



# **URBAN AND TOWN CENTRE LIVING STRATEGY MIDDLESBROUGH CASE STUDY**



## **Economic Growth Advisers**

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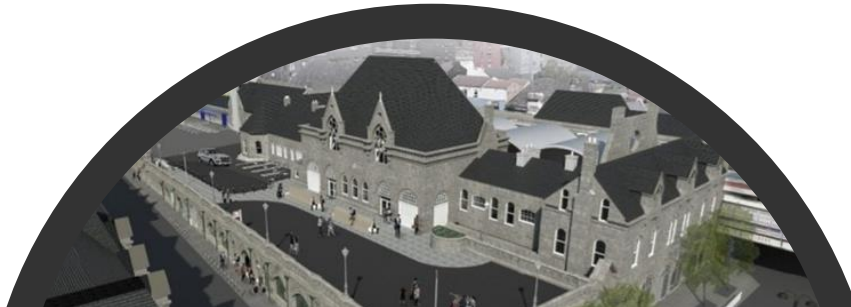


## MIDDLESBROUGH

Can do people  
Can do place

# Middlesbrough

- Captain Cook Shopping Centre – purchase, enhance and convert to Leisure uses via FHSF.
- Purchase of Cleveland Centre – manage supply and consolidate retail – long term opportunity to adapt.
- Major plans for urban living – town centre and Middlehaven – Towns Fund secured.
- Funding Opportunities – Towns Fund, FHSF, Levelling UP, Devolution, Council Capital, UK Shared Prosperity Fund
- Plans and land ownership – much of the groundwork is done
- Thriving specialist sectors – Digital, Creative, some professional services



## Urban Living – The Challenge

- Town Centre accommodation in poor condition – eroding communities and dominated by RSL provision. Private development limited to students.
- Funding secured to GAP fund viability gap.
- Property Paradox – Substitution Effect – Cost Vrs Value – Market Failure
- Need for intelligence and evidence to underpin market assumptions
  1. Tenant Pipeline - Who will occupy our new communities?
  2. Quality – what are prospective tenant’s expectations in terms of standards, amenity and ‘Place’
- Project brief put to market with LGA and Didobi Rise Associates won commission





## Urban Living – The Solution (1)

- developing a ‘USP’ for our Middlehaven through low carbon power energy and low rent homes;
- creating strong visual and physical links with the town centre and its retail, leisure and cultural offer;
- Developing an evening and night time economy that meets the needs of residents, visitors and workers and reduces leakage to nearby cities;
- Making Middlesbrough a place that is safe for everyone at all hours;







## Urban Living – The Solution (2)

- Continued development of the town centre away from a sole retail focus to a wider one that is mixed use and embraces leisure, an enhanced food and drink offer, culture, education, health, safe spaces and climate resilient greening;
- a greater opportunity exists for commercial landlords, occupiers and the council to work together through a BID/CID or Town Commission; and,
- The ongoing delivery of a positive vision (brand strategy) about what Middlesbrough has achieved, is looking to achieve and how it plans to involve and engage residents, visitors and workers to do this.





## Lessons Learned and Next Steps

- Too much focus on mechanics of addressing market failure – possibly siloed work
- All of the components for change are there – just need to refocus
- Embed in policy and masterplanning documents – the parts are a coherent whole
- Communicate better – we are doing great things – people want to know
- Basis for a devolved Mayoral Development Corporation (TBC)
- Bring in stakeholder involvement – codesign and participatory budgeting

