

MAKING MANSFIELD PLACE BOARD

Subject:	Town Fund – Progress statement	
Presenting authority / representative:	Mansfield District Council	
Report author and contact details:	wrightm@mansfield.gov.uk	
Value of decision: n/a		
Partners affected: Place Board	Date of consultation 25/09/2020 with relevant authorities:	
<p>Purpose – This report provides a progress statement on the development of the Town Investment Plan to support the £25m Towns Fund submission.</p> <p>Background - On 27 July 2019 the Prime Minister announced that the £3.6 billion Towns Fund would support an initial 101 town deals across England. See further details of the announcement. The Towns Fund is designed to provide the core public investment of up to £25m in Town Deals. The objective of the Fund is to drive the economic regeneration of towns to deliver long term economic and productivity growth through: Urban regeneration, planning and land use: ensuring towns are thriving places for people to live and work, including by: increasing density in town centers; strengthening local economic assets including local cultural assets; site acquisition, remediation, preparation, regeneration; and making full use of planning tools to bring strategic direction and change. Skills and enterprise infrastructure: driving private sector investment and ensuring towns have the space to support skills and small business development. Connectivity: developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity</p> <p>Current Situation – Following the last position statement, to the Place Board on 19/08/2020, work on the TIP Draft has been progressing well – developing the key strategic narrative as agreed. It is proposed that a full draft will be available for detailed comments in the coming weeks, ahead of the 30 October submission deadline . This report provides an update on core essential elements of the TIP - the key challenges to be addressed; an outline of the strategic narrative to address the key challenges; and the proposed interventions to address the challenges and achieve the desired transformational change (together with costs outline estimated costs to date).</p> <p>Summary of Challenges – The challenges facing Mansfield and wider District are outlined within the draft TIP align to the 5 subgroups working on this project. The TIP also outlines wider historical socioeconomic challenges facing the town as well as raising the immediate challenge of Covid recovery. The challenges outlined in the TIP are: <i>Demographics and Economic Performance:</i></p> <ul style="list-style-type: none"> • Low Wages (compared to the national average) • High unemployment rates 		

- Higher than average benefit claimants
- Higher than average levels of disabled residents

Accessibility and Infrastructure:

- Poor/failing infrastructure
- Major junctions operating at capacity
- Dated car parking infrastructure
- Poor legibility and wayfinding
- Limited access to M1 and A1 arterial routes
- Limited rail access
- Single carriageway main routes to town centre
- Lack of cycle routes
- Lowest EV infrastructure in the county

Town Centres:

- Rising levels of disused premises
- Declining footfall in the town centre
- Declining high-street usage
- Poor environment with lack of green space
- Lack of alternative offer within the town centre
- No key public services on offer within the town centre.

Health and Wellbeing:

- Higher than average rates of obesity, disease, disability and mortality across the district
- Low social mobility
- Limited access to health facilities
- Physical inactivity coupled with limited access to leisure and sporting facilities for the wider district

Skills:

- Specific gaps identified relating to IT and digital skills
- High levels of educational attrition (the brain drain effect)
- Limited access to adult learning and re-skilling
- Limited access to university level courses due to physical distance to campuses
- Risks to local businesses due to a lack of skilled work-force
- Poor educational attainment
- Low level graduate attainment and employment opportunities for those that do graduate

Identity and Brand:

- Historic reputational issues from within the community
- Historically struggled with brand externally
- Perceived high levels of dissatisfaction amongst residents
- Requires investment and demonstratable change to rebuild aspiration
- Low pride and lack of community buy-in

The sections and chapters detailed within the TIP introduce our opportunities, interventions and outcomes to address the above.

Strategic Narrative to address Challenges:

The TIP will ensure that we are delivering projects to address the challenges highlighted which are supported by the stakeholder engagement and public engagement and in turn the work of each subgroup theme (as above) to deliver:

MANSFIELD – AN INVITING AND VIBRANT PLACE (Town Centre)

MANSFIELD – A PLACE WHERE EVERYONE CAN ACHIEVE THEIR ASPIRATIONS (Skills)

MANSFIELD – A SMART AND WELL CONNECTED PLACE (Access and infrastructure)

MANSFIELD - A HEALTHY AND FLOURISHING DISTRICT (Health and Wellbeing)

MANSFIELD – A PLACE WITH A REAL IDENTITY (Identity and Brand)

Whilst working within our Making Mansfield 2030 plan to achieve our objectives of:

Place:

- Create and communicate a positive image of the Mansfield district.
- Preserve, enhance and promote our natural environment and physical assets across the district.
- Improve the town centre experience for residents, visitors and businesses.
- Create a positive cultural and leisure experience for residents and visitors in the area.
- Create a clean, green infrastructure that supports and enhances the quality of life for residents.

Wellbeing:

- Create an environment where people lead safe, healthy lifestyles and have the opportunities to be physically active.
- Support and encourage people to make healthy choices.
- Support a good quality of life for those that live and work here.
- Understand and respond to the needs of communities and be advocates for support and intervention.

Growth:

- Develop the district's infrastructure to embrace technology and technological advances.
- Create employment opportunities that are aligned to meet future requirements.
- Develop a better and wider mix of housing across the district to meet the needs and aspirations of existing and new residents.
- Develop and sustain local businesses and encourage national and regional businesses to invest in the area.

Aspiration:

- Encourage people of all abilities to achieve their true potential.
- Build confidence within communities so that they have more control and influence in what happens in their area.
- Create opportunities for learning, development and achievement for all.

Summary of interventions

Below is a list of the condensed proposed interventions to achieve our strategic aims and to overcome the challenges faced by the district.

Project	Description
Mansfield Woodhouse Station Gateway Enterprise Centre	Business Enterprise Centre with MDC land allocated as match to the project. The project will focus on providing light industrial enterprise space to support business in the Woodhouse area of the district. Creating jobs, new employers and economic activity to regenerate the area.

Town Centre HUB	<p>A key flagship project for the Towns Fund.</p> <p>A Town Centre Hub to create a centralised civic services offer, co-located with education, health and business space through a partnership with Mansfield District Council, NHS/CCG, DWP, and other public and community support organisations. The project will be delivered within the Town Centre and ideally designed to repurpose a significant derelict site within the town centre.</p> <p>In addition to access to Council Services, the hub will include the provision of flexible easy in easy out office space, training facilities and healthcare provider space.</p> <p>Centralising the hub will allow overheads for public sector service providers to be reduced whilst offering better access to services for residents.</p> <p>The hub will provide a new attractive modern offer for our communities based in the town centre and helping to drive new footfall, dwell time and spending, in support of our proposals to re-balance and re-purpose the town centre.</p> <p>This relocation will also enable the current site of the Civic Centre to be freed up for affordable/social housing development</p>
Warsop Heritage Regeneration Zone	<p>This project aims to re-energise the Warsop high street. Celebrating the heritage of the area, a programme of shop front improvements match funded through private owners has been worked up. This project aims to enhance Warsop as a historic town setting creating a new feel and exciting place for the benefit of the local community.</p>
SMART city Initiatives	<p>Creating a town digitally connected and with the infrastructure and customer support facilities to match. This project will ensure that Mansfield Town centre is future-proofed to manage customer and visitor flow and maximise the experience through use of technology. It will support the leisure and culture objectives of developing a town centre with a re-purposed sense of place, to encourage dwell time and enhanced perception of a welcoming town centre. This will be delivered through digital wayfinding the provision of digital platform to meet business, leisure and cultural needs.</p>
Highway Improvements	<p>Addressing the barriers to growth identified as part of the Local Plan transportation work, to facilitate key site development in the District and addressing commercial viability.</p>
Warsop Community Hub Leisure Offer	<p>A new health & leisure community hub located within Warsop - part funded through Sport England on a site designed to allow access to facilities for all residents.</p> <p>The development will include a range of leisure facilities with access to health services as part of a new community hub within the heart of Warsop, as part of a new model of service delivery.</p>
Flexible Training Centre	<p>The Vision West Nottinghamshire College led redevelopment of the Chesterfield Road (former studio school) site into a flexible training centre to deliver a variety of learning and adult learning courses.</p>
Healthy Places	<p>An active healthy lifestyle programme to be run alongside the development of capital health projects, to encourage active participation and improved health of our residents most in need of support.</p>

	The creation of a destination park facilities within Mansfield, linking Berry Hill
District Wide branding, cultural and events programme	A project to completely re-define the district and what people use the urban centres for. Re-imagining our identity to draw on local history and links to Robin Hood and Sherwood forest. A scheme of cultural activities and events will sit alongside this branding to promote a new sense of aspiration amongst residents.
Skills Development Fund to Fund the Skills Plan	
Accessible Transport Fund	A new fund to address access to transport for local residents with a specific focus on bottle necks that are not currently viable for private operators. This fund will also address the need for click and collect services in the town centre and to improve taxi provision access.
Match leveraged from other private developments within the town.	
Stockwell Gate North	Investment in the Stockwell Gate North site to develop a new multi-use hotel scheme. This project strongly supports re-purposing the town and represents a significant capital investment by a private sector developer.
NTU	NTU's ongoing commitment to West Nottinghamshire College to deliver university level courses for local students. Heavily in support of our skills agenda, the partnership between NTU and VWN demonstrates an ongoing commitment by the Place Board partners to developing skills across the area externally to the Towns Fund,
Housing Developments across Mansfield	The TIP incorporates the forthcoming Penement farm and Lindhurst developments and will attempt to offer these significant capital investments up as match. This will be hung on a theme of increasing housing supply needing to be supported through increased access to services and a re-developed town centre and district.
Rail Investments	The ongoing Maid Marian line work will also be offered up as a match project as this rail development will work towards overcoming some of the connectivity issues for the town. This project will also increase the catchment area for Mansfield businesses to access labour from.

Summary of outcomes

Below are the outcomes attributed to resolving the challenges through delivery of the interventions proposed within the TIP?

Demographics and Economic Performance:

Through delivery of our business support projects at Mansfield Woodhouse Station Gateway and a new easy in easy out offer at the Town Centre Hub we can be confident that we are delivering an environment that allows new business to begin and to grow. Once these businesses are operating at an appropriate level the private sector property market will provide business space for them to expand into.

These businesses will provide new employment opportunities for the town to address the unemployment rate challenge.

Accessibility and Infrastructure:

Through delivery of SMART city infrastructure we will bring forward increased wayfinding, legibility and a reduction in cross journey traffic. These improved systems will direct both pedestrians and road users around the Town in a more efficient way reducing strain on the current infrastructure in the town.

We are also proposing a scheme of EV charging points to address our low rates of take up of EV.

New cycle routes proposed for a variety of key arterial gateways will assist in encouraging people away from private car use towards cycling, further reducing pressure on our existing road network whilst also increasing healthy choices be made by residents and commuters. These routes will be supported by a scheme of cycle storage facilities and infrastructure.

Our Accessible transport fund will improve access to core services around the district, increasing social mobility whilst further reducing reliance on personal car use.

Together as a package these projects will work to enable residents to be able to move within the district more easily and will form part of our response to a lack of health within the population.

A reduction in personal car use will also reduce emissions across the district.

Town Centres:

Through delivery of our Town Centre Hub, Urban Parks projects and Warsop Regeneration Zone work we are looking to revitalise and repurpose our Town Centres.

Utilizing a key disused building to locate the Town Centre Hub in we intend to centralise civic services within the Town Centre. This new Town Centre Hub will act as a new attractive feature within the heart of the town, bustling with activity from education, healthcare providers, civic services and private business. It will increase access to services and driving footfall for the town.

The Urban Park Parks project will replicate the above aims, creating a diverse and attractive town centre, halting the decline of the high street as a social space.

The Warsop Regeneration Project will re-vamp a town centre in need of investment and again drive footfall to a more welcoming and historic place.

Health and Wellbeing:

The introduction of a leisure hub at Warsop, supported by the creation of a “destination park” at Berry Hill will provide access to sport and leisure facilities for all. These projects will offer opportunities to run events, cultural activities and sporting classes.

Supported by our Healthy Places scheme to drive usage of these new projects we expect to see levels of activity across the district increase and over time a decrease in health issues facing the population.

Skills:

In response to skills gaps identified by D2N2 and The Lep our new skills hub (located within the Town Centre hub) will look to address the future skills challenges facing the town. Increasing people's access to

services and facilities to increase their skill level. This will be supported through West Nottinghamshire College delivering new courses for local businesses at their flexible training centre as well as the ongoing partnership between VWNC and Nottingham Trent University to deliver university level courses. This approach will ensure that skills gaps across Mansfield are reduced by 2030.

Identity and Brand:

Development of a specific brand for the “Revitalised Mansfield will be an integral part of all of the above. A brand based on this investment and aligned with the aspirations of the place board objectives will ensure that the historic perception of Mansfield is shaken off. The town will be marketed based on its heritage, cultural assets and newly regenerated town centre and parks to raise aspirations of residents. The brand development project will span the life of the Towns Fund programme.

The detailed outputs for each projects will be calculated as part of the business case development phase of the programme in 2021. This will follow as a requirement of the Place Board partnership to create the individual detailed business cases, once the TIP has been approved.

£1m Additional Funding Update:

A verbal update will be provided at the meeting.

Exempt information:

None

Recommendation(s):

Relating to the further guidance, there are three specific recommendations:

1. That the Place Board approve of the above cost estimates (excluding those tbc) in principle with the caveat that as further costs come forward some potential reworking of the programme will be required.
2. That the Place Board understand and are in agreement of the challenges and interventions proposed as part of our TIP.

1 REASONS FOR RECOMMENDATIONS

1.1 To comply with the requirements of the Town Fund and to meet the deadline agreed with MHCLG.

2 BACKGROUND (INCLUDING OUTCOMES OF CONSULTATION)

N/A

3 OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS

3.1 N/A

4 PUBLISHED DOCUMENTS REFERRED TO IN THIS REPORT

4.1 N/A