

Mansfield Connect

Project Vision and Delivery Plan



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CONTENTS PAGE

1. Introducing Mansfield Connect	<ul style="list-style-type: none">i. Backgroundii. Visioniii. Our partnersiv. Stakeholder engagementv. Outcomes	<u>3</u>
2. The Case for Mansfield Connect	<ul style="list-style-type: none">i. Local & national policy prioritiesii. Responding to local neediii. The impactsiv. Theory of Changev. Economic benefits & value for money	<u>10</u>
3. The Project in More Detail	<ul style="list-style-type: none">I. Spatial contextII. Current building conditionIII. Our proposalsIV. Uses and activities	<u>18</u>
4. Delivering Mansfield Connect	<ul style="list-style-type: none">i. Budgetii. Programmeiii. Governance	<u>24</u>



1. INTRODUCING MANSFIELD CONNECT

OUR IMPACT FOCUSED VISION



BACKGROUND: FROM BEALES TO MANSFIELD CONNECT

The Beales department store building is located in a prominent location in the town centre, on the corner of Stockwell Gate and Queen Street, opposite the entrance to the Four Seasons shopping centre. Development proposals for the site have the potential to positively influence change on surrounding sites and the town centre road network.

The building has formed an important anchor in the town centre for a long time, but has been vacant since Beales closed in 2020; the condition and layout of the building means there is no realistic prospect of it being reactivated by the private sector;

Mansfield District Council purchased this asset in 2021 to safeguard and control this asset because of its key role in the town centre and its wider local importance.

Mansfield Connect will channel both LUF and wider investment from partners who will become its tenants, given the strategic benefits and opportunities presented for all by a town centre hub.

A significant body of partnered working has taken place between stakeholders has underpinned the development of the proposition and will continue. Mansfield Connect is a high value and complex project, but our plans are robust and deliverable.



OUR VISION

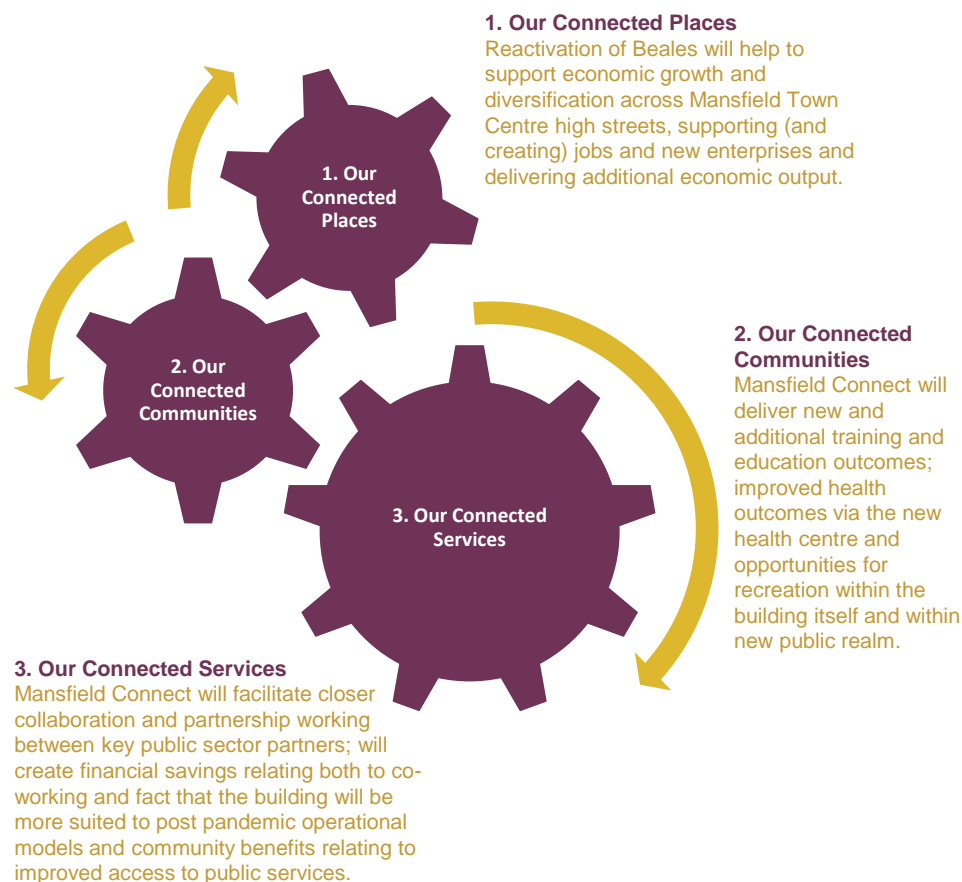
Mansfield Connect sees the regeneration and repurposing of a locally valued but long-vacant department store to create a new civic and community hub.

It will be a beacon for all, bringing partners, agencies, residents and communities together – reactivating Mansfield town centre, driving transformational change in service delivery across the district, breeding a new confidence in the town and unlocking our entrepreneurial spirit.

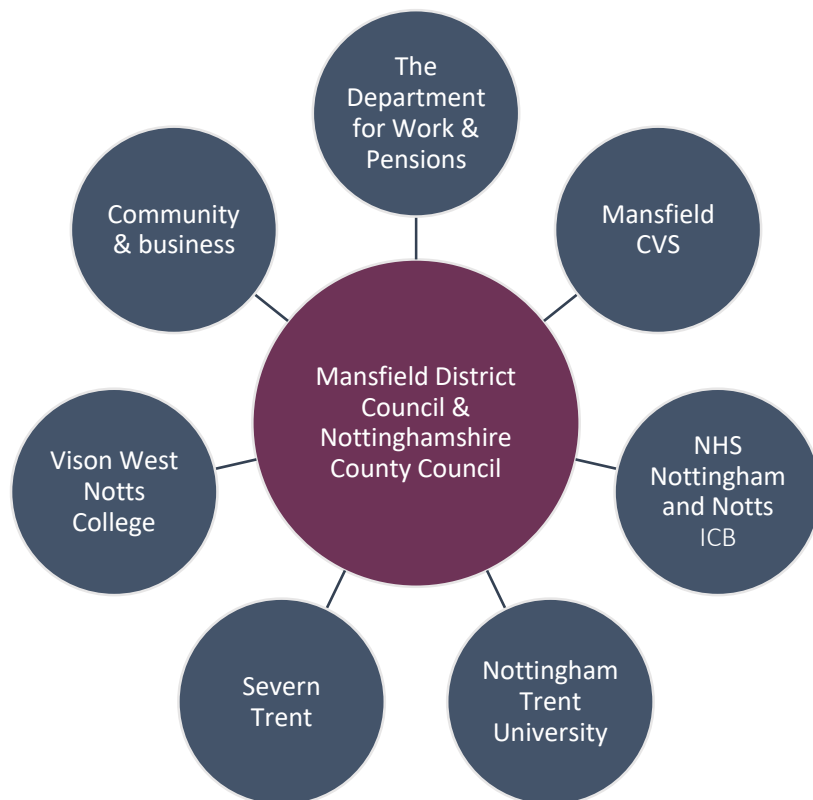
A successful Levelling-Up Fund submission represents a once in a generation opportunity. Mansfield Connect offers a welcome truly worthy of the place, enabling our partners and stakeholders to respond collaboratively to our challenges and opportunities.

The repurposing of this landmark building in the town centre will have a catalytic effect, bringing to life a new integrated space, stimulating private sector investment and reactivating the town over the 24/7.

Three Interconnected Delivery Strands Driving Transformational Impact



PARTNERED WORKING SETS THE FOUNDATIONS OF OUR INNOVATIVE APPROACH



- Established Project Stakeholder Group, committed to working together going forwards (MoU and Letters of Support).
- Funding, other contributions by the partners and their respective requirements are on-going discussion the project develops.
- External advisor support to develop the bid provided by proven specialists:
 - **Arc Partnership** – A joint venture between Nottinghamshire County Council and Scape, Arc has focused on initial design and accommodation matters and will move on to also support procurement and construction. Arc is an award-winning team, recognised by, and members of, some of the industry's most respected professional bodies.
 - **PRD** - Advisors on place-making, impact and delivery, PRD has previously developed successful LUF bids and supported a range of public sector-driven projects. PRD is providing bid writing support and will provide further business case and mobilisation support.

A CO-CREATED VISION AND APPROACH

We recognise that **community buy-in** is fundamentally important for the ultimate delivery of a successful project and acknowledge the value that stakeholders can bring by sharing their ideas.

Ensuring community support for the Mansfield Connect project has therefore been at the forefront of our bid development process. The strategies that have informed the creation of this bid, including Mansfield Town Centre Masterplan, the Mansfield Town Investment Plan (Towns Fund), Making Mansfield – Towards 2030, were developed from significant community engagement.

The development of this bid was also supported by **two in-depth stakeholder workshops** over the course of a month, attended by representatives from the public, private and third sector, including organisations and partners that work with local people, communities and businesses across Mansfield. These sessions acted as a **check and challenge opportunity**, enabling stakeholders to shape the Mansfield Connect approach.

Ongoing engagement to guide both the Mansfield Connect project specifically and the future of Mansfield more generally has also been facilitated via the 'Making Mansfield Place Board'. The group will help **guide, advise and shape** the projects as they progress, ensuring that local support is maintained into the future.

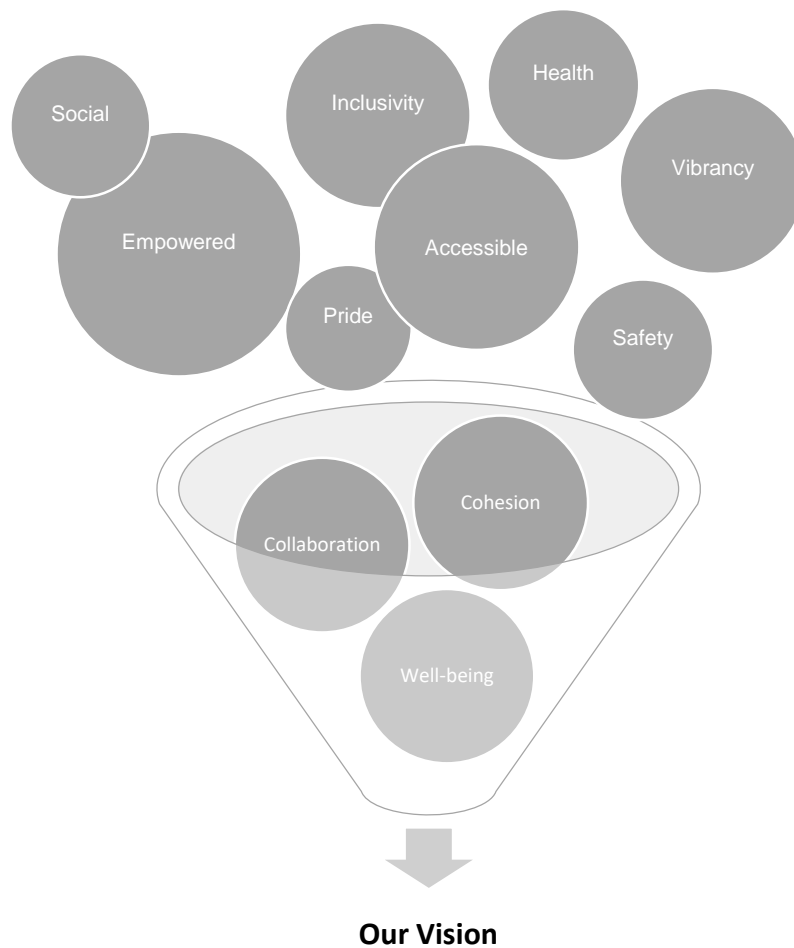
What our community want



Key themes emerging from community engagement

The Vision: Finding the Right Words

As part of our engagement process, we asked stakeholders to tell us what their vision is in their own words. This is what they said:



LEVELLING UP WITH MANSFIELD CONNECT

Our Desired Outcomes

1. Connecting Place: boosting town centre vitality.

Uplift in the quality, attractiveness and sustainability of the immediate environment. The project will directly transform local footfall levels and spend – with c.800 workers plus potential for significant additional footfall from learners and service users. Combined, these effects will help to enhance perceptions of the town centre and catalyse commercial and residential investment in a number of nearby opportunity sites.

2. Connecting Communities: enhancing community wellbeing.

Creation of new and more diverse employment and enterprise opportunities, with onsite capacity for c.400 jobs in enterprise space, and up to 500 learners per annum; positive health outcomes for local residents linked to better access to healthcare.

3. Connecting Services: public service leadership & transformation.

The project will provide residents with stronger & more responsive access to the support they need, while also enhancing the operational resilience of public sector partners



How we will deliver

We will provide space for **new civic, commercial and flexible spaces** which not only breathe life back into the building, but also into the town centre more broadly.

We will accommodate a mix of **different types of uses**, from fundamentally important public and local government services to fine dining and health and beauty provision, to spaces for student-led business start-ups and flexible event space available for all members of the community, the **building will be activated at all hours of the day**.

A new active frontage will make the streets feel more **welcoming, safer and more accessible** to more vulnerable groups, stimulating further private sector interest and investment in this neglected part of the town.

We will demonstrate leadership in how **buildings can be repurposed** in response to the climate emergency

We will **strengthen existing partnerships and build new ones** to deliver a more coordinated response to local challenges.

2. THE CASE FOR MANSFIELD CONNECT

RESPONDING TO LOCAL NEED AND
ASPIRATION



SUPPORTING LOCAL POLICY ASPIRATIONS

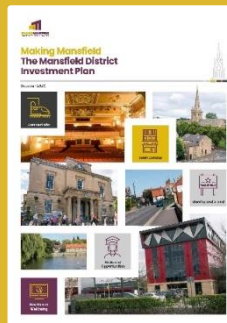
Making Mansfield: Towards 2030 sets out our strategic direction and vision for the future with a focus on securing inclusive economic growth. We want Mansfield to be prosperous and for that prosperity to benefit our communities by reducing inequalities, improving health and well-being and creating new opportunities with wider reaching social and economic benefits. The **Mansfield Investment Plan** and **Mansfield Town Centre Masterplan** set out how investing in our places can benefit our people and improve their lives.

Our local policy approaches have highlighted the need for **growth**, to improve **wellbeing**, to support and encourage **aspiration** and improve the quality of the **place**. The Mansfield Connect approach has a role to play in addressing the challenges. Our community values Mansfield Town Centre and wants to see it thrive. This bid is central to bringing vitality back to Mansfield Town Centre, supporting our local businesses and creating skills and opportunities. It will enable us to create a town centre that is a place that people aspire to be. Providing opportunities that enable our local businesses to grow and our local people to earn more. It will be a place where the community can come together, access support and benefit from improved wellbeing.

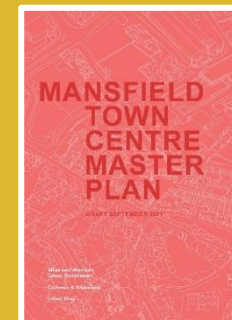
Key local policy and strategic documents that are linked to this bid



Making Mansfield Towards 2030
A strategy for transforming the Mansfield district. The strategy sets out the council's vision and ambitions for the future.



The Mansfield Investment Plan
A targeted strategy for investment in Mansfield through the Towns Fund



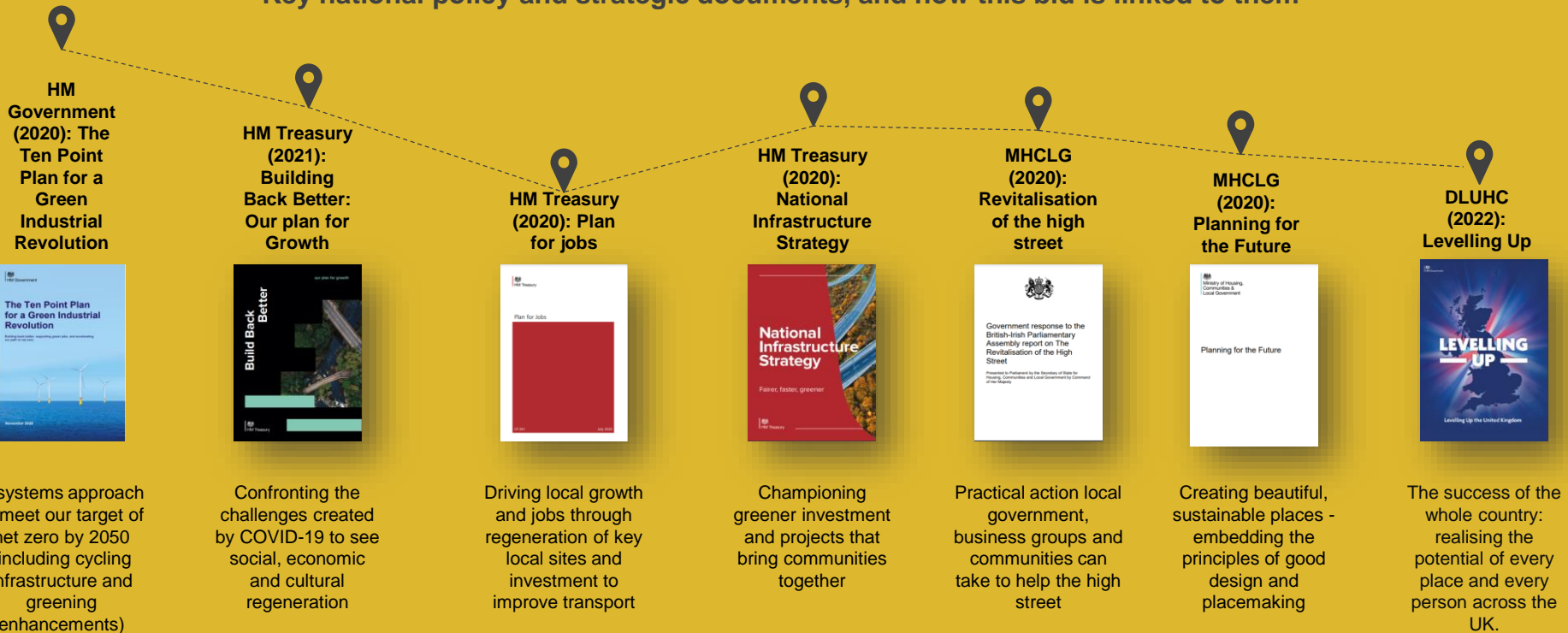
Town Centre Masterplan
A vision and delivery plan to guide the regeneration of the Mansfield town centre over the next 15 years.

ALIGNING WITH NATIONAL PRIORITIES

In shaping our proposal, we were guided by the policy and strategic directions of government at a national level. There are a number of national strategic priorities that are directly linked to our aspiration to bring vitality back to our town centre and addressing the challenges impacting on the lives of our center citizens.

This bid's objectives are closely aligned to the government's strategic objectives to **build back better**, support strong, **healthy and active communities**, and accelerate our **path to net zero**.

Key national policy and strategic documents, and how this bid is linked to them



RESPONDING TO LOCAL NEED

Challenge 1: Town Centre Vitality

Long standing high street vacancy challenges and low levels of private sector investment constraining regeneration potential

Mansfield and Ashfield have 35.1 business start ups per 10,000 of the population, compared to UK average of 53.3

Levels of economic productivity are very low with GVA per jobs of c.£39,000 – 20% below the LEP average

Available commercial space is low quality

Strong levels of demand for better services and amenities - Footfall in Mansfield centre has been going up and the town centre has a strong local catchment.

Challenge 2: Community Wellbeing

Mansfield is in the top 20% of most deprived districts in the country

Self rated health of residents was lower than the England average in 2011

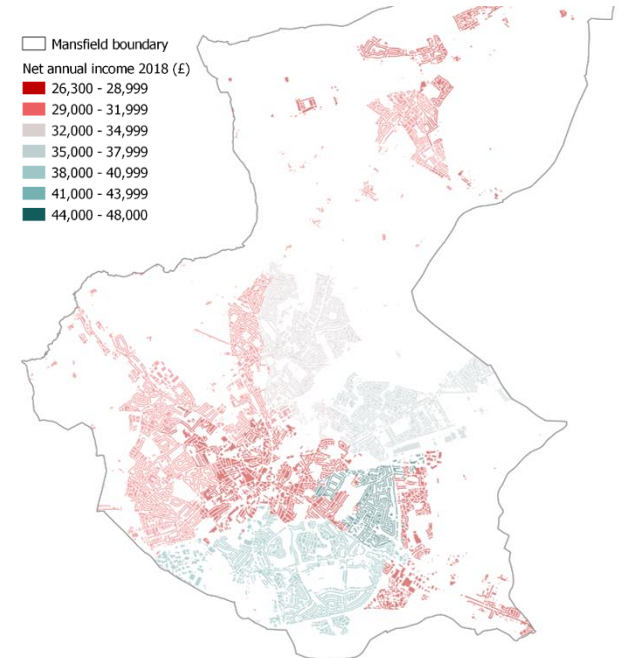
There are high levels of alcohol, smoking and substance abuse

Mansfield is ranked the 10th worst area for social mobility and opportunities in the entire country

43% of residents are in "low wage" industries

Gross weekly earnings are low at just £453.20

Residents are lower skilled than England and East Midlands, making it harder for businesses to recruit locally.



Mansfield is characterised by some of the UK's most severe concentrations of deprivation, with specific challenges around economic participation and public health; levels of productivity are 20% below the LEP average.

Challenge 3: Public Service Delivery

Mansfield is facing a rising demand for services due to worsening poverty as a result of the cost-of-living crisis and the aftermath of the pandemic and an ageing population

Mansfield DC is facing a squeeze on resources due to changes to rental income and returns on investments due to the pandemic and other economic uncertainties

MANSFIELD CONNECT AT A GLANCE: A TAILORED RESPONSE TO MAXIMISE IMPACT

	1. OUR CONNECTED PLACE	2. OUR CONNECTED COMMUNITIES	3. OUR CONNECTED SERVICES
WE WILL DELIVER...	A restored physical fabric of the building and a transformed contribution to the wider street scene.	Space for enterprise, education, health and community.	Space for public service co-working, collaboration and delivery.
THE OUTCOME OF THIS WILL BE...	Transformed Town Centre Vitality. Uplift in the quality, attractiveness and sustainability of the immediate environment; increased footfall and enhanced perceptions of the town centre catalysing commercial and residential investment.	Strengthened Community Wellbeing. New and more diverse employment and enterprise opportunities and more positive health and wellbeing outcomes for residents who are better able to access services.	Public Sector Leadership and Reform. The project will provide residents with stronger & more responsive access to the support they need, while also enhancing the operational resilience of public sector partners
WE KNOW WE WILL BE SUCCESSFUL BECAUSE...	<ul style="list-style-type: none">- Direct uplift in footfall- Increased private sector investment in the town- Uplift in retail spend- Improved perceptions- Uplift in m2 of green space	<ul style="list-style-type: none">- Improved business start-up rates- Improved skill levels of local residents- Better health outcomes (improved healthy life expectancy etc)	<ul style="list-style-type: none">- Uplift in the number of individuals accessing services- Improved outcomes for those accessing services- Improved engagement rates- Reduced expenditure



OUR THEORY OF CHANGE FOR MANSFIELD CONNECT

MANSFIELD CONNECT

ULTIMATE GOAL

Transforming the wellbeing and prosperity of Mansfield residents by improving access to social and economic opportunities, services and infrastructure, and by increasing local pride, ownership and belonging.

STRATEGIC IMPACTS TARGETTED

1. Mansfield has a diverse and successful town centre which provides access to social, civic & economic essentials.

2. Mansfield provides a wider and better quality range of opportunities for employment and enterprise.

3. Mansfield town centre is accessible, green, resilient and attractive.

4. Mansfield residents feel a greater sense of pride in their town and enjoy enhanced prosperity and wellbeing.

Activities to Address the Challenges

Exemplar repurposing of a landmark town centre building providing an anchor for a more diverse, inclusive and resilient town centre.

The project comprises four core delivery strands:

- 1. Connecting Place:**
Retrofitting and repurposing of a former department store to provide c.11,000m² of high quality space, alongside provision of new high quality and climate resilient green space in the town centre.
- 2. Connecting Communities:**
Delivery of new flexible spaces to bring new uses to the town centre and transform access to enterprise, education and health
- 3. Connecting Services:**
Establishment of a new public services hub, supporting public sector reform and bringing services closer to residents.

Delivery Inputs

- £1.8m MDC acquiring the asset
- £20m from LUF to retrofit and repurpose the building
- £5.75m public sector match to support capital works.
- Commitments from delivery partners and tenants to support fit out of space to bespoke requirements.

Delivery Outputs

- Number of partners engaged in the delivery partnership
- Sqm of space refurbished
- Sqm of public service space
- Sqm of enterprise space delivered
- Sqm of education space provided
- Sqm of shared space provided.
- Sqm of new public space
- Number of green / blue features delivered (e.g. green roof, solar panels etc)
- Number of trees planted
- Number and area of wider 'greening' initiatives delivered.

Wider Enablers and Influencers

Wider Enablers

Co-ordination of council and public sector partner services and resources to connect residents to opportunity

Wider programme of Towns Fund and Green Recovery investment focused on enhancing town centre vitality.

Wider Influences

Macro-economic context driving Mansfield economy – and influencing high street demand and employment opportunity

Activities of private market in delivering new spaces & places

Ongoing impact of pandemic and cost of living crises on resident wellbeing outcomes.

Ongoing public resource challenges and wider inflationary pressures.

Delivery Outcomes

1. Town centre vitality:

- Uplift in the quality and attractiveness of the immediate environment and perception of town centre – (KPIs: footfall, perception, spend, space take-up, land value across town centre)

2. Community wellbeing:

- New and more diverse employment and enterprise opportunities (KPIs: onsite jobs & enterprise)
- Training opportunities (KPIs on-site training outcomes)
- Delivery of health outcomes (KPIs: access to health; improved health)

3. Public service leadership & transformation:

- Residents have stronger & more responsive access to the support they need (KPIs: take up of support and services and impact of this from a wellbeing perspective)
- Unlocking of tangible environmental benefits (KPIs: carbon savings via retrofit and energy efficiency and generation)
- Operational resilience of public sector partners (KPIs: cost savings; partnerships; collaborations)
- Delivery of value on sites unlocked (e.g. Civic Centre) (KPIs – number of homes or amount of commercial / community space delivered).

MANSFIELD CHALLENGES

- Structural challenges facing town centre exacerbated by pandemic
- Weaknesses in the critical mass and productivity of the economy, impacting on opportunity for residents
- Embedded resident deprivation and inequality across resident population

- Health inequalities constraining community wellbeing and inclusion
- Weak levels of economic opportunity and participation, exacerbated by Covid
- Climate emergency, with specific challenges in terms of flood resilience

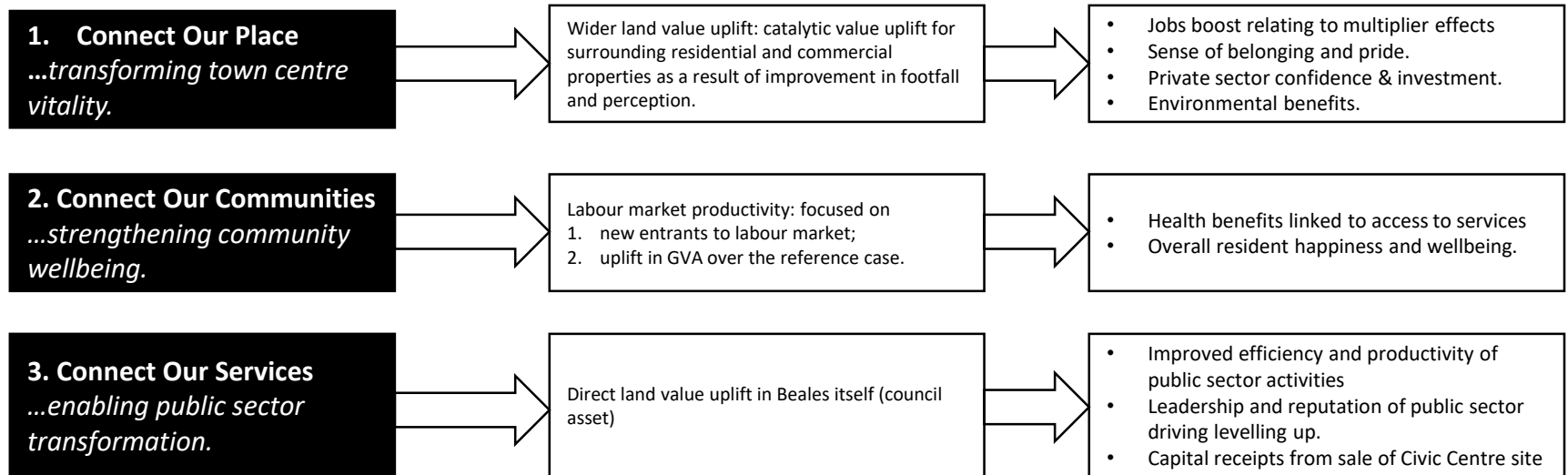
- Weaknesses in the quality of the urban environment constraining life experience & equality of access
- Ongoing structural changes in public service delivery.

ASSESSING THE ECONOMIC BENEFITS

Five main areas of monetised benefit have been identified: Direct land value uplift; Wider land value uplift (commercial and residential; Productivity (new labour market entrants; GVA uplift linked to enterprise centre).

The nature of the project also means there are **significant non-monetised benefits** linked to co-location of public services, the environment and overall wellbeing.

EXEMPLAR RE-ACTIVATION OF A HIGH STREET LANDMARK WILL...



DELIVERING STRONG VALUE FOR MONEY

The appraisal summary table for the Mansfield Connect is provided below. The project demonstrates 'high' for money; the assessment has been highly conservative, with only the core benefits monetised and a highly cautious approach to setting of assumptions.

		Mansfield Connect LUF
Benefits	Direct Land Value Uplift	£1,271,465
	Wider Commercial Land Value Uplift	£17,828,159
	Wider Residential Land Value Uplift	£10,610,769
	Labour Supply Impacts	£5,667,701
	Total Initial Benefits for BCR (A)	£35,378,094
	Productivity Uplift	£15,302,794
	Total Adjusted Benefits for BCR (B)	£50,680,888
Economic Costs	LUF Cost/Funding (C)	£19,812,438
	Co-funding Local Authority Cost (including borrowing) (D)	£4,791,441
	Total Cost (LUF + Co-funding) (E)	£24,603,880
	Private Sector Cost (F)	£869,391
Cost Benefit	Initial BCR (A-F)/E	1.40
	Adjusted BCR (B-F)/E	2.02



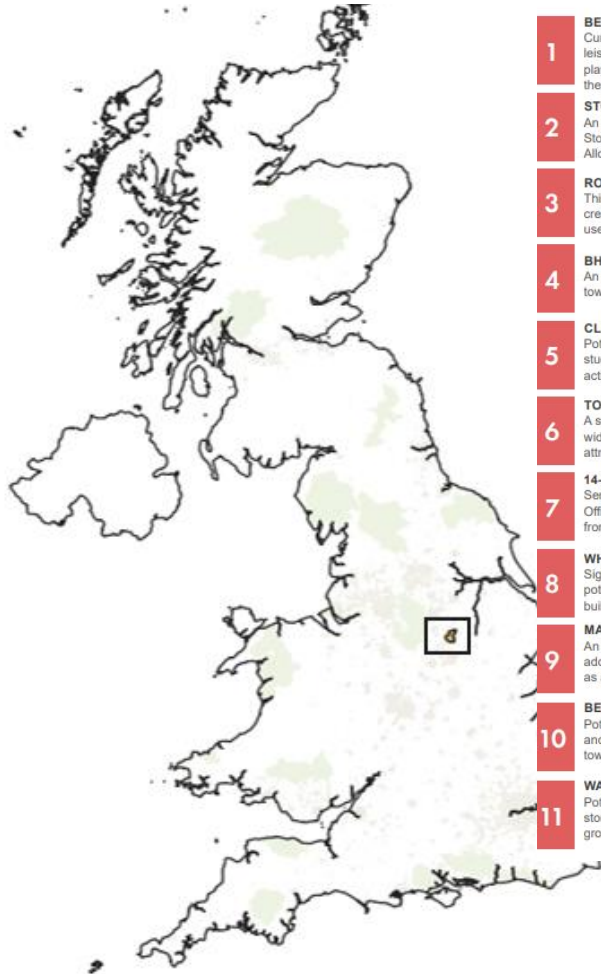
3. THE PROJECT

OUR PROPOSALS TO TRANSFORM THE
BEALES BUILDING INTO MANSFIELD
CONNECT



SPATIAL CONTEXT: INVESTING AT THE HEART OF OUR TOWN CENTRE

key sites



- 1 BELVEDERE STREET**
Currently surface parking but allocated for retail and leisure uses in Local Plan, it has an important role to play in delivering a strong link from the railway station to the town centre.
- 2 STOCKWELL GATE**
An important opportunity to re-establish active frontage onto Stockwell Gate as a key historic pedestrian connection. Allocated for retail and leisure uses in Local Plan.
- 3 ROSEMARY CENTRE**
This site has good potential for use as flexible space for creative uses, workspace, light industry and community uses, or for redevelopment.
- 4 BHS AND CLUMBER STREET**
An opportunity to create new links and frontage in a key town centre site.
- 5 CLUMBER HOUSE**
Potential to rehabilitate a former office building to deliver student accommodation in a busy location, supporting active ground floor space.
- 6 TOOTHILL LANE CAR PARK**
A switch from minor car park to town centre park with wide open views as part of making the town centre more attractive and liveable.
- 7 14-16 CHURCH STREET**
Sensitive conversion and adaptation of the former Post Office building, including retention of the key historic frontage.
- 8 WHITE HART STREET**
Significant town centre residential opportunity with the potential for imaginative re-use of elements of historic building and a relaxed new laneway.
- 9 MARKET PLACE**
An opportunity to reimagine the core of the town centre, adding to its character and reinforcing its attractiveness as a place to be.
- 10 BEALES**
Potential for the former department store to be remodelled and redeveloped to provide new flexible workspace in the town centre, potentially as a new home to the Council.
- 11 WALKDEN STREET CAR PARK**
Potential for the redevelopment of the existing multi-storey car park and former Tesco store to provide a new ground level or low rise car park with new public realm



A number of key sites have been identified for their potential to contribute to this vision. Initial sketches have been provided for some of these sites to show how they might change to help support the principles and vision for Mansfield.

The masterplan seeks to deliver a long term strategy that looks to the future of Mansfield and delivers the best outcome for the town. Therefore other sites, including the Four Seasons Shopping Centre, are being considered as part of the masterplan in order to prepare for and mitigate against the potential impact of changing retail trends.

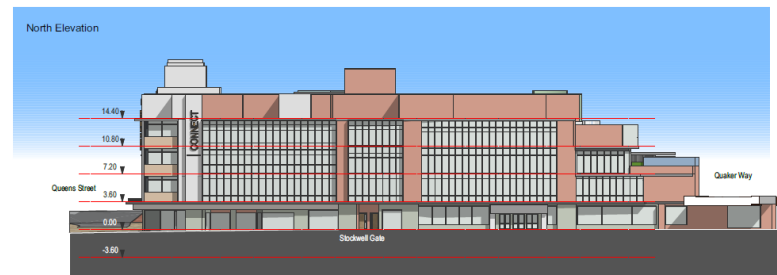
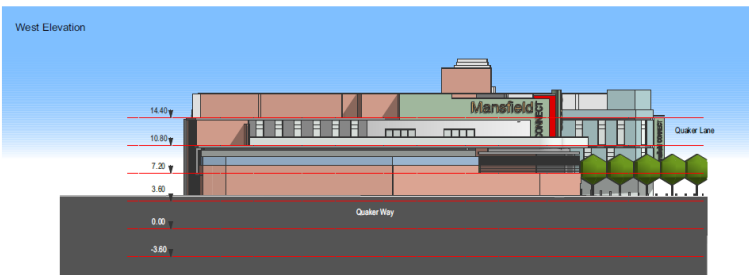
Mansfield Connect is site 10 on this extract from the Town Centre Master Plan, illustrating its position within the town and in the context of other key sites.

THE BUILDING'S CURRENT CONDITION



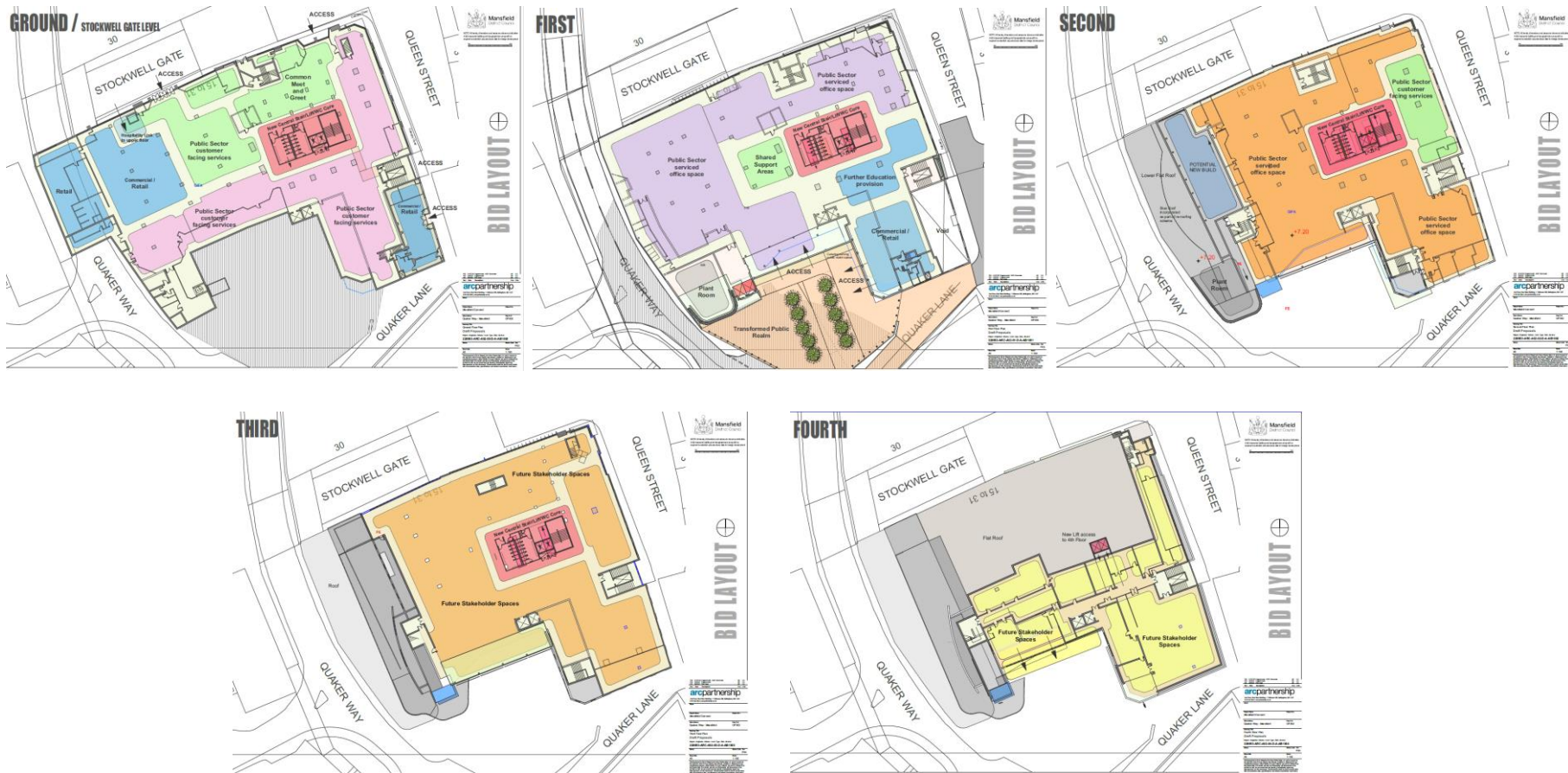
OUR PROPOSALS

Proposals for Mansfield Connect have been developed by Mansfield District Council in partnership with Arc. The detailed work done to date means that the project is strongly positioned to move into delivery once funding is in place.



PROPOSED LAYOUT AND FLOORPLAN

The renovations will deliver over 11,000m² of refurbished commercial space, over five floors of activity; this will include significant active uses at lower levels support town centre vitality, alongside improvements to the public realm and environment around the building. High resolution versions of these plans are provided within the Appendices of the submission.



USES AND ACTIVITIES

Delivery Stand	Activities	Likely Partners
Connecting Place	<p>Substantial capital works to refurbish the fabric of the Beales building and its curtilage, to bring it back into use and transform its contribution to the town centre street scene.</p> <p>Investment will deliver:</p> <ul style="list-style-type: none"> - Necessary structural works to facades and roof - Demolition of more recent building extensions to the rear - M&E upgrades in line with sustainable objectives - Additional energy efficiency measures, such as new glazing, insulation and green roofs. - Delivery of circa 0.5 acres of new public realm around the building, incorporating features which will improve the town centres flood resilience. 	<p>Nottinghamshire County Council</p> <p>Severn Trent</p>
Connecting Communities	<p>Beales will accommodate a range of spaces targeted directly at helping residents to participate economically and to receive wider social support.</p> <p>Over c.7,000m2 of space will be fitted out for these activities providing:</p> <ul style="list-style-type: none"> - c.2,400m2 shared space for civic and community uses - c.2,000m2 education and training space - c.2,400m2 for incubation, innovation and enterprise activities - c. 200m2 for healthcare and civil society activities. 	<p>Nottingham Trent University</p> <p>West Notts College</p> <p>Mansfield CVS</p> <p>NHS Nottingham and Notts ICB</p>
Connecting Services	<p>In addition to hosting employment, enterprise and health spaces, the Beales building will be fitted out to accommodate c.5,500m2 of desk space for use by public sector partners.</p>	<p>Mansfield District Council</p> <p>Nottinghamshire County Council</p> <p>DWP</p>



4. DELIVERING MANSFIELD CONNECT

BUDGET, GOVERNANCE AND TIMELINES



OUR DELIVERY PLAN - FUNDING

Our expected funding profile for Mansfield Connect is summarised below, with total cost of £25.7m, including c.£5.75m of match funding. Full detail on the breaking of costs is provided in the LUF application workbook.

Funding Sources	2022-23	2023-24	2024-25	2025-26	Total
LUF Grant	£149,337	£288,463	£7,106,927	£12,455,273	£20,000,000
Local Authority and Third Party Contributions	£100,000	£700,000	£0	£4,945,343	£5,745,343
Totals:	£249,337	£988,463	£7,106,927	£17,400,616	£25,745,343

OUR DELIVERY PLAN - PROGRAMME

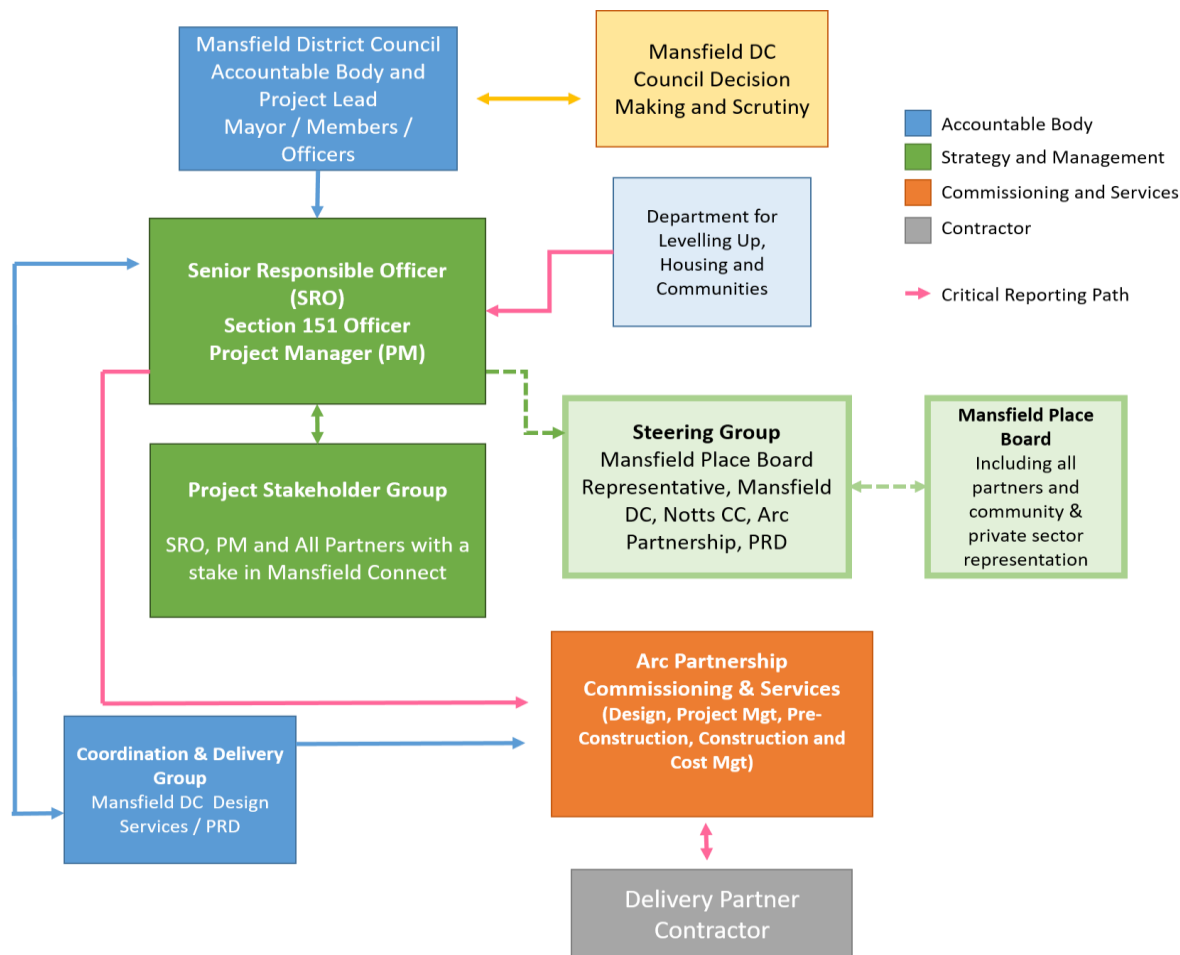
Our programme for delivering Mansfield Connect is summarised below, drawn from the Costings and Planning Workbook submitted within the bid. A more detailed version is provided in the Appendices to the submission.

Project	Mansfield Connect				Financial Year 1 (2022 /2023)												Financial Year 2 (2023 /2024)												Financial Year 3 (2024 /2025)												Financial Year 4 (2025 /2026)											
Task ID		Owner	Start date	End Date	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
Milestone or Work Package 1: Inception kick-off and Procurement One																																																				
1	Business Plan drafting and sign off		01-Aug-22	01-Apr-23																																																
2	RIBA Stage 1 design and surveys		01-Aug-22	01-May-23																																																
3	Pre-application planning advice		01-Mar-23	01-Apr-23																																																
4	Initial facilitation works (e.g. partial demolition, marketing wrap, structural repairs and façade / roof treatment)		01-Apr-23	01-Dec-23																																																
5	RIBA Stage 2 concept designs, surveys an costings		01-Apr-23	01-Aug-23																																																
6	Final negotiations and signing Agreements for Lease with key stakeholders		01-Apr-23	01-Nov-23																																																
7	RIBA Stage 3, planning approval and revised costings		01-Jul-23	01-Feb-24																																																
8	RIBA Stage 4 detailed design and contractor procurement		01-Oct-23	01-Aug-24																																																
9	RIBA Stage 5 and major works undertaken		01-Aug-24	01-Mar-26																																																
10	Practical completion, tenant fit-outs and decant of major stakeholders to create the new hub			31-Mar-26																																																
Project Completion Date (PLEASE INSERT ROWS ABOVE THIS LINE)				31-Mar-26																																																



OUR DELIVERY PLAN - GOVERNANCE

Our governance approach for delivering Mansfield Connect is summarised below; a detailed version is provided in the Appendices to the bid



FURTHER INFORMATION



MONETISED BENEFITS: FURTHER INFORMATION

1. Direct Land Value Uplift

What does this mean? Refurbishment of the currently dilapidated and disused Beales building will increase its value.

Key assumptions:

- The change in land value is profiled to occur with project completion in 2025/26
- Independent valuation of the site (see Appendix I) has stated a land value of £0 based on the buildings current state of dereliction
- New uses are largely office. The MHCLG benchmark of £257psqm for office use for Nottingham has been used as a starting point (the nearest comparator); an adjustment factor of 50% has then been applied to reflect far lower local values in Mansfield (£128 per sqm)
- Displacement is 25%.
- Standard GDP deflators, to discount to 2022 prices.

Monetised Benefit: £1,271,464

MONETISED BENEFITS: FURTHER INFORMATION

2. Wider Land Value Uplift – Commercial

What does this mean? Investment in and activation of Beales will generate benefits for neighbouring areas – both in terms of commercial property (uplift in town centre footfall and spend) and residential properties (improvement in perception and reputation of areas). Land value uplift is the gov. approved approach to valuing these ‘halo’ effects.

Key assumptions:

- There is robust evidence linking perceptions and the quality of town centre street scene to footfall and local expenditure, and hence commercial land value.
- Uplift to properties within a 200m buffer of the intervention; this reflects the significant scale of the footfall impact within the local area (c. workers on site, 500 learners and 500 daily service ‘customers’). This covers c. 180,000sqm A1 space and 32,000sqm B1a space (VOA), across c.440 commercial properties.
- Average rental values of £110-130 per sqm for office and £160-215 per sqm used to estimate current capital values. This is based on a bespoke market report provided by local agents Colliers . Average inflation of 6% per annum reflecting trends over the past decade.
- A compound growth rate of 2% LVU for 10 years is a conservative impact estimate of the potential impact.
- Displacement of 25%
- Standard GDP deflators, to discount to 2022 prices.

Monetised Benefit: £17,828,159

MONETISED BENEFITS: FURTHER INFORMATION

3. Wider Land Value Uplift – Residential

What does this mean? Investment in and activation of Beales will generate benefits for neighbouring areas – both in terms of commercial property (uplift in town centre footfall and spend) and residential properties (improvement in perception and reputation of areas). Land value uplift is the gov. approved approach to valuing these ‘halo’ effects.

Key assumptions:

- LUF investments can also improve residential land values in Mansfield. Key assumptions include:
- c.300 properties fall within a 200m impact buffer (VOA Stock of Properties database), while a further 150 are due for completion over the next two years
- Average property price of £140,000. This is based on an average of MSOAs within the intervention area using ONS data. Average inflation of 6% per annum reflecting trends over the past decade.
- An annualised compound uplift of 2% attributed to the intervention over 10 years has been assumed.
- Displacement is 25%.
- Standard GDP deflators, to discount to 2022 prices.

Monetised Benefit: **£10,610,769.04**

MONETISED BENEFITS: FURTHER INFORMATION

4. Labour Market Effects

What does this mean? Activation of Beales will generate new and additional jobs and hence economic value which will boost the Mansfield and regional economy, including new market entrants.

DLUHC Appraisal Guidance: while generally speaking inclusion of GVA benefits within appraisals is discouraged, benefits relating to new labour market entrants has been endorsed in recent funding rounds (FHSE, Towns Fund etc).

Key assumptions:

- Only benefits associated with additional new private sector focused workspace delivered at Mansfield Connect have been considered within this assessment; this means that our assessment is highly conservative (c.390 jobs relate to public sector activities but have been excluded).
- Capacity for c.520 jobs associated with the private sector enterprise and commercial space over the first 10 years; this is based on the HCA Employment Density Guide, with modelling over 10 years accounting for a degree of annual churn in tenants and jobs
- 10% jobs will be taken up by new/re-entrants to the labour market
- GVA per filled job of £41,007 from the 2019 Subregional Productivity dataset for Mansfield.
- 40% welfare impact of labour market entrants/re-entrants has been applied as per WebTAG guidance.
- A 10-year appraisal period has been used and standard GDP deflators.

Monetised Benefit: £5,667,701

MONETISED BENEFITS: FURTHER INFORMATION

5. Productivity Impacts

What does this mean? Delivery of new types of space and support in Mansfield Connect will help to increase levels of productivity over and above average levels – which are currently exceptionally low.

Green Book Guidance: Current guidance (e.g. The DLGG Appraisal Guide 2016 p.22) is not to include monetised employment impacts within the BCR (except in the case of those relating to new labour market entrants). However, the Green Book (p. 57) states that productivity impacts can be included in appraisal, where benefits can be objectively demonstrated (such as in the creation of new types of employment and agglomeration).

In this case, there is a strong argument that activities in the NTU space will deliver an additional boost to productivity – Mansfield GVA per job is currently £38,000 versus LEP average of £48,000.

For Mansfield Connect, the productivity uplift relating to the enterprise and innovation space is fundamental to the strategic and economic case for the project:

- Levels of productivity in Mansfield are currently 20% below the LEP average (£41,007 per job versus £50,779 across the LEP): the provision of a new hub for incubation and enterprise within Mansfield Connect is

targeted directly at addressing this gap, providing a new type of space and support for the town

- The project demonstrates strong externalities where the external benefits to society of the project are significantly greater than the private value related to LUV - the value for money of the intervention relies on the significance of these externalities.

Key Assumptions

Prudent assumptions have therefore been included in our benefits assessment:

- 15% average uplift in GVA per job (+£6,500) to partially close the current £9,800 gap to LEP productivity levels, reflecting improved access to workspace, shared facilities and support networks
- This uplift has been applied only to those jobs which are not taken by new-entrants (to avoid duplication) and only to the jobs which will be located within commercial space – c.470 FTE positions over 10 years
- Adjustments for displacement of 25%
- 10 year appraisal period of productivity impact, discounted to 2022 prices.

Monetised Benefit: **£15,302,794**

MANSFIELD CONNECT: PLANNING GUIDANCE

The Council's strategy for transforming the Mansfield district (Making Mansfield: Towards 2030) sets out the Council's vision and ambitions for the future. Key to this is, amongst other things, improving the town centre experience.

The Council's recently adopted Local Plan and emerging Town Centre Masterplan outline the need to repurpose key sites for alternative uses to drive new footfall and visits to the town and allow it to evolve into a mixed-use area. The plan states that the redevelopment of the site would raise the quality of the area and deliver a new destination in the town centre.

The proposal meets a significant number of key regeneration objectives for the town centre as identified in the recently produced town centre masterplan. The redevelopment of this site, along with the co-location of a number of other partner activities will create new footfall in the town centre and generate positivity and additional confidence for investment from the private sector.

The masterplan aims to provide a comprehensive delivery strategy for the town centre, and will play an important role in setting a standard for design for future developments and improved public realm and explore the possible use of smart place technologies and simplified planning tools such as Local Development Orders to enable and support appropriate development.

This regeneration scheme will help to kick start the delivery of the Town Centre Master Plan, by focussing on strengthening the core of the town, increasing vibrancy and footfall.

Located on the prominent corner of Stockwell Gate and Queens Street, the building has formed an important anchor for the town centre for a long time. The existing building began its life in the 1950's and has seen several phases of development to its current form of 158,940 sq ft over five floors. Due to its large deep-plan structure, it is unlikely to find a good long-term function in its current form and without public sector intervention. Part of the building is within the Market Place Conservation Area.

The proposed redevelopment of the site will require

planning permission and in determining such applications the following list of planning policies and guidance would apply;

Adopted Mansfield District Local Plan 2020

Policy S1 – Presumption in favour of sustainable development

- Policy S2 – Spatial Strategy
- Policy S4 – Urban Regeneration
- Policy P1 – Achieving High Quality Design
- Policy P2 – Safe, Healthy and Attractive Development
- Policy P3 – Connected Developments
- Policy P5 – Climate Change and New Development
- Policy P7 – Amenity
- Policy RT1 – Main Town Centre Uses
- Policy RT2 – Mansfield Town Centre Vision and Strategy
- Policy RT3 – Mansfield Town Centre Primary Shopping Area.
- Policy RT4 – Mansfield Town Centre Improvements.
- Policy RT5 – Accessing Mansfield Town Centre
- Policy E1 – Enabling Economic Development
- Policy E4 – Other Industrial and Business Development
- Policy IN9 – Impact of Development on the Transport Network
- Policy IN10 – Car and Cycle Parking
- Policy HE1 – Historic Environment
- Policy CC2 – Flood Risk

National Planning Policy Framework

Para 11: Sustainable Development.

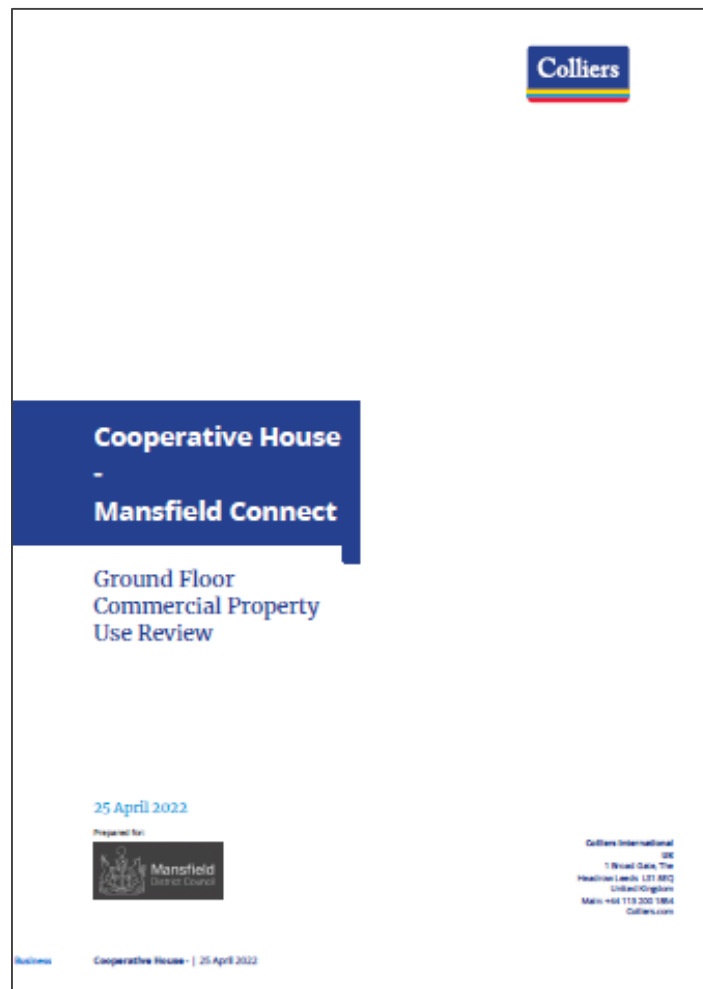
- Part 6: Building a Strong Competitive Economy
- Part 7: Ensuring the Vitality of Town Centres
- Part 8: Promoting healthy and safe communities
- Part 9: Promoting sustainable transport.
- Part 12: Achieving well designed places.
- Part 14: Meeting the challenge of climate change, flooding and coastal change
- Part 16: Conserving and enhancing the historic environment

Of particular significance in policy terms are the following;

- Local Plan Policy S4: Urban Regeneration – this policy supports the reuse of buildings that enhance townscape, civic spaces and heritage assets. It also supports improving the appearance of prominent sites by providing well-designed land mark buildings to create a positive image of the District, which this proposal would.
- Local Plan Policy RT4: Mansfield town centre improvements – this policy supports developments that help improve the vitality and environment of the town centre. The policy specifically cites the former Beales store as being a key premise for refurbishment and refers to helping improve the vitality of the town centre.
- Local Plan Policy HE1: Historic Environment – this policy seeks to conserve and enhance the districts historic environment and supports developments in conservation areas where they make positive contribution to the area. Although only part of the development site is within a conservation area, it is considered that any development would be undertaken in a sympathetic manner that would accord with this policy.
- In summary, although no planning permission is yet in place in relation to this development it is considered, from a planning perspective, that there are no barriers that would prevent such being granted.

MANSFIELD CONNECT: MARKET EVIDENCE

Mansfield Connect has been informed by up to date market evidence from local and national agents; these reports are available on request. These reports have helped to inform our approach to designing the intervention and also in establishing a robust long term operational approach.



Mansfield Connect

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