

## 4. Vision for Scunthorpe

This chapter sets out a shared vision for Scunthorpe. This vision has been developed by Scunthorpe Town Deal Board, which represents public, private and voluntary sectors and wider stakeholders in the local community.

### Vision

The Town Deal Board developed this vision, and its underlying strategic objectives, based upon the findings of the context analysis set out in previous sections building on the strategic review of Scunthorpe's assets, strengths, challenges and opportunities.

The vision and core elements of the interventions identified have been shared with the wider local community through an online engagement process; feedback on the TIP vision has been positive, with a clear consensus on developing Scunthorpe into a modern, resilient town.

The shared vision for Scunthorpe TIP frames the integrated and strategic approach to exploiting opportunities, addressing structural challenges and delivering a safe and prosperous town:

*By 2030, Scunthorpe will rebalance its illustrious steel heritage through essential diversification and regeneration. It will be established as a place for excellence in innovation, culture and education synonymous with quality and opportunity. Making Scunthorpe a quality centre for learning, living, leisure and business.*

*Scunthorpe will have built on its industrial and manufacturing strengths and transitioned towards more sustainable, technologically advanced and clean growth industries. Harnessing ingenuity and determination to build a better, greener town through the reduction of emissions, increased efficiency and provision of a green energy network delivering renewable energy.*

*A high-quality business quarter will boost Scunthorpe's business economy and set a precedent for investment throughout the town, creating a resilient, vibrant and attractive environment where enterprises can thrive. Enabled by advanced digital and physical connectivity infrastructure, equitable growth will provide high value employment opportunities for all.*

*Strong links to its rich industrial heritage and historical assets will be celebrated and developed into a cultural offering that provides locals with a strong sense of pride of place, community and family experiences, with the town centre establishing itself spatially as a hub for cultural events, learning, living, leisure and business.*

## Strategic objectives

The vision is underpinned by several key strategic objectives. Achieving these strategic objectives will allow the 2030 vision to be realised.



### Strategic Object 1 - Economic Growth

Scunthorpe grows its economy and employment through focusing on its strengths including manufacturing, and further establishes its place as the primary urban centre in North Lincolnshire.



### Strategic Object 2 - Attract Business

Scunthorpe attracts new and growing businesses through offering a skilled workforce, a competitive cost base, and localised support.



### Strategic Object 3 - Education and Training

Scunthorpe offers high-quality academic and vocational education and training opportunities to its people locally and regionally.



### Strategic Object 4 - Bolster Natural and Built Environment

Scunthorpe bolsters its natural and built environment offer for residents and visitors including the delivery of additional dwellings in the town centre.



### Strategic Object 5 - Attracting Town Centre Investment

Scunthorpe's town centre prospers through attracting residents and public and private investment, diversifying existing uses.



### Strategic Object 6 - Improve Health and Welfare

Scunthorpe improves the health and welfare of its local communities.

## Expected outcomes

The implementation of the Plan will realise a variety of positive outcomes for Scunthorpe:

