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# Strategic Narrative

# The What (Strategic Narrative)

**Mansfield's vision to 2033 is to create an ambitious, vibrant and confident place**

Our vision for Mansfield is ambitious. It is designed to underpin everything we do as a town over the next decade. It sets out our ambitions, the changes we want to deliver and the priorities we will focus on to achieve them. To ensure delivery of the vision we will focus on the following four cross cutting themes:

Place	Wellbeing	Growth	Aspiration
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Each of these four pillars have specific priorities, which Mansfield is committed to working towards.

## 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.
- Ensure local people have clear aspirational pathways into local employment.



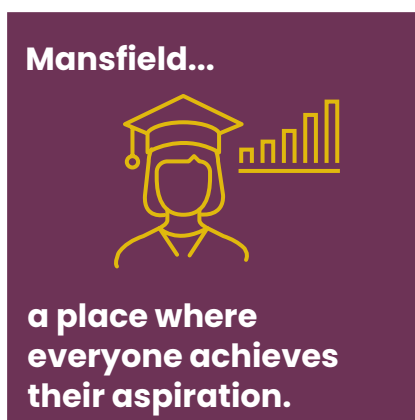
Through our Town Investment Plan, Mansfield has a real opportunity to deliver on some of these commitments through a variety of projects to grow an ambitious, vibrant and confident place.

The previous sections describe how Mansfield is a place to live, work, learn and visit. We have explored its appeal, often rooted in its social and industrial history, as a home to many proud residents, communities and businesses. We've also looked at its potential – an exciting new skills programme and a nurtured business creation, which will combine to transform the business base into a high performing economy. We have identified the challenges and barriers to continued economic and social prosperity and the need for change.

We set out a Vision for the Town that is transformative and crucially, deliverable. We have developed a strategy to deliver this comprehensive vision through five themes; programmes within which we can examine and deliver a series of achievable and manageable interventions.

The following section describes a journey from overall vision, establishing strategies for change and ultimately a selection of projects, which will be taken forward in the Town Investment Plan.

Our vision is for:



**The Mansfield Place Board Partnership has agreed to the following aims and objectives to be delivered with our aspirations and proposals, deep-routed in consultation, listening to the needs and wants of the public, businesses and local partners.**



## **Mansfield – an inviting and vibrant place**

**Repurposed places are inviting and vibrant; spaces where people want to live, learn, work and visit.**

Our ambition is to grow our town centres and their economies by reimagining their offer. By focussing on and enhancing our local traditions and culture, we will enable Mansfield residents and businesses to see and share our vision, in turn helping the area recover from the COVID-19 pandemic.

Through heavy investment in our district town centres, via the Towns Fund, and our forthcoming Future High Streets Fund, we will create places for residents to live and enjoy. By devoting time, finance and other resources into promoting our heritage, we will design and deliver modern urban spaces where residents can relax. We will also create extra urban green spaces for people of all ages to enjoy, simultaneously encouraging nature and wildlife to thrive.

Inviting town centres built around mixed-use spaces and businesses will offer diversity; from high street retail to buildings with community focussed activities at the heart of what they offer. Town centres with multiple offerings will attract businesses that want to thrive and grow within them. They will also attract new residents and convert the way of thinking of existing ones. We will create places and spaces to be proud of, in turn reducing antisocial behaviour.

By creating exciting destinations, we will re-energise tourism in our towns, boost spending as well as cultural awareness and engagement. We will use our existing assets (such as our theatre, museum and heritage trails) to generate increased visits to the town. Our actions will address and remove barriers such as physical movement and provide a public realm for everyone to access, spend time and money in, and enjoy.



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# Mansfield – a place where everyone achieves their aspirations



**Better learning and employment opportunities, where people and businesses achieve their aspirations.**

By 2033, Mansfield's learning offer will consist of deep partnerships between businesses and the district's major skills providers; West Nottinghamshire College and Nottingham Trent University (NTU). This will ensure that the curriculum offer is forward-looking and focused on supporting individuals to gain high quality, local employment. It will also help businesses to embrace new technologies and up-skill existing staff to improve productivity and competitiveness. Through these partnerships, it will enable learners to fulfil their potential and will greatly enhance their social mobility.

By addressing our learning culture, tackling its skills gaps, skills mismatch and shortages, Mansfield will equip learners with the knowledge and skills to secure employment in our priority sectors and businesses and also retain our highly skilled people.

Our proposed projects level-up adult learning, widen the curriculum available to learners as well as support the recently agreed partnership between Vision West Nottinghamshire College and NTU.

From 2021 university level courses offered through the university will act as an exciting catalyst for learning in the district with a curriculum centred on the needs of local businesses and healthcare providers.



The courses are currently offered as a foundation degree in business, criminal justice, sports science and working with children young people and families. Future development of the curriculum will be in response to employer demand and also centered around the healthcare sector linking with local healthcare providers (from September 2021).

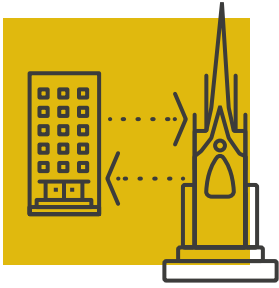
The partnership between Nottingham Trent University and West Nottinghamshire College provides a new and integrated pathway between further education and higher education for the students. In Mansfield this will contribute to retaining students and delivering a highly skilled workforce for the town long-term.

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This demographic change offers Mansfield an exciting opportunity to begin hosting student residents in the district, allowing the town demographic and service requirements to organically change moving us closer towards our goal of changing the usage of key parts of our district.

The long-term objectives through delivery of our Skills Plan are:

- **Provide education that's better connected to business needs.**
- **Connect more young people and adults to jobs, starting a business and career progression.**
- **Grow the apprenticeship offer.**
- **Make better use of higher education, talent and resources.**
- **Tackle skills gaps, skills mismatch and shortages.**



## Mansfield – a smart and connected town

**Mansfield will create a modal shift for connectivity into and around the town that promotes positive health outcomes through walking and cycling, cut congestion, address capacity issues at major junctions and reduce the district's carbon impact.**

By developing our uses of information and communication technologies (ICT) to increase operational efficiency, share information with the public and improve both the quality of services and the wellbeing for our residents, our aspiration is that Mansfield becomes a SMART town. New development in Mansfield will bring inward investment and improvements to existing infrastructure networks. Focused delivery of new and enhanced infrastructure will enable Mansfield's residents, businesses and visitors to make the most of the town's assets, whilst maximising the benefits of its position within the strategic transport network.

Increasing digital connectivity and harnessing innovative technologies will support the productivity demands of trade, industry and education. It will provide a platform from which new and vibrant enterprises can be launched and become prosperous. Similarly, making these opportunities widely accessible will offer greater opportunities for social mobility and improved quality of life within existing communities.



**Focused delivery of new and enhanced infrastructure will enable Mansfield's residents, businesses and visitors to make the most of the town's assets, whilst maximising the benefits of its position within the strategic transport network.**



# Mansfield – a healthy and flourishing district:

## Access for all to leisure and greenspace to encourage healthy lifestyle and travel choices.

Our ambition is that our places are designed to allow and encourage people to live healthier lifestyles through access to open spaces, green corridors and healthy travel options.

Our strategy will seek to address health inequalities and the high numbers of people who are unemployed and unable to secure works as a consequence of long-term health conditions.

We will address the lack of leisure facilities and greenspace and encourage healthy lifestyle and travel choices. This will help us tackle the high levels of deprivation, improve the health of our residents including obesity and encourage more physical activity in Mansfield.

This strategy will:

- **Create an environment where people can 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.**



**Our strategy will seek to address health inequalities and the high numbers of people who are unemployed and unable to secure works as a consequence of long-term health conditions.**



# Mansfield – a place with a real identity:

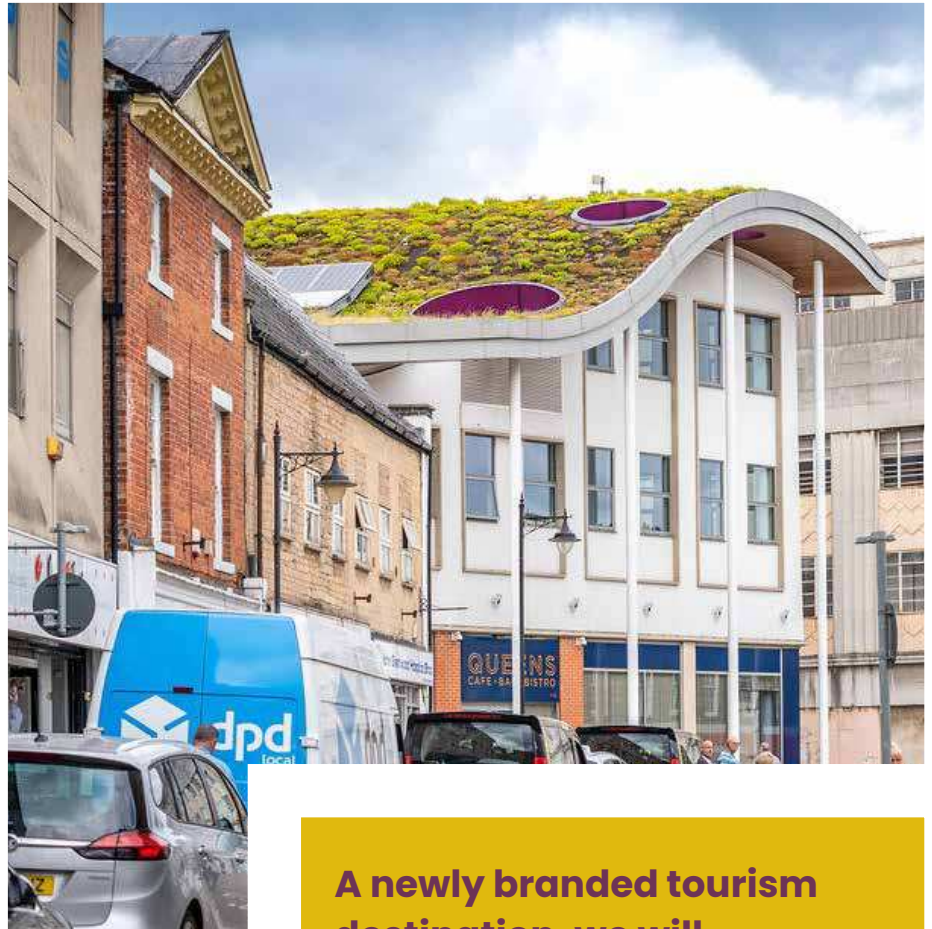
**Creating a shared and unique identity based on its heritage, cultural assets and aspirations.**

We will create a strong identity for the town, drawing on the investments coming forward, our strong cultural ties with the museum and theatre, our links with Robin Hood and the sense of pride that the town has relating to our mining history.

Building on specific capital investment in Berry Hill Park through Towns Fund and the Market Place through Future High Streets Fund to create events space, a scheme of events to support the branding work will ensure engagement and learning for all members of society.

Our new identity will set the groundwork for all future projects to be built on, based on our vision of being an ambitious, vibrant and confident place. It will act as a beacon to raise the aspirations of people in Mansfield and their feelings towards the town.

As a newly branded tourism destination, we will emphasise the parks, learning facilities and wider assets of the town to draw in a new demographic of visitors to the town, driving footfall, spending and re-invigorating businesses throughout the district.



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# Links with Wider Regional and National Strategies

This geographically balanced investment is closely aligned to many national and regional strategies.

The Government policies on 'Our Plan to Rebuild' and 'Build Back Better' cite opening up the economy safely, adapting to the new "business as usual", providing new opportunities with a shift towards sustainable practices, all of which are achieved with this programme. Furthermore, Mansfield wants to play its part in the region and nationally to improve our local economy, adapt and grow to create a prosperous town.

We'll review and consider the recommendations cited in the Clean Growth Strategy to deliver projects that meet the new building standards and are energy efficient.

Our Future Tech Skills and Knowledge Exchange will support clean growth and will enable local people to benefit fully from the National Skills Guarantee. It will also align closely with the Government's digital strategy enabling local businesses and individuals to develop digital skills to support business growth.



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At the regional level, the Midlands Engine Strategy (MES) builds on the foundations of the UK Industrial Strategy. While the strategy highlights the region's strengths, its weaknesses and limits to growth are identified so that they can be targeted and addressed. Key weaknesses include a shortage of skilled workers, a fragmented economy spread across poorly connected areas and a lack of entrepreneurship and economic dynamism.

The opportunity to widen the range of activities to be taught in our skills proposals support two actions in the D2N2 LEP 2030 vision. It will inspire young people to make well-informed choices about their education, training and careers in the future economy. It will also support businesses in accessing skilled people to improve their productivity through better engagement with further education institutions and increased take up of apprenticeships.

The D2N2 strategy 2030 Productive and Growing Business theme identifies priority sectors including logistics and e-commerce. This is a strong commercial cluster and a D2N2 specialism in terms of share of GVA. The sector outperforms national peers on productivity. It sustains some 22,000 jobs in more than 2,500 businesses. It has a 28% GVA growth forecast, to 2030.

Our project aligns with the D2N2 Local Industrial Strategy (Draft)

**[http://www.d2n2lep.org/write/Documents/Research%20Reports/  
Evidence\\_Review\\_final\\_draft.pdf](http://www.d2n2lep.org/write/Documents/Research%20Reports/Evidence_Review_final_draft.pdf)**

**<http://www.d2n2lep.org/write/Vision2030.pdf>**

Our health and wellbeing theme will be supported by Sport England's 'Towards an Active Nation' strategy. Mansfield has significant health inequality with many communities struggling, including a generation of over 70s who are in ill health and socially isolated, leading to further mental health issues. Across social strata, childhood obesity affects two in three children (Nottinghamshire County Council findings 2019). Our schemes for highway improvements will be led by Nottinghamshire County Council and support the County Highways Strategy.

For a detailed breakdown of specific project alignments please see the project templates appended.

## The How (Interventions Proposed):

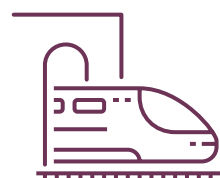
The interventions proposed by the Town Investment Plan cover the five key themes for improving the town:



**Town  
Centres**



**Skills and  
growth**



**Transport and  
connectivity**



**Health and  
wellbeing**

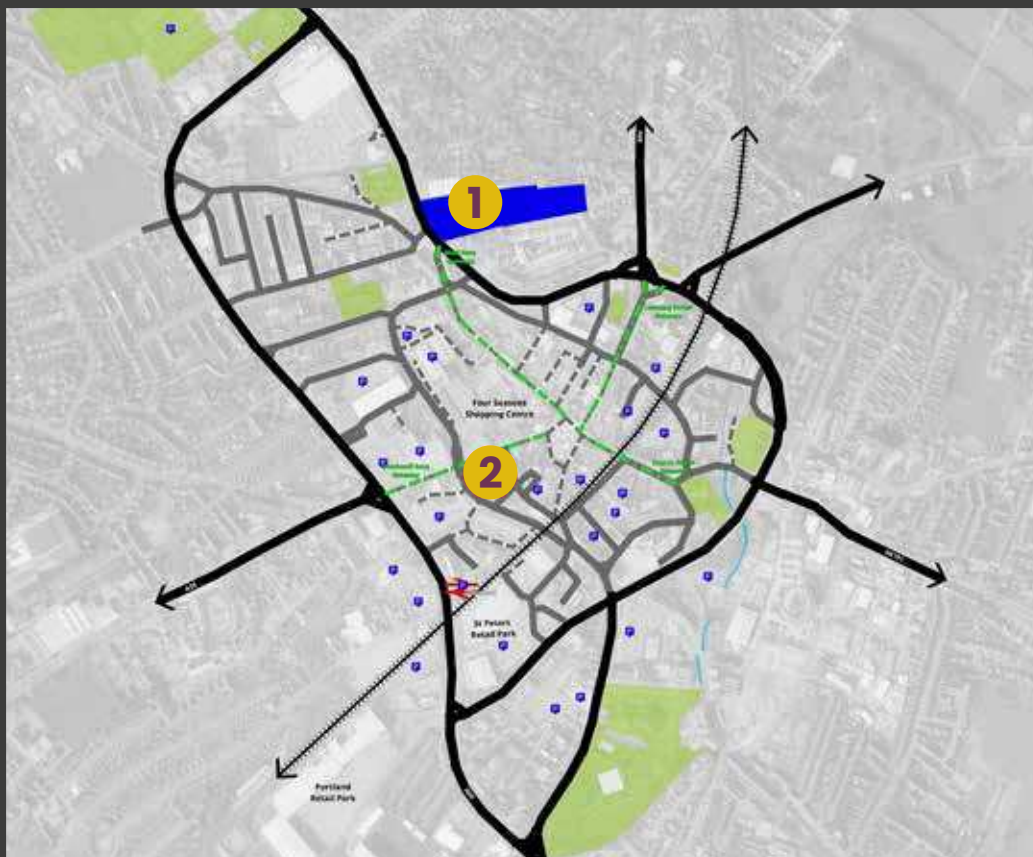


**Identity  
and brand**

Place Board subgroups conceptualised projects to respond to the consultation feedback received with project outlines being developed by the Place Board Partnership. This approach has ensured that projects have been developed by theme experts from an early stage.



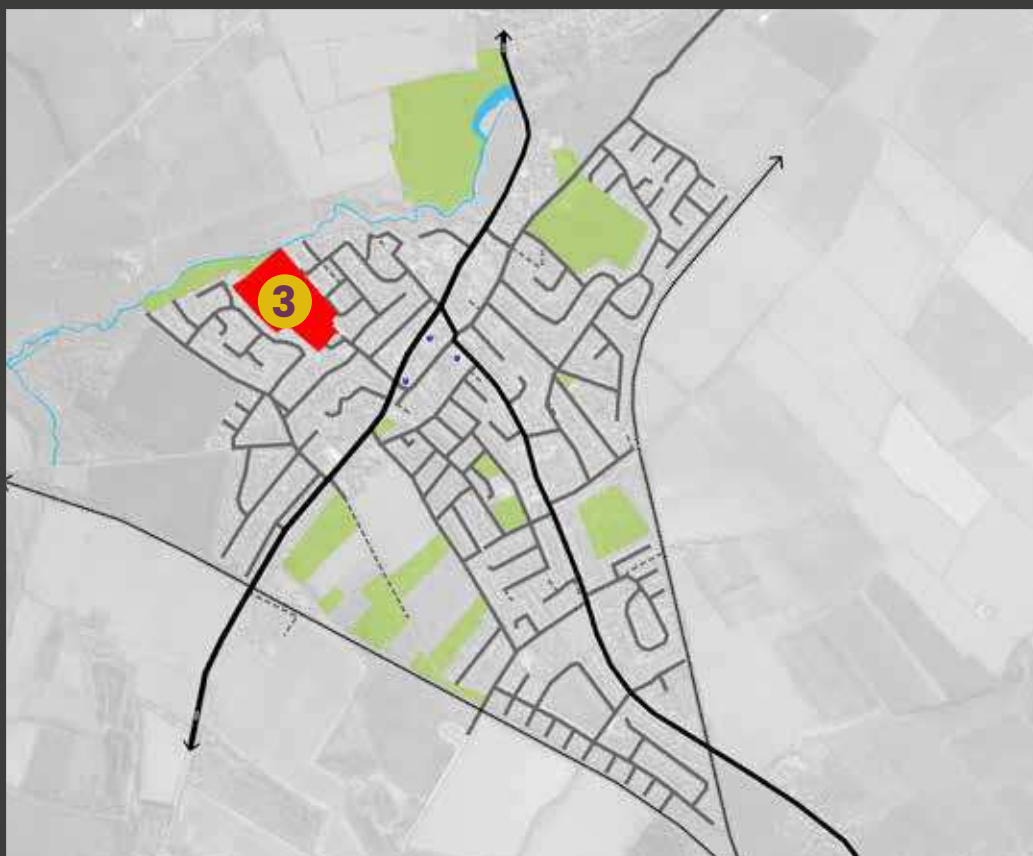
## Town centre projects



**1** Future Tech Skills and Knowledge Exchange

**2** Town Centre Hub

## Warsop projects



**3** Warsop Leisure Hub

## Woodhouse projects



**4** Woodhouse Station Gateway




## Berry Hill projects








**5** Berry Hill Park





**6** King George V Park

Below is a table explaining our proposed interventions, their links to the identified themes and the challenges that they will address:

Challenge	Project	Description	Outputs	Outcomes
 <p><b>Town Centre occupancy and footfall</b></p>	<b>Mansfield Connect</b>	<p>This is a key priority project for the Towns Fund.</p> <p>Centralise civic services of all partnership organisations.</p> <p>Creation of business space, both commercial and office and education space.</p> <p>A new draw for people to come to the town driving footfall, dwell time and spending.</p> <p>Repurposed disused property.</p>	<ul style="list-style-type: none"> <li>• Remediation of vacant buildings and sites.</li> <li>• Co-location of skills.</li> <li>• Co-location of business space.</li> <li>• Access to the expert support from NTU.</li> <li>• Creation of a new and prominent landmark.</li> <li>• New magnet driving footfall.</li> </ul>	<ul style="list-style-type: none"> <li>• Raised perceptions of place by residents and visitors.</li> <li>• Increased access to services.</li> <li>• Business count increase in the Town Centre.</li> <li>• Skills attainment increasing for the town.</li> <li>• Land values efficiency savings for all partners located within the hub.</li> <li>• Anchor sustainable long term driver.</li> </ul>
 <p><b>Town Centre occupancy and footfall</b></p>	<b>Warsop Heritage Action Zone</b>	<p>Re-energise the high street. Programme of shop front improvements match funded through private owners. This project will make maximum benefit of Warsop by creating a new and exciting place to visit.</p>	<p>Regeneration of Warsop Town Centre.</p> <p>A focus on restoring the physical heritage of Warsop.</p>	<p>Number of visitors to arts, cultural and heritage events and venues.</p> <p>Perceptions of the place.</p> <p>Raised aspiration and a return to the history for the town.</p>
 <p><b>Town Centre occupancy and footfall</b></p>	<b>Town Centre student development</b>	<p>Recondition and repurpose building to provide student accommodation to support student population to Mansfield.</p>	<ul style="list-style-type: none"> <li>• Creation of student living within the town centre.</li> <li>• Additional new town centre footfall driver.</li> </ul>	<ul style="list-style-type: none"> <li>• A diverse new demographic to live in and enjoy the enhanced town centre.</li> <li>• New business opportunity for local businesses to target the new student market.</li> <li>• Increased overall town centre spending power.</li> </ul>

Challenge	Project	Description	Outputs	Outcomes
 <p><b>Low skill low wage</b></p>	<b>Mansfield Skills Development Fund</b>	Training and activities project to deliver outcomes of the skills plan. Upskilling local people and filling skills gaps. This sits alongside the Future Tech Hub (Skills, Knowledge Exchange and Enterprise) working with Vision West Notts.	<ul style="list-style-type: none"> <li>Skills infrastructure created.</li> <li>Funding to support Skills courses, jobs fairs.</li> </ul>	<ul style="list-style-type: none"> <li>735 new learners supported over a 10-year period supported to move from a L1 to L2 qualification.</li> <li>900 learners supported over a 10-year period supported to move from a L2 to L3 qualification.</li> </ul>
 <p><b>Business start-up and Town Centre regeneration</b></p>	<b>Mansfield Woodhouse station gateway 3</b>	<p>Business start-up providing 290sqm of modern workspace for light industrial.</p> <p>Creating jobs, businesses and to regenerate the area.</p>	<ul style="list-style-type: none"> <li>Increase in commercial workspace.</li> <li>Remediation of derelict site.</li> <li>Improvement to overall enterprise market in Warsop.</li> <li>Inclusion of new relevant infrastructure to support new workers.</li> </ul>	<ul style="list-style-type: none"> <li>4 new businesses.</li> <li>Number of enterprises utilising high quality, affordable and sustainable commercial spaces increased.</li> <li>20 new jobs.</li> <li>Land values uplift within Mansfield Woodhouse.</li> </ul>
 <p><b>Skills gap, business growth</b></p>	<b>West Nottinghamshire College and Nottingham Trent University Future Tech Skills and Knowledge Exchange</b>	<p>Redevelopment of Chesterfield Road site into a high-tech skills, enterprise and knowledge exchange facility.</p> <p>Focus on forward-looking, 'technology-heavy skills', supporting low-carbon growth and concentrating on digital technologies and their application to the growth and sustainability of new and existing local businesses.</p> <p>Provide supported start-up opportunities and training to enable new businesses to apply the skills they have acquired.</p> <p>Local businesses to work with NTU to develop new products or enter new markets.</p> <p>Inclusion of enterprise services linking local businesses and students together.</p>	<ul style="list-style-type: none"> <li>Increase awareness, interest in and accessibility to higher value employment sectors.</li> <li>Increased and closer collaboration with employers working in partnership for the well-being and economic prosperity of Mansfield.</li> <li>Helping to 'future proof' Mansfield by looking ahead and developing skills that will be needed for higher value jobs in the local economy.</li> <li>Supporting new and aspirant entrepreneurs to start and grow a sustainable business in Mansfield.</li> <li>Increased footfall into the town centre .</li> </ul>	<ul style="list-style-type: none"> <li>Increases number of new learners.</li> <li>Increase in learners gaining relevant work experience/ being job ready for higher value jobs and self-employment opportunities.</li> <li>Increased percentage of working age population with valuable qualifications.</li> <li>Skilled workforce to combat unemployment and increase levels of financial resilience.</li> <li>Businesses supported to embrace and adopt new technologies in order to improve productivity and grow.</li> <li>Increasing the proximity of FE and HE in the town centre will improve accessibility of expertise and break down barriers.</li> </ul>

Challenge	Project	Description	Outputs	Outcomes
 <b>Digital connectivity</b>	<b>Connected Mansfield Programme</b>	<p>A programme designed in conjunction with NTU to turn Mansfield into a “SMART” town.</p> <p>These projects will be delivered initially in town centres with a long-term vision of expanding the scope and coverage.</p>	<ul style="list-style-type: none"> <li>• Parking infrastructure.</li> <li>• ANPR infrastructure.</li> <li>• Bus stops with live timing updates.</li> <li>• Digital wayfinding and customer flow management.</li> <li>• Virtual assistant technology.</li> <li>• Citizen reward schemes.</li> <li>• Safety and security systems.</li> <li>• Management of energy and waste.</li> <li>• Increasing access to learning and virtual working environments.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase use of EVs.</li> <li>• Increased wayfinding around the town centre including highlighted potential points of interest.</li> <li>• Increased safety.</li> <li>• Reduction in journeys by car in line with reducing carbon emissions.</li> </ul>
 <b>Town Centre access</b>	<b>Town access improvements, cycle improvements and the Accessible Transport Fund</b>	<p>A programme of access improvements to enhance people’s ability to access town centres.</p> <p>This will be supported by cycling infrastructure to promote healthy choices for residents when moving around the district.</p> <p>The project will also aim to improve access to transport for residents to local services through a revenue project called the Accessible Transport Fund, involving the relocation of taxi ranks in the town centre to a more accessible location and the subsidy of local bus routes to aid social mobility.</p>	<ul style="list-style-type: none"> <li>• Cycling and walking infrastructure improvements.</li> <li>• Cycle Hub incorporated into public realm.</li> <li>• EV infrastructure for public use.</li> <li>• Real time information bus stop digital boards.</li> <li>• DRT bus service for Business Parks and night time economy.</li> <li>• Relocation of key town centre taxi rank.</li> <li>• Subsidy of social mobility bus routes.</li> <li>• Introduction of ‘click and collect’ town centre models for local businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved access and movement into and around urban centres for those suffering from low social mobility and those with disabilities.</li> <li>• Higher uptake and visibility of sustainable transport through EVs.</li> <li>• Increase in cycle users.</li> <li>• Unlocked barriers to growth through transport improvements.</li> <li>• Increased pedestrian priority.</li> <li>• Reduced carbon emissions.</li> <li>• Decreasing social mobility issues amongst the most vulnerable in society.</li> <li>• Increasing access to facilities for those with limited access at present.</li> <li>• Increasing accessibility of public transport options for residents/visitors to Mansfield.</li> </ul>

Challenge	Project	Description	Outputs	Outcomes
 <b>Health inequalities</b>	<b>Warsop Community leisure hub</b>	<p>A new leisure community hub and provision of outreach health support.</p> <p>Create a tangible access point to leisure and health facilities to increase the health and wellbeing of residents across Warsop.</p>	<ul style="list-style-type: none"> <li>• Creation of a new physical activity hub (link to arts, culture &amp; heritage).</li> <li>• Regeneration of a derelict site within Warsop.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in access to health facilities.</li> <li>• Decrease in health related issues.</li> <li>• Improved perceptions of the place by Re-energising Warsop through investment.</li> </ul>
 <b>Health inequalities</b>	<b>Healthy Mansfield programme</b>	<p>An access to health benefits/active lifestyle programme to be run alongside the development of capital health projects.</p>	<ul style="list-style-type: none"> <li>• Creation of the Healthy Mansfield app and programme.</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing access of residents to sport, leisure and cultural facilities.</li> <li>• Active promotion of healthy lifestyle choices.</li> <li>• A new platform to promote and track activity levels.</li> <li>• Increasing overall activity levels for.</li> </ul>
 <b>Health inequalities</b>	<b>Destination Mansfield parks and sports facilities</b>	<p>The creation of a destination park, linking Berry Hill and King George V parks.</p> <p>Refurbished sports track at Berry Hill, the creation of children's play, and refurbishing facilities.</p>	<ul style="list-style-type: none"> <li>• Improvements to parks.</li> <li>• Introduction of children's play spaces, woodland walks and improved facilities.</li> <li>• The regeneration of the disused sports track at Berry Hill Park.</li> <li>• Introduction of event space at key parks.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in access to health, leisure and cultural facilities.</li> <li>• Decrease in health-related issues.</li> <li>• Improved perceptions of the place.</li> <li>• Increased tourism for through the creation of "destinations".</li> <li>• Re-energising local sports club.</li> <li>• Increase in overall activity levels.</li> </ul>
 <b>Lack of identity</b>	<b>District wide branding exercise, cultural and events programme</b>	<p>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.</p>	<ul style="list-style-type: none"> <li>• A designated brand for the town.</li> <li>• A raft of new events for the town across the programme duration.</li> <li>• A clear narrative to support efforts to persuade businesses to invest in Mansfield.</li> </ul>	<ul style="list-style-type: none"> <li>• Perceptions of the place by businesses improved.</li> <li>• Events to boost daily visitors by up to 8,500 people.</li> <li>• New businesses in Mansfield, bringing new jobs, new opportunities and new wealth.</li> </ul>

# Programme Cost Estimate and Towns Fund Ask:

Project	Estimated Cost	Ask	Match
Mansfield Connect	£7,000,000.00	£6,000,000.00	£1,000,000.00
Warsop Heritage Action Zone	£1,000,000.00	£500,000.00	£500,000.00
Town Centre student development	£870,000.00	£870,000.00	£0.00
Mansfield Woodhouse Station Gateway 3	£536,000.00	£506,000.00	£30,000.00
West Nottinghamshire College and Nottingham Trent University Future Tech Skills and Knowledge Exchange and the Skills Delivery Plan	£6,350,000.00	£5,700,000.00	£650,000
Connected Mansfield programme	£2,000,000.00	£2,000,000.00	£0.00
Town access improvements and cycle infrastructure	£2,750,000.00	£2,750,000.00	£0.00
Warsop Community Leisure Hub	£6,600,000.00	£3,000,000.00	£3,600,000.00
Healthy Mansfield programme	£500,000.00	£500,000.00	£0.00
Destination Mansfield parks and sports facilities	£3,500,000.00	£3,500,000.00	£0.00
District-wide branding exercise, cultural and events programme	£500,000.00	£500,000.00	£0.00

Total programme costs:	£31,606,000.00
Fund ask:	£25,826,000.00
Total match investment to the district:	£5,780,000.00

## Match:

The Making Mansfield Place Board has worked with partners to offer up as much match funding as possible for this investment plan. It is acknowledged that due to coronavirus and ongoing budgetary restraints, partners often do not have access to sufficient capital to offer further financial support for projects. It is also acknowledged that the interventions proposed are designed to fill funding gaps where development may not be viable for the private sector to invest. By doing this we are confident that we can level-up the baseline of the town in readiness for future private sector investment, providing the wrapper for all future investment through our Town Investment Plan.

Other leveraged capital investment supporting the town:

Mansfield Travelodge	£4m
Mansfield town hall	£1.4m
Stockwell Gate North leisure development	£12m
Walkden Street car park stage 2 renovations	£2.4m
Lindhurst	£3m
White Hart	£25.1m

In the current climate none of the above projects will be deliverable without funding.

## Advanced manufacturing hub:

The Making Mansfield Place Board has also been working to develop an ongoing partnership with the Ashfield District Council Town Investment Plan Board, in future it is an aspiration to be a partner of their forthcoming Advanced Manufacturing Hub project to further strengthen the skills of the region of Ashfield and Mansfield. The development will potentially have a widespread positive impact across both districts and has the ability to be mutually beneficial for businesses and learners.

**The development will potentially have a widespread positive impact across both districts and has the ability to be mutually beneficial for businesses and learners.**



# The Why (Outcomes and Impacts):

## Project outputs and outcomes

The successful implementation of the projects outlined within the TIP will see a modal shift in the demographic of t Mansfield users to include a much higher percentage of economically active residents, students and visitors.

The expected outputs and outcomes for each project are set out below. For more information see the Pegasus outputs and outcomes report attached as an appendix.

Project were assessed against the Towns Fund guidance, and are aligned with one of the place board five key themes.





## Town centres

### Mansfield Connect - Outputs

Theme	Outputs	Quantity
<b>Urban regeneration , planning and land use</b>	Remediation and/or development of abandoned or dilapidated sites.	14,760sqm
	Delivery of quality residential or commercial space in key locations.	
	Delivery of new public spaces.	Included in above
<b>Arts, culture and heritage</b>	New, upgraded or protected community hubs, spaces/assets, linked to local inclusive growth.	Included in above
<b>Enterprise infrastructure</b>	Increase in shared workspace or innovation facilities.	700 sqm
<b>Skills infrastructure</b>	Increase in capacity and accessibility to new or improved skills facilities.	1

### Mansfield Connect - Outcomes

Outcome indicator	Quantity
<b>Perceptions of the place by residents/businesses/visitors</b>	
Other (increased spend in Mansfield town centre)	£0.74million
<b>Number of enterprises utilising high quality, affordable and sustainable commercial spaces</b>	15
<b>Other (new jobs in Mansfield)</b>	50 (gross)
	40 (net)
<b>Other (GVA per annum from new jobs)</b>	£2million

## Warsop Heritage action zone – Outputs

Theme	Outputs	Quantity
Arts, culture and heritage	Programme of shop front improvements to celebrate area's heritage.	1
	Occupied vacant properties.	3

## Warsop Heritage action zone – Outcomes

Outcome indicator	Quantity
Other (increased GVA)	£400,347
Other (increased employment in Warsop)	10
Business counts	3
Other (employment increase in existing businesses)	10

## Town Centre student accommodation – Outputs

Theme	Outputs	Quantity
Skills infrastructure	Conversion of vacant dilapidated building into student accommodation block.	1
	Beds	Approx. 30

## Town Centre student accommodation – Outcomes

Outcome indicator	Quantity
Town centre student residents	Approx. 30



## Skills

### West Nottinghamshire College and Nottingham Trent University Future Tech Skills and Knowledge Exchange – Outputs

#### Theme

Skills infrastructure	Increase in capacity and accessibility to new or improved skills facilities.	1
	Availability of new specialist equipment.	3
	Increased and closer collaboration with employers.	8
	Increase in the breadth of the local skills offer that responds to local skills needs.	1
	Increased benefit for the public education over the long term.	1

### West Nottinghamshire College and Nottingham Trent University Future Tech Skills and Knowledge Exchange – Outcomes

Outcome Indicator	Quantity
Number of new learners assisted	2,275 (5 years)
Learners gaining relevant experience/being 'job ready' (as assessed by employers)	2,275
Increase in working age population with qualifications	2,275
Other (unemployed people getting a job)	TBC



### Mansfield Woodhouse station gateway 3 – Outputs

Theme	Outputs	Quantity
Urban regeneration, planning and land use	Remediation and/or development of abandoned or dilapidated sites	290 sq. m. of office floorspace
	Delivery of quality residential or commercial space in key locations.	
Enterprise infrastructure	Increase in the amount (and diversity) of high quality, affordable commercial floor space.	

### Mansfield Woodhouse station gateway 3 – Outcomes

Outcome indicator	Quantity
Business counts	
Number of enterprises utilising high quality, affordable and sustainable commercial spaces	4
Number of start-ups and/or scaleups utilising business incubation, acceleration and co-working spaces	
Other (creating permanent employment)	12 (gross)
	10 (net)
Other (GVA per annum from new jobs)	£486,320

### Mansfield Skills Development Fund – Outputs

Theme		
Skills infrastructure	Increase in capacity and accessibility to new or improved skills facilities.	1 (the skills hub)
	Increase in the breadth of the local skills offer that responds to local skills needs.	
	Increased benefit for the public education over the long-term.	

### Mansfield Skills Development Fund – Outcomes

Outcome indicator	Quantity
Number of new learners assisted	735 (L1 to L2)
	900 (L2 to L3)



# Accessibility and infrastructure

## Connected Mansfield programme – Outputs

Theme	Outputs	Quantity
<b>Digital connectivity</b>	Provision of specialist digital technology.	1 – Digital technology providers will be engaged to deliver various services.
	LPWAN network installed across Mansfield.	1 – installation of hardware infrastructure.
	Creation of a Mansfield Digital Wayfinding platform.	1 – Web/digital based solution.
	Smart technologies implemented and connected.	1 – Implementation of digital networks connected to physical infrastructure.

## Connected Mansfield programme – Outcomes

Outcome indicator	Quantity
<b>Perception of the place by residents/businesses/visitors</b>	Available to all.
<b>Increased footfall and visitors to the town</b>	TBC once Business case is established.
<b>Increase to people working remotely</b>	TBC once Business Case is established.

## Town Access improvements and cycle infrastructure – Outputs

Theme	Outputs	Quantity
Local Transport	Cycling and walking infrastructure upgrades.	1
	EV recharging points.	1
	Clean Bus Technology Grant.	£500,000

## Town Access improvements and cycle infrastructure – Outcomes

Outcome indicator	Quantity
Perception of the place by residents/businesses/visitors	15,472
Increased footfall and visitors to the town	17,000 estimate

## Accessible Transport Fund – Outputs

Theme	Outputs	Quantity
Local Transport	More Frequent Bus Services or infrastructure upgrades.	1 – assume one new local bus service is run, covering a 2 – mile radius of Mansfield town centre.
	New or upgraded road infrastructure.	1 – the re-location of a taxi rank. 2 – click and collect points.

## Accessible Transport Fund – Outcomes

Outcome indicator	Quantity
Perception of the place by residents/businesses/visitors	15,472
Increased footfall and visitors to the town	17,000 estimate



## Health and wellbeing

### Warsop Community Leisure Hub – Outputs

Theme	Outputs	
Arts, culture and heritage	New, upgraded or protected community, sports, arts and cultural facilities.	1
Urban regeneration, planning and land use	Remediation and/or development of abandoned or dilapidated sites Delivery of quality residential or commercial space in key locations.	1

### Warsop Community Leisure Hub – Outcomes

Outcome indicator	Quantity
Number of visitors to arts, cultural and heritage events and venues	2,500
Perceptions of the place by residents/visitors	As above

### Healthy Mansfield – Outputs

Theme	Outputs	Quantity
Digital connectivity	Development of programme for community engagement.	1

### Healthy Mansfield – Outcomes

Outcome indicator	Quantity
Other (number of people aged 16+ in Mansfield using the Healthy Mansfield service)	17,740

## Destination Mansfield parks and sports facilities – Outputs

Theme	Outputs	
Arts, culture and heritage	New, upgraded or protected community, sports, arts and cultural facilities.	1
Urban regeneration, planning and land use	Remediation and/or development of abandoned or dilapidated sites.	1
	Delivery of quality residential or commercial space in key locations.	

## Destination Mansfield parks and sports facilities – Outcomes

Outcome indicator	Quantity
Number of visitors to arts, cultural and heritage events and venues	5,465
Perceptions of the place by residents/visitors	as above





# Identity and brand

## Destination Mansfield branding and events programme - Outputs

Theme	Outputs	
Arts, culture and heritage	Research project to identify the branding needs of Mansfield.	1
	Creation of a destination branding strategy.	1
	New cultural events each year.	2

## Destination Mansfield branding and events programme - Outcomes

Outcome indicator	Quantity
Perceptions of the place by residents/businesses/visitors	17,000
Number of visitors to arts, cultural and heritage events and venues	



# The When (The Programme)

While the Town Investment Plan is formulated upon a strategic vision, this section illustrates the estimated timelines associated with the Towns Fund priority projects.

	2022				2023				2024				2025				2026			
Project	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Mansfield Connect																				
Warsop Heritage Action zone																				
Town centre student development																				
Skills Development fund																				
Mansfield WHSG phase 3																				
WNC Innovative Learning Centre																				
Connected Mansfield Programme																				
Town access improvements																				
Warsop Community Leisure Hub																				
Healthy Mansfield Programme																				
Destination Mansfield parks Programme																				
District Branding and events																				