini golf, trampolining park, bowling, table tennis and a restaurant. Well-located in the heart of the Town Centre Core and over-looking the Esplanade, the family entertainment centre will incorporate a wide range of uses accessible for young children, teenagers and adults throughout the year and complement existing facilities in Redcar.

Zetland Lifeboat Museum

The existing Lifeboat Museum is a popular and well-attended local visitor attraction on the edge of the Town Centre. A new Lifeboat Museum, with an enhanced blend of uses will not only be more sustainable but will also add to the cultural attractions of Redcar and increase much-needed vitality and footfall in the Town Centre Core.

Shopfront Improvements

The existing buildings that address the Esplanade present an inconsistent and generally low-quality frontage to the seafront. Creating a more consistent, high-quality frontage to existing buildings for the whole town centre will improve economic performance and add to the image and identity of Redcar Town Centre.

Seawater Lido

People are looking for increasingly unique experiences from their leisure time throughout the year. A new proposed seawater lido will provide a safe, contained body of water for a wide range of sporting and recreational activities for the whole family. In the heart of the Town Centre the seawater lido will provide a unique facility capitalising on the natural resources of Redcar.

Pop-Up Shops

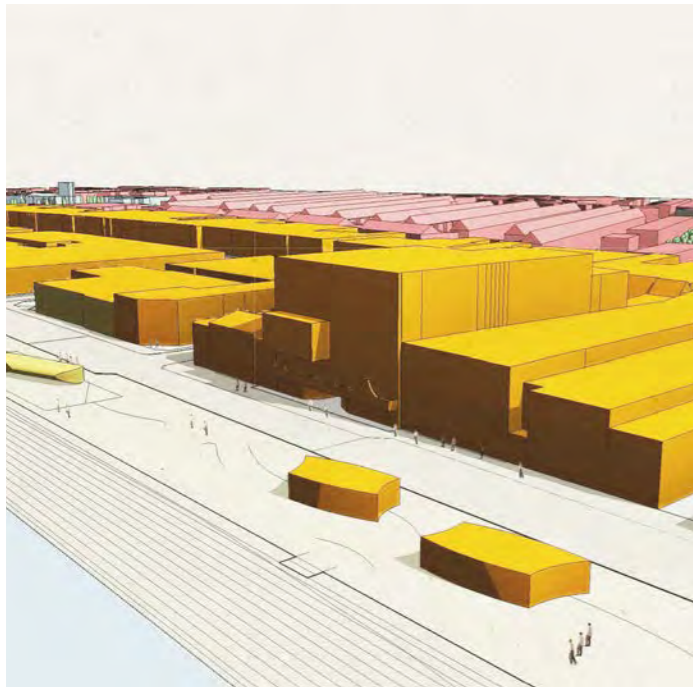
Support for new businesses is vital to the local economy. Existing space in the Town Centre will be acquired by the Council and adapted to meet the needs of emerging retail businesses in Redcar. Providing simple, secure space as part of a shared, co-retailing space will generate critical mass and attract complementary footfall to support new businesses in their critical early days.

Inner Town Core

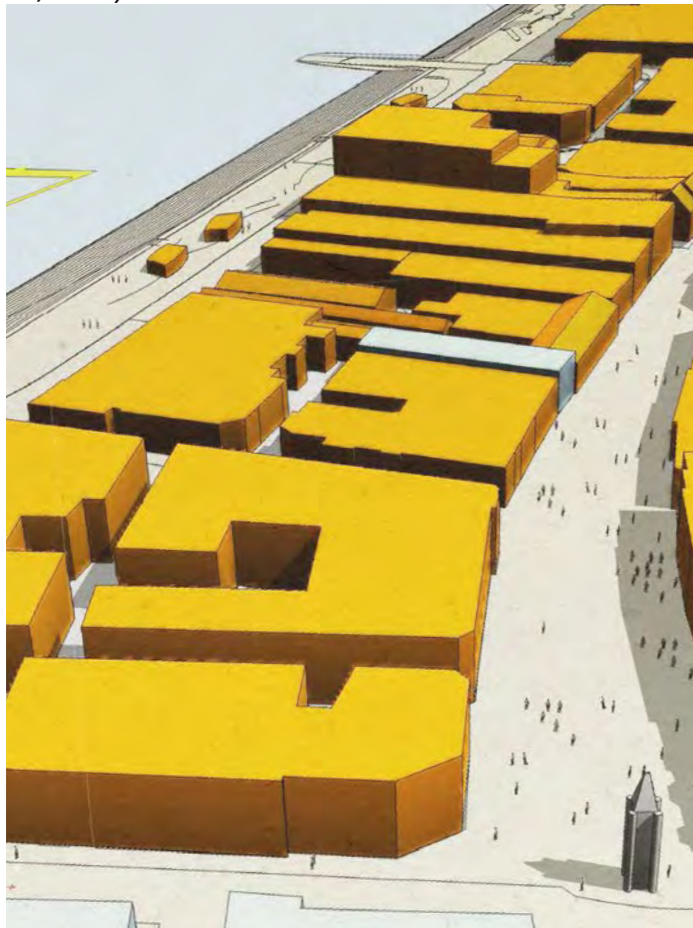



Town Centre Core

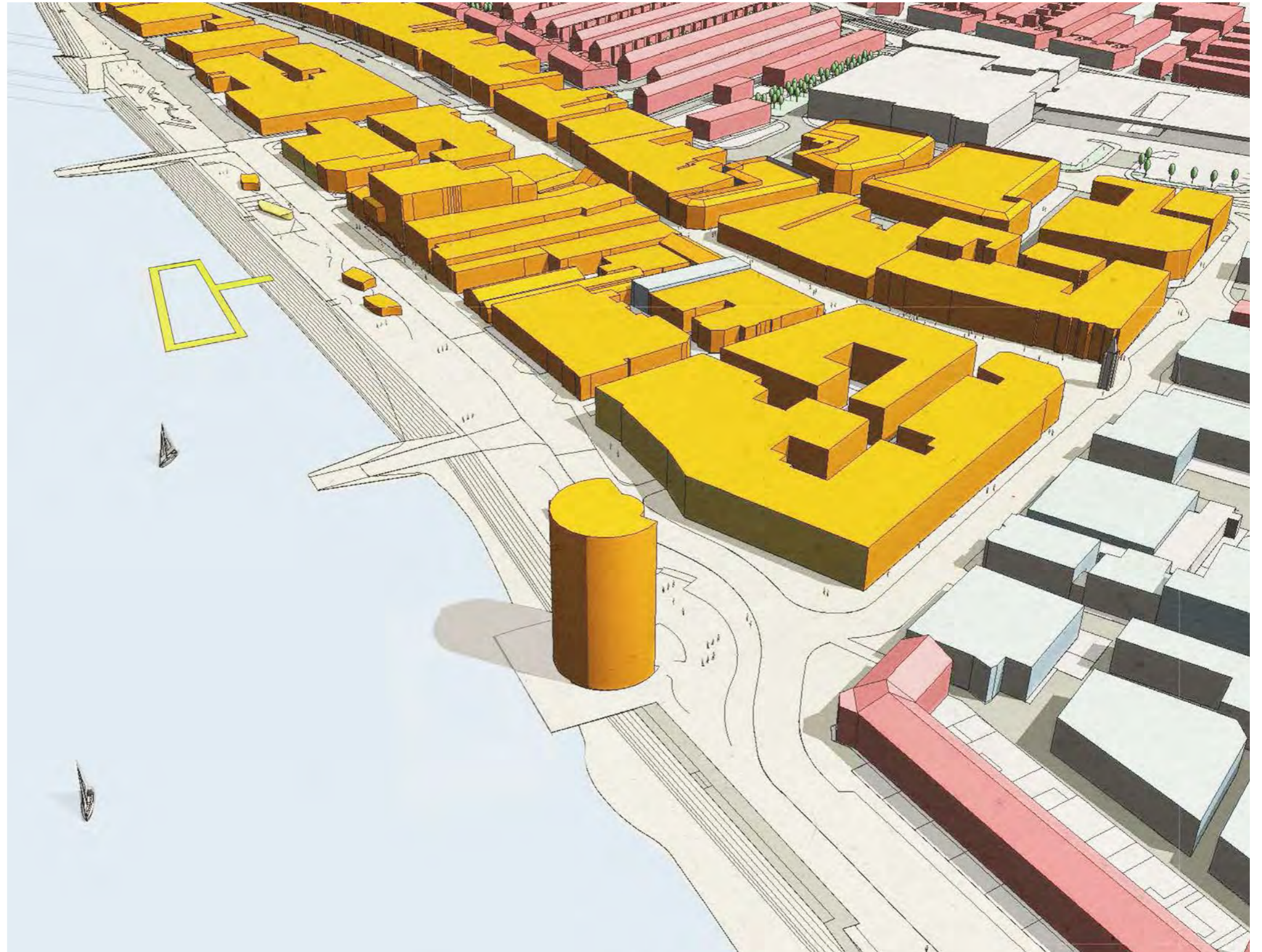
3.5 Neighbourhood



01 / Family Entertainment Centre within the town core



02 / Inner Town Core



03 / Redcar Beacon Visitor Centre and proposed sea water lido

Town Centre Core
3.5 Seawater Lido



01 / Copenhagen Harbour



02 / Copenhagen Harbour



03 / Copenhagen Harbour

Town Centre Core
3.5 Art Installation



01 / Brian Fell, Ship Sculpture



02 / Antony Gormley, Another Place



03 / The Viking Ship

Independent Retail & Leisure

3.6 Neighbourhood

Small, independent retail and leisure uses are increasingly the catalysts behind the regeneration of our town and city centres. They are an antidote to the anodyne, large-format, out-of-town retailers which have often sucked the economic life out of the high street. Consumers are increasingly looking for high-quality, artisan, crafted produce and products with a strong ethical provenance and personal service. These businesses are increasingly defining neighbourhoods and creating destinations and Redcar is already experiencing the emergence of this new sector, especially on and around Station Road.

Boutique B&B

Building on the established character and uses of this part of the Town Centre, opportunities exist to convert existing buildings into new, high-quality bed and breakfast accommodation to appeal to the independent traveller market.





Independent Retail

Opportunities exist to convert existing buildings into independent, 'pop-up' businesses with a range of uses which could include micro-brewing, coffee house and specialist retailing. 'Pop-up' businesses could provide support for existing businesses in the form of improved retail units with grants for growth. All would add to the vitality and attraction of the Town Centre and help to create a destination with a distinctive identity and character.

'RoxPark'

Building on developments of a similar nature elsewhere in the UK, 'RoxPark' (a derivation of Redcar BoxPark) will be a pop-up mall for independent fashion and lifestyle stores and cafes. The concept utilises the modern street food market and places local and global brands side by side, to create a unique shopping and dining destination. This proposition is able to offer affordable and flexible leases for lifestyle brands, cafes, restaurants and galleries to trade and succeed side-by-side.

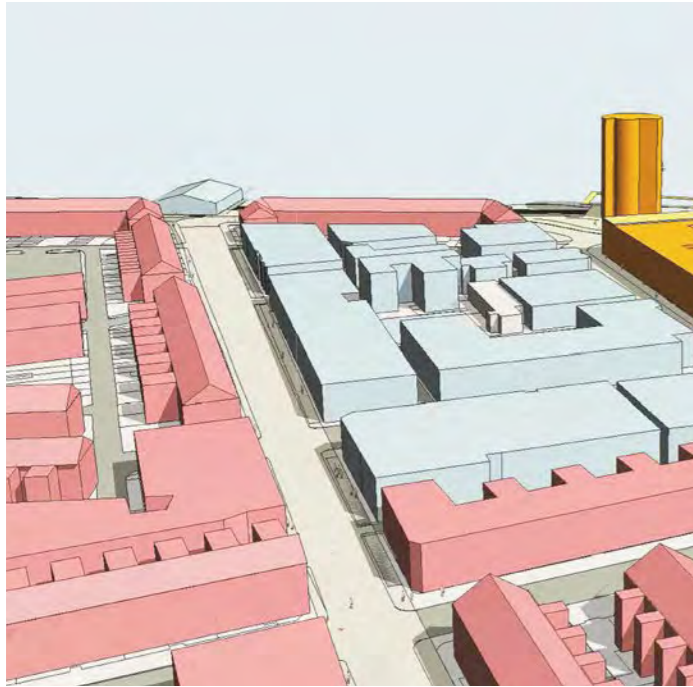
Key

	Inner Town Core		Sports & Recreation
	Urban Living		Civic & Leisure
	Independent Retail & Leisure		



Independent Retail & Leisure

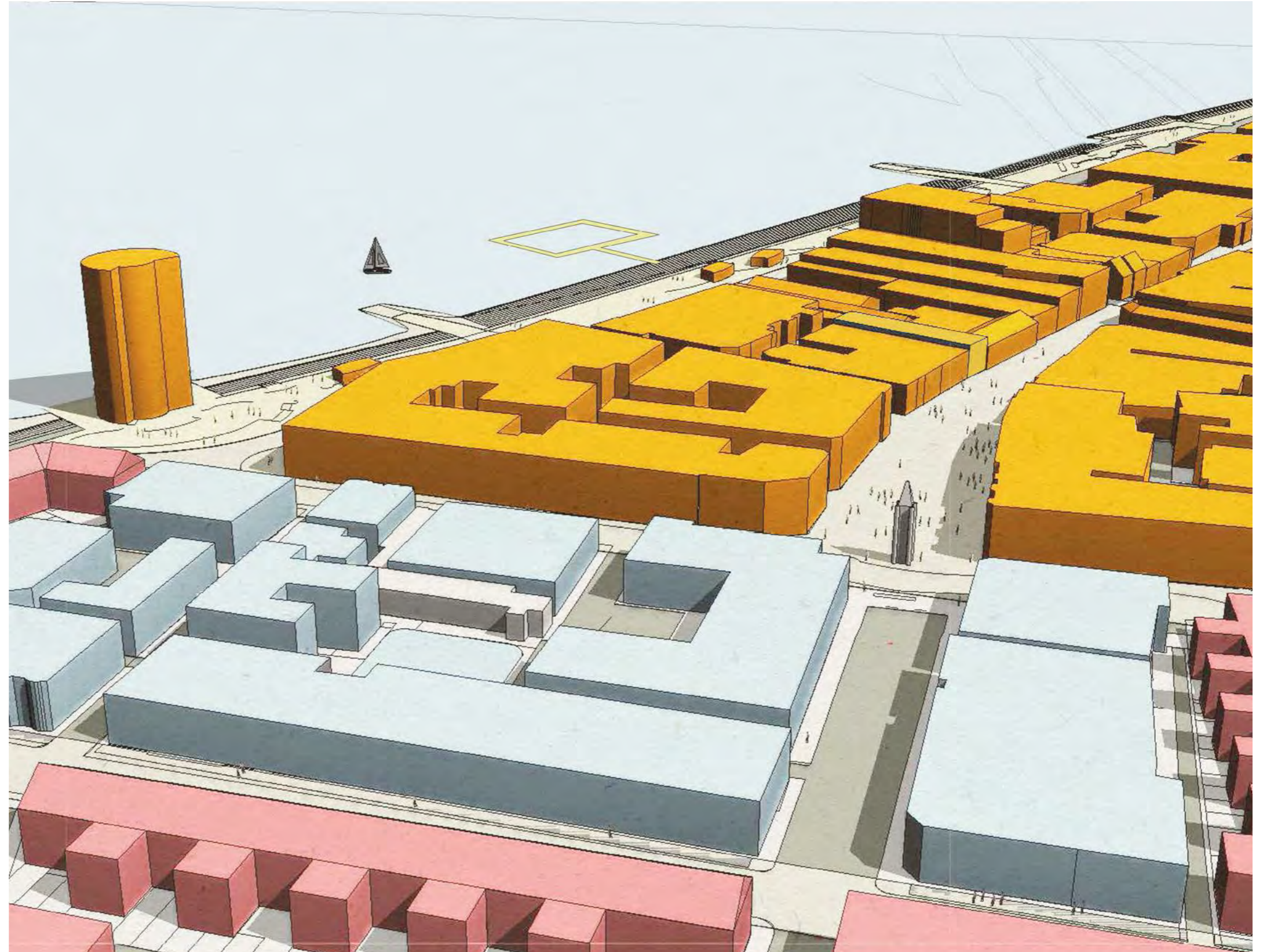
3.6 Neighbourhood



01 / Station Road Town Centre Link



02 / 'Business Growth Zone'



03 / Emerging zone for startups and existing businesses

Independent Retail & Leisure

3.6 Independent Retail



01 / Red Bull Music Academy



02 / Retail store, Redcar



03 / Office Incubator Space



04 / Pop-up Retail Space



05 / Magnum Ice Cream Store

Independent Retail & Leisure

3.6 Microbrewery



01 / Beijing Microbrewery



02 / Independent Microbrewery



03 / Microbrewery & Beer Garden

Heritage & Culture

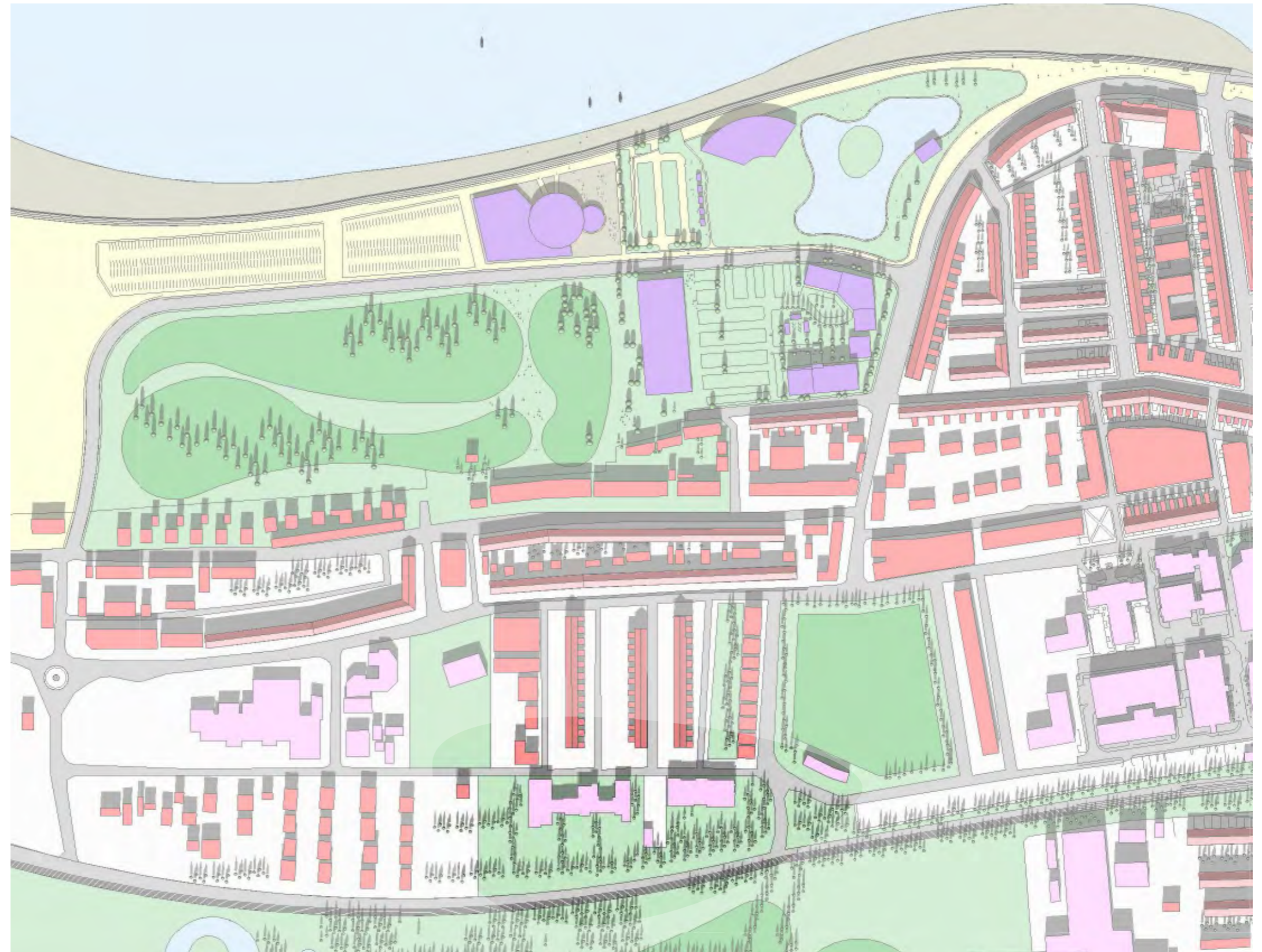
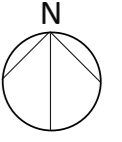
3.7 Red Barns

The Heritage & Culture neighbourhood will build on the strong character and identity of this part of the Town Centre and reflect the significant historical, cultural and architectural of buildings within it.






Red Barns

This proposal will see the adaptation and conversion of the existing buildings into a cultural and educational resource that reflects the rich history and heritage of Red Barns.

Heritage & Cultural Identity



Key

- | | |
|--|---|
|  Inner Town Core |  Sports & Recreation |
|  Urban Living |  Civic & Leisure |
|  Independent Retail & Leisure | |

Heritage & Culture

3.7 Adaption & Conversion



01 / Grade II* listed building



02 / Former Home of Gertrude Bell



04 / Red Barns



03 / Red Barns formerly used as a hotel



05 / Designed by acclaimed 19th century architect Philip Webb

Landscape & Infrastructure

3.8 Links & Connections

Integrated landscape and infrastructure are what make towns and cities accessible and inclusive. They support economic activity and create the places and spaces that define character and identity. Balancing the needs of pedestrians, vehicles and public transport are also critical to long term sustainability. Opportunities exist to better integrate the needs of all users and modes of transport in Redcar alongside the provision of well-defined public realm with character and purpose. Delivering both will significantly improve the economic, social and environmental performance of the Town Centre and wider region.

Station Road Improvements

Station Road provides a strategic connection between the existing station and the seafront where it is book-ended by the Regents Cinema. A combination of new independent shops and street lighting, landscape finishes and shop front improvements will create a street with a distinct and unique identity and which complements the independent and artisan character of this neighbourhood.

Inner Core Definition

Redcar Town Centre lacks legibility and definition and the critical mass to make it sustainable as a retail location. New public realm and landscape improvements will redefine an Inner Town Core where existing and new retail and business activities will be concentrated.

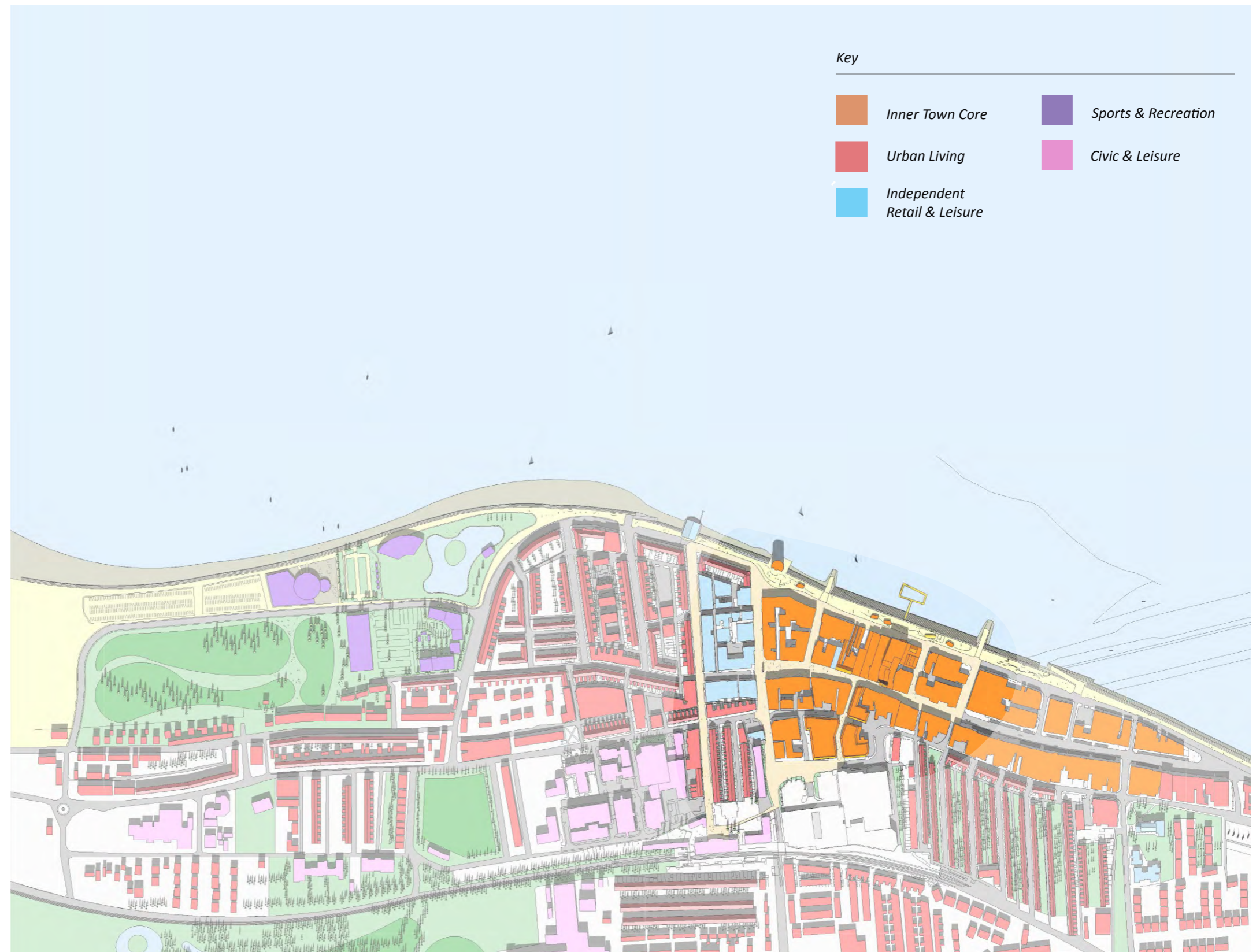
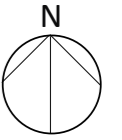
Landscape Corporate Standard

Successful public realm combines places, spaces, materials, lighting, street furniture and art in a way that conveys identity, character and purpose. A new Redcar Corporate Standard for public realm will be developed. This will set out an agreed design and specification for all new public realm within the Town Centre in order to create a level of consistency and quality that we all recognise in the best places and spaces.

Shared-Surface Esplanade

The needs of pedestrians, cyclists, private vehicles and public transport need to be carefully balanced in any urban environment. At present the Esplanade segregates pedestrians from the seafront public realm on one side and the shops and businesses on the other. Shared-surfaces have the aim to rebalance the needs of both driver and pedestrian groups whilst giving greater priority and a consistent landscape to pedestrians. In so doing it will enhance connections to the seafront and improve the prospects for existing businesses.

Town Core Identity



Infrastructure

3.8 Landscape Corporate Standard



01 / Park Lighting



02 / Littlehampton Public Realm



03 / Littlehampton sea front Public Realm





Parking

3.9 Parking Solutions

On-Street Parking

The patterns and habits of retailing are changing with consumers doing smaller, more regular trips in lieu of larger, less regular visits. This places new demands on our town centres in relation to accessibility and convenience. In addition to large, new parking solutions, opportunities will be explored to provide a greater provision of short-term, on-street parking across the Town Centre to support both consumers and retailers.

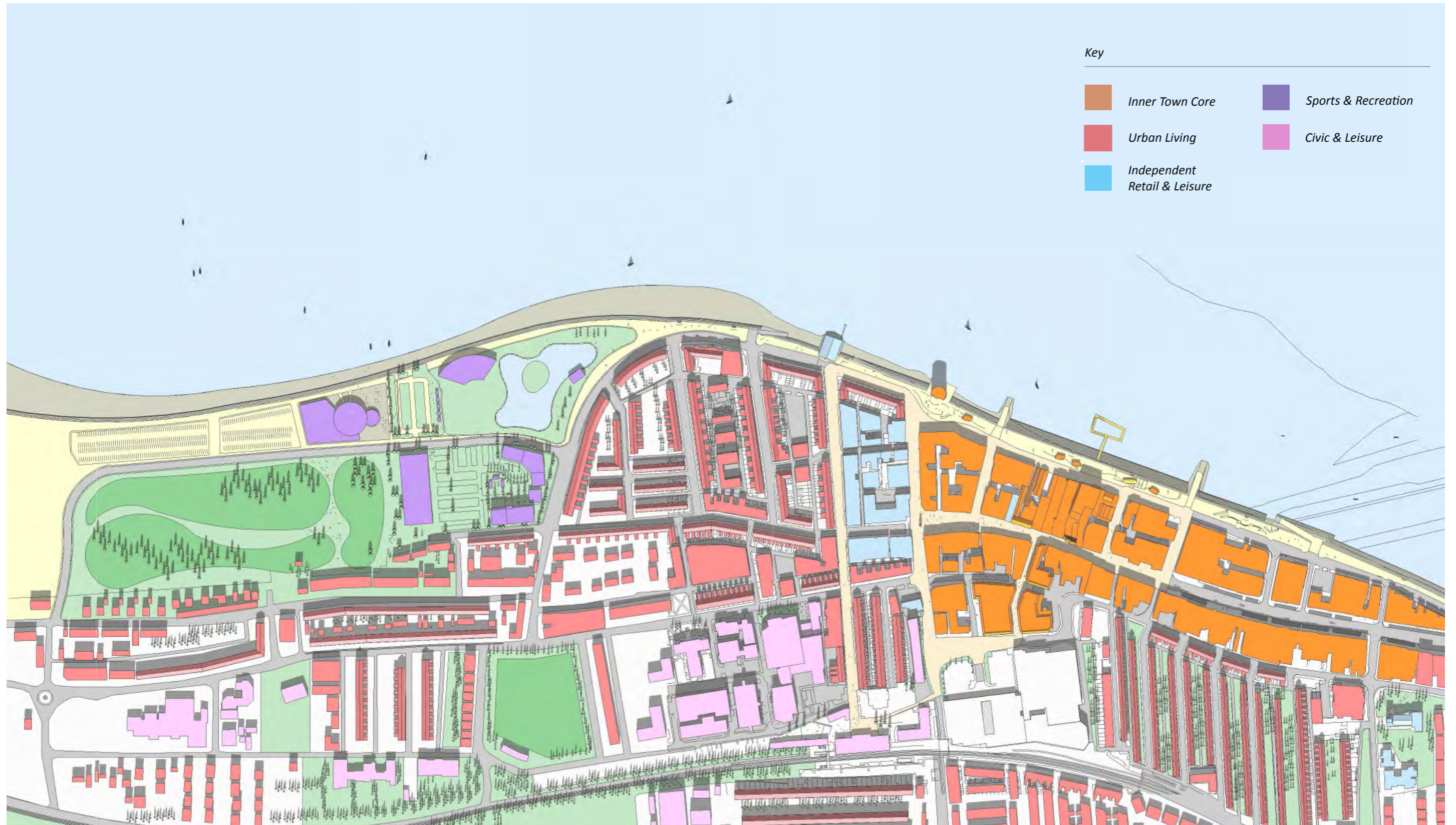
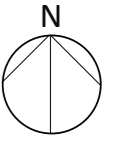
Key

- | | | | |
|---|------------------------------|---|---------------------|
|  | Inner Town Core |  | Sports & Recreation |
|  | Urban Living |  | Civic & Leisure |
|  | Independent Retail & Leisure | | |



Masterplan Vision

3.10 Overall Neighbourhoods



Community Engagement & Communication Plan

Purpose and Scope

“Keeping communities at our heart”, is one of the core values of the Council, as articulated in “Our Flourishing Future”, our new Corporate Plan. To deliver this commitment **we will work as partners with our communities in the development and delivery of projects in the Area Growth Plans.**

The **Capacity Building Strategy** outlines our vision for a new relationship between citizens, communities and services that put local people centre stage to help us to plan together and deliver services that meet needs. Together we will have made significant progress to building thriving communities. By sharing responsibility with communities and empowering people both in communities and working in the borough we will achieve greater impact with better use of collective resources.

We acknowledge that providing information on proposals, plans or services is part of any plan to support engagement but is not in itself community engagement. Communities will need support to engage meaningfully to support the development and delivery of projects in the Area Growth Plans; and we will work with the local voluntary and community sector (VCS) to support the engagement process.

Objectives

The objectives of this Community Engagement & Communication Plan are:

- To consult communities on the Area Growth Plans to raise awareness, discuss ideas and test public opinion;
- To shape individual programmes and projects so that they meet community needs and enhance quality of life;
- To facilitate delivery so that projects can proceed with the backing of the local communities;
- To help communities develop and deliver their own projects which complement the growth plans and build on the funding available;
- To publicise particular opportunities so that communities can take advantage of the help available.

Identifying Stakeholders

Every community will be made up of a range of stakeholder interests. These might include local residents groups, communities of interest, faith groups, racial, ethnic and cultural groups and local community and voluntary groups.

It will be essential to utilise a range of mechanisms and avenues to facilitate the widest possible participation from interested stakeholders. Local community development networks and support organisations will be involved in identifying community stakeholders, their particular interests and needs and how best to engage with them.

There are Growth Plans for East Cleveland, Greater Eston and Redcar. The analysis detailed in annex 1 considers a specific scheme and considers key stakeholders and engagement leads as an example of the approach.

Engagement Approach

The approach will need to be tailored to suit the type and scale of project; however we will work as partners with communities in the development and delivery of *all* projects.

Our approach will be supported in all areas by our Community Development Team, in partnership with “functional” leads (for example Economic Growth, Education; see “Cross Council Engagement” below) to ensure the engagement approach has deep roots in communities. It should be highlighted that a number of the proposals within the Area Growth Plans have been developed through local member leadership and community engagement. The engagement approach for each project will be a fundamental element of plans and Project Initiation Documents.

Go where the people are

The core principle of the engagement approach will be to “go where the people are”. Consideration of the stakeholder analysis (approach outlined above) will allow for the development of rich engagement plans for each project, involving the local VCS, communities of interest (for example schools, sports clubs), partners, local businesses and Neighbourhood Action Partnerships.

Barriers to Engagement

The engagement approach will consider barriers to engagement (for example the ability of different stakeholders to participate, engaging with seldom heard groups, literacy and numeracy levels) and design processes to minimise barriers wherever possible.

Community Events and Bespoke Engagement

This will be supplemented by the opportunistic use of community events to promote engagement in the planning and delivery of the Local Growth Plans (for example the Festival of Thrift, Redcar Half Marathon).

We will develop a number of community festivals in the spring to celebrate all our work with communities and use these as an opportunity to develop greater engagement in the planning, development and delivery of the local Growth Plans. These will include displays of all the projects in the area to raise awareness and generate participation.

Bespoke engagement, such as public meetings are often typified by poor attendance and engagement, with little consideration of the barriers to participation described above. Where bespoke engagement is considered necessary we will develop this through the following principles:

- Co-design the engagement events with interested parties (for example local businesses or local VCS)
- Facilitate engagement through multiple methods and break-outs
- Clear purpose and scope to the engagement
- Clear feedback following bespoke engagement

- Promotion through multiple channels, partners and interested groups, with appropriate notice periods

Communication

Information on proposals, plans or services will feature prominently at libraries across the Borough, council offices, and at Coast & Country Housing offices. Information on proposals will be shared with partner organisations to promote engagement through their websites, social media and newsletters.

Discussions with communities will be facilitated through Neighbourhood Action Partnerships (NAP) and where appropriate, combined NAP meetings.

Additional Engagement Channels

We will host project information on proposals, plans or services on our consultation webpage to facilitate easy access to information, generation of queries and specific feedback gathered and analysed via Survey Monkey. Additional website traffic will be generated through structured and targeted social media promotion (the Council have 8,681 followers Twitter 5,117 and followers on Facebook; our posts on Facebook were seen more than 1.8million times in 2017).

Other engagement channels include:

- Redcar and Cleveland Viewfinder Panel – a panel of over 1,600 people from all over the Borough who have agreed to take part in surveys and engagement.
- News releases can be issued to all local media – print and broadcast.
- “This is Redcar & Cleveland” magazine – four issues per year (although note that the spring edition is the annual report issue and has much less space for engagement).
- Elected Member’s newsletters – most elected members issue a newsletter to residents.

Cross-Council Engagement

The ambitious Area Growth Plans involve all areas of the Council and whilst engagement will be led and shaped by the Community Development Team, activity will need to have a much broader base across the whole Council. The section below outlines the activities of specific teams.

Community Development Team

1. Help to plan each Project Initiation Document:
 - To identify known stakeholders
 - Plan appropriate consultation or more detailed engagement and plan this into the project timetable
2. Help to facilitate conversations with existing active groups
3. Support the establishment of new groups where appropriate

4. Help to organise community events to facilitate a conversation about the proposed project or area growth plan
5. Help the community to articulate and record feedback on proposals
6. Help organise exhibitions or meetings to promote proposals, share ideas and gather feedback
7. Use existing or planned community development events and activities to promote the area growth plans and seek feedback
8. Facilitate pop up exhibitions in libraries and other community hubs for each Area Growth Plan

Economic Growth Teams

1. Facilitate engagement with existing business organisations
2. Promote the programmes and projects which specifically help businesses to grow
3. Work with organisations such as the Small Business Federation to publicise the help available
4. Advise big business of the growth plans through routine and regular dialogue
5. Ensure that the Redcar & Cleveland Place Board are engaged with the process through regular updates and dialogue
6. Work with local and national developers to deliver elements of the Growth Plans
7. Write about the opportunities in the Business briefing
8. Advise colleagues at the Tees Valley Combined Authority and South Tees Development Corporation

Education Team

1. Take charge of all liaison with schools on the broader plans and the specifics which impact on education and young people
2. Liaise with R&C College and other FE provision to ensure that they know about the proposals and are given an opportunity to participate
3. Help plan learning opportunities based on the plans and facilitate the involvement of young people
4. Oversee the involvement of looked after children and children with special needs

Adult Social Care

1. Take charge of all liaison with care providers on the broader plans and the specifics which impact on older people
2. Liaise with NHS partners to ensure that they know about the proposals and are given an opportunity to participate
3. Work with community groups to help older people and their families to articulate and record feedback on proposals

Feedback, Flexibility and Evaluation

Participants in any stage of engagement should be informed of or offered the opportunity to shape subsequent stages of the overall engagement process.

To support this approach engagement plans developed as part of the Project Initiation Documents will include the following details on the management of feedback to participants:

- How and when feedback will be provided;
- Details of the full engagement process and timescales;
- How and when decisions will be taken (and how these will be communicated);
- Further opportunities for engagement; and
- Opportunities for community and voluntary groups to be involved at the implementation stage (this is intended to generate greater engagement through the sharing of feedback that illustrates how previous engagement has affected plans)

This approach will help to reinforce participation and encourage stakeholders to continue to be active as the engagement evolves. It is also important to communicate during feedback on how stakeholder input has influenced, contributed to or improved the overall engagement outcomes.

This approach means that the process needs to be flexible to allow for stages in the engagement to be influenced and shaped by what has gone before. Planning for flexibility is therefore essential – the context may change, stakeholders may challenge the purpose of the process, question the scope of the objectives or the methodology or require more information, time or their own resources to co-design the process. The overriding consideration should be retaining and developing meaningful engagement with stakeholders.

In addition it is critical that all engagement processes are evaluated on both an ongoing basis and following the completion of specific projects. Evaluation provides valuable feedback on the best methods for engaging with groups in a particular area or the most appropriate times or venues. The evaluation findings will inform and improve subsequent engagement processes.

Annex 1: Example of **Stakeholder Analysis**

Greater Eston Area Growth Plan (Excerpt)

Scheme	Issues to consider	Stakeholders	Engagement Leads
<p>Eston Recreation Ground is at the heart of Greater Eston. New walkways, surfacing and welcoming entrances will make this open space more accessible and enjoyable for residents and visitors and ensuring that the space is brought back into use. The project will align to a potential investment from Middlesbrough Football Club Foundation in a new sports village.</p>	<ul style="list-style-type: none"> ▪ Who represents the interest groups ▪ Existing community networks & communication ▪ Gaps in information which could be plugged through local knowledge 	<ul style="list-style-type: none"> ▪ Local Communities (in particular to understand desire lines through the Rec and activities the community wants to see) ▪ Everyone Active (to understand how to connect the Rec into the existing Leisure provision) ▪ Local youth groups & schools (to understand what they want to see on the Rec and what would encourage or be a barrier participation) ▪ Local Running & Cycling groups (as above) ▪ Friends of Eston Rec (as above plus understand potential for greater volunteering opportunities) ▪ MFC Foundation (to understand how to connect the Rec into plans to extend the Herlingshaw Centre) ▪ Local Walking Groups (to understand the potential for the Rec as a base for walks extending from it) 	<p>Community Development Team & Sport England Team (key asset in increasing activity in our target wards)</p>