

## 7. Strategic alignment

The activities of the Scunthorpe TIP will support aligned initiatives and existing funding asks and streams. There are a number of existing funding applications with Government and this TIP requests an enhanced consideration of them, due to their importance in delivering the overarching TIP.

### Future High Street Fund

The Scunthorpe TIP and Future High Street projects firmly align, and a collaborative approach has been pursued to ensure the principles of complementarity and added value is embedded in our approach.

The FHSF bid is an approximately £15,600,000 application for funding to deliver two projects to revitalise the high street in Scunthorpe through the establishment of an Enterprise and Innovation Hub, student accommodation and structural changes to the public realm in two key public spaces.

This application for funding aligns strongly with a number of the identified Town Deal projects, through strengthening Scunthorpe's town centre public realm, revitalising the high street, and supporting existing businesses.

### Project 1: Anchor Project (redevelopment of the former Scunthorpe Market site)

Redeveloping the former Scunthorpe Market site will reshape the opportunities for employment and skills development within the town centre through the establishment of the Enterprise and Innovation Hub. Project Anchor will unlock start-up and incubator space for businesses, enabling links between the nearby educational facilities. The working space will provide well-fitted out workshop and meeting rooms, ultrafast broadband events and apprenticeship spaces, all aimed at encouraging cross- collaboration and business hub support. In addition to this the mixed-use development will provide a block of student accommodation for John Leggott College.

### Project 2: Church and Library Squares

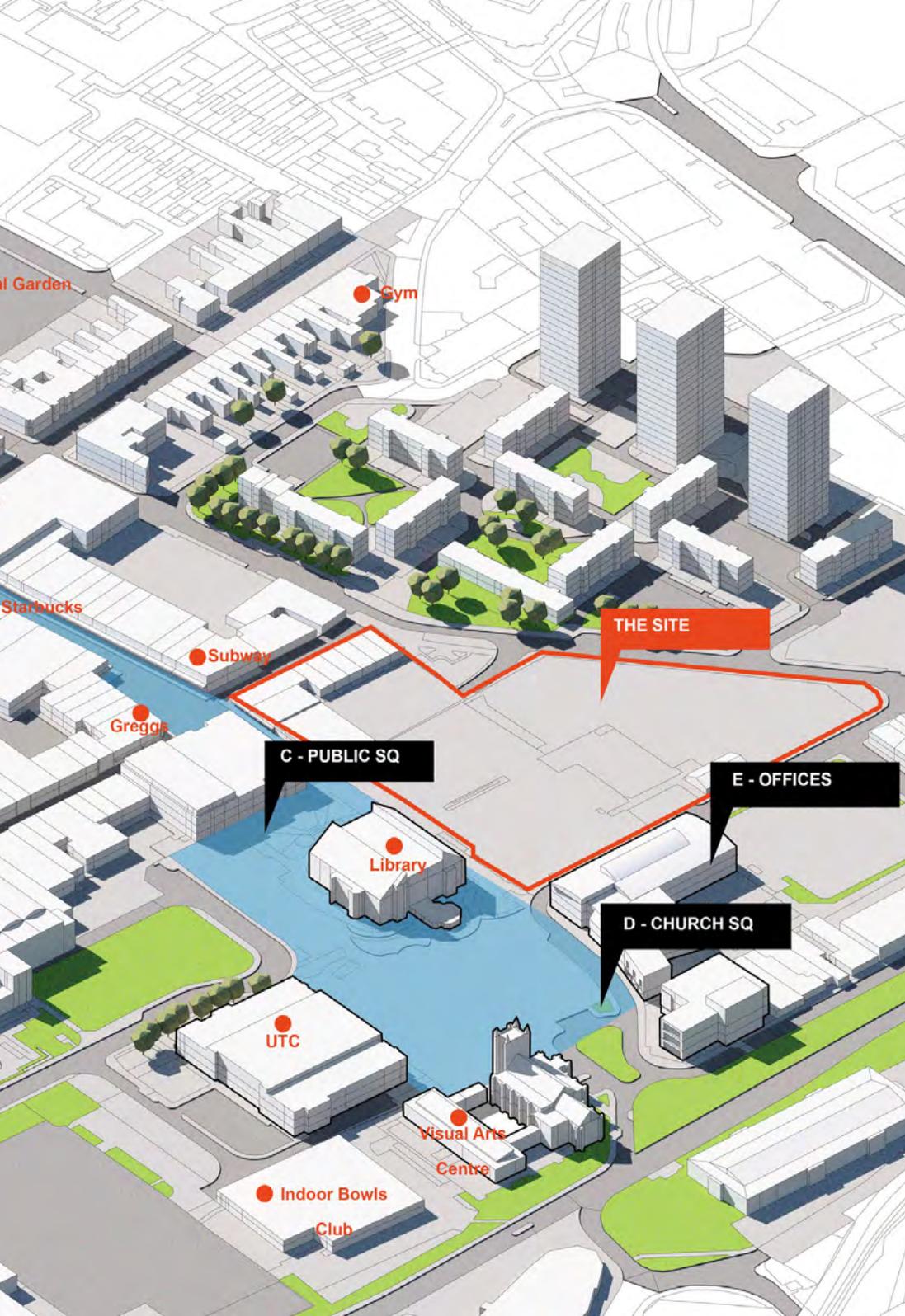
Despite representing the most substantial, centrally located public space in Scunthorpe, Church and Library Squares each feel listless and empty. A lack of functions, missing enclosure at the squares' edges, poor-quality urban landscape and ground instability limit the spaces' ability to attract and retain visitors and create safety perception issues. The proposals will reshape and renew both squares creating a vibrancy with new functions to attract residents and encourage inward investment. The works will introduce vivacity through colour, planting and activity, which is currently missing from the space.

- *Library Square* will be revitalised as a place for people to eat, relax, socialise and do business. The public realm will improve social experiences and regain the lost sense of community, by attracting more users and encouraging more socially aware behaviours. Twelve repurposed shipping container units will line the northern and southern edges of the square creating a dynamic and exciting presence. These units will be filled with a combination of shops, bars, restaurants, venues and

affordable working spaces that will encourage residents, workers and visitors to dwell; creating a nucleus for new social and cultural institutions as well as expanding on local skills and employment opportunities, linking to localised apprenticeship space within the adjoining Enterprise and Innovation Hub attached to Project Anchor.

- *Church Square* will provide a series of intertwined social places to play, exercise and relax. Future development sites around the square will be filled green space that is currently lacking throughout the town centre. The introduction of trees and planting will improve the air quality within the town centre, helping to offset carbon impacts and pollutants generated by the steelworks. The transformation will draw people to the spend time in the squares whilst improving safety and creating a setting for future developments to come forward.





## Scunthorpe Town Centre Masterplan

Scunthorpe's Town Centre Masterplan delivers a transformative vision on how Scunthorpe Town Centre could evolve over the next ten years. Providing a co-ordinate approach that will ensure Scunthorpe Town Centre can compete effectively with other destinations and delivers NLC's wider objectives for the improvement of the environment and local economy.

The Town Centre Masterplan aims to build on the success of the first phase of the £60m investment by 2022, regenerating the town centre and maximising Scunthorpe's existing assets.

Five strategic objectives were established in the Town Centre Masterplan to ensure the delivery of enhanced growth of the town centre and the realisation of Scunthorpe Town Centre Masterplan vision which are as follows:

1. Connectivity – To improve connectivity within the town centre and surrounding area.
2. Housing – To support the development of housing in the town centre.
3. Employment – To provide conditions to strengthen employment opportunities.
4. Quarters – To create the conditions for prosperous quarters: Commercial Quarter, Leisure & Retail Quarter, Housing Quarter and Lifelong Learning Quarter.
5. Quality – To improve the quality of life for those living, working and visiting the town centre.

Ten projects are put forward in the Scunthorpe Town Centre Masterplan which will deliver transformational change by supporting sustainable growth, attracting inward investment, informing development management decisions, and creating new and improved public spaces to benefit all.

<b>Pedestrian and Cycling Connectivity</b>	<ul style="list-style-type: none"> <li>• Create a pedestrian gateway to and from Scunthorpe Train Station.</li> <li>• Extending the pedestrian zone in Scunthorpe Town Centre.</li> <li>• Improve the pedestrian gateways from Scunthorpe Town Centre car parks.</li> <li>• Review cycling facilities in and around the town centre, in accordance with North Lincolnshire Council's Cycling Strategy</li> </ul>
<b>Car Parking Strategy</b>	<ul style="list-style-type: none"> <li>• Develop a co-ordinated Car Parking Strategy.</li> <li>• Consider the land use of Frances Street Car Park.</li> <li>• Consider the land use of High Street East Car Park.</li> <li>• Explore opportunities to expand parking provision at Scunthorpe Train Station Car Park.</li> </ul>
<b>Highways Infrastructure Improvements</b>	<ul style="list-style-type: none"> <li>• Road infrastructure improvements on the Town Centre network.</li> <li>• Increase Electric Vehicle Charging Points.</li> <li>• Develop an effective Signage Strategy, creating a Visitor and Industrial Route into the Town Centre.</li> </ul>
<b>Public Transport Interchange</b>	<ul style="list-style-type: none"> <li>• Explore opportunities for potential co-location of public transport facilities.</li> <li>• Explore opportunities to deliver improvements to Scunthorpe Train Station and Scunthorpe Bus Station.</li> </ul>
<b>Commercial Quarter</b>	<ul style="list-style-type: none"> <li>• Development of the former Scunthorpe Market Site.</li> <li>• Explore current uses of Trafford Street units.</li> <li>• Explore current uses of Station Road units.</li> </ul>
<b>Leisure &amp; Retail Quarter</b>	<ul style="list-style-type: none"> <li>• Reduction of retail unit sizes.</li> <li>• Mixed leisure &amp; retail offer.</li> </ul>
<b>Housing Quarter</b>	<ul style="list-style-type: none"> <li>• Consider the future use of Scunthorpe High Street.</li> <li>• Consider the future use of Church Lane housing.</li> <li>• Consider the future use of Laneham Street.</li> </ul>
<b>Lifelong Learning Quarter</b>	<ul style="list-style-type: none"> <li>• Explore options to deliver an Educational Campus.</li> </ul>
<b>Tourism &amp; Events</b>	<ul style="list-style-type: none"> <li>• Extend the facilities of 20-21 Visual Arts Centre.</li> <li>• Extend the facilities of Scunthorpe Museum.</li> <li>• Increase town centre Tourism opportunities.</li> <li>• Develop a yearly Events Programme.</li> </ul>
<b>Public Realm Strategy</b>	<ul style="list-style-type: none"> <li>• Replacement of Street Furniture.</li> <li>• Town centre Recycling Strategy.</li> <li>• Introduction of soft landscaping.</li> <li>• Replacement of signage.</li> <li>• De-cluttering the town centre.</li> <li>• Assign Event Space.</li> </ul>

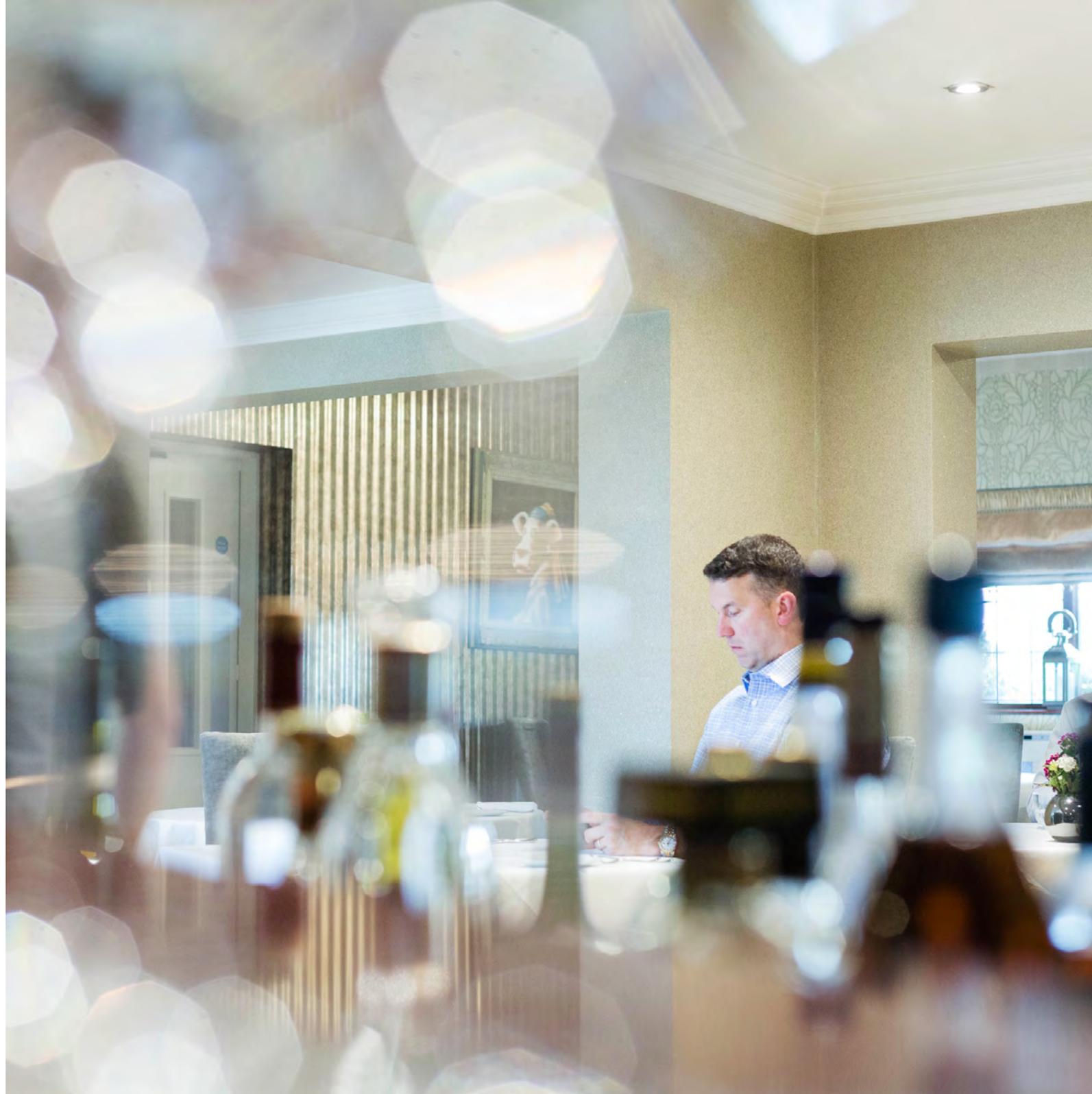
### Wider Strategic Alignment

The Scunthorpe TIP is a standalone application for investment from the Towns Fund for a selection of projects in the town. Yet the projects included in the TIP have been informed and developed with wider local, regional and national policy considerations taken into account. The key local, regional and national policy documents and reports considered are summarised in the figure opposite.



## Spatial Strategy

The Scunthorpe Town Centre Vision and Masterplan seeks to create a thriving town centre that provides a liveable environment for people to live, work and enjoy. It will achieve this through the identification of specific town centre priority areas, designed to address key systemic issues and bring about positive change for the borough on a whole. Ensuring Scunthorpe has the draw to attract, retain and grow businesses is of paramount importance in the Vision and is identified as an area of priority within the town centre. The Town investment Plan reflects the same objectives.



- Towns Fund Project
- Future High Street Fund Project
- Masterplan Implemented Project

**Library Square**

**Integrated Health, Innovation and Emergency Services hub**

**Church Square**

**Project Anchor**

**Ongo Headquarters**

**Transforming the Housing Market**

**Church Square House**

**Advanced Manufacturing Park**

**Cultural, Arts and Heritage Offer**

**Digital Connectivity**

**St Johns Market**

**Community Development and Skills Package**

**Future for Clean Growth**



## How do Towns Fund projects fit with Scunthorpe's strategic plans?

These seven projects have been developed with a careful understanding of the underlying evidence and context, building on Scunthorpe's challenges, strengths and opportunities (set out in Section 2). The rationale for intervention is set out in the project sections previously, but summarised below.

- Scunthorpe has a historical link with the manufacturing sector, notably the production of steel, and the delivery of 390,000m<sup>2</sup> of commercial floorspace within a new **Advanced Manufacturing Park at Lincolnshire Lakes** will provide opportunities for the town to maintain and diversify its strength in the manufacturing sector, which has shown itself to be resilient in the face of Covid-19. Advanced manufacturing is supported by NLC policies, including Council Plan, Economic Growth Plan, the Local Economic Assessment and emerging new Local Plan.
- The Government's Clean Growth Strategy and Industrial Strategy dovetail with the North Lincolnshire emerging Local Plan and Council Plan through the **Enabling a future for Clean Growth in Scunthorpe** project. Boosting Scunthorpe's green credentials will also position the town as a location for companies considering a location with strong environmental credentials which can further support economic growth. Simultaneously, the project has the potential to reduce heating costs which can reduce operating costs for businesses and help address fuel poverty in areas of disadvantage.
- Arts and culture provision forms part of the offer that makes towns compelling places to visit, and revisit, and also to live in. **The Developing Scunthorpe's New Cultural, Arts and Heritage Offer** project will improve the cultural offer in the town centre and there is also an economic dimension as attracting increased footfall to the town centre has spill over effects for other town centre businesses and transport providers creating economic multiplier effects. This project aligns with the Scunthorpe Town Centre Masterplan which includes the proposal to create a leisure and retail quarter.
- The **Developing our People and Communities** project will address barriers to economic growth including unemployment, aspiration, skills and wellbeing by focusing on skills development and community empowerment. This project aligns with the Scunthorpe Town Centre Masterplan which includes the proposal to create a lifelong learning quarter as well as the conclusions of the North Lincolnshire Skills & Employability Plan (2017-2022).
- The **Integrated health, innovation and emergency services hub** project will support improvements in health and well-being of both local and regional populations. This project aligns with the wider objectives outlined in the Emerging North Lincolnshire Local Plan 2017-2036.
- The importance of providing excellent digital connectivity has been proven during the COVID-19 pandemic with the majority of the population forced to conduct a significant amount of the personal and work life exclusively online. The **Creating 21st Century digital connectivity** project seeks to ensure that residents of Scunthorpe benefit from fast and reliable access to broadband and other digital connectivity. This project also aligns with wider regional and national policy as evidenced through the UK Digital Strategy published in 2017.
- The **Transforming the Scunthorpe Housing Market** project has been included to improve the quality and quantity of housing in the town through the delivery of approximately 500 new dwellings across a number of brownfield sites. This project aligns with the Scunthorpe Town Centre Masterplan which includes the proposal to create a housing quarter.