

5. Scunthorpe's Town Investment Plan

This section presents the shortlisted projects for inclusion in our TIP and the methods used to identify and prioritise them. The combination of these projects supports the economic imperative of increasing jobs and economic productivity, and will combine to make Scunthorpe a better place to live, work, visit, relax and invest in.

Priority projects

The Towns Deal Board has selected seven priority projects for the TIP as well as one project already granted accelerated Towns Fund investment funding:

Advanced Manufacturing Park

The delivery of an Advanced Manufacturing Park on Lincolnshire Lakes to provide approximately 390,000m² of commercial floorspace.

Enabling a future for Clean Growth in Scunthorpe

This project is one development within the wider Green Energy Park that will provide the necessary electricity infrastructure to fuel clean growth and decarbonise Scunthorpe. An underground power network will be installed from the Energy Recovery Facility site to key developments in North Lincolnshire.

Developing Scunthorpe's New Cultural, Arts and Heritage Offer

Create a new cultural, arts and heritage offer in our Urban Centre of Scunthorpe. The centre one of a kind in its region, will showcase regionally and nationally significant collections, whilst looking to engage the local communities and encourage collaborative working with other partners in Scunthorpe.

Transforming the Scunthorpe Housing Market

Programme of housing delivery through a revolving fund in Scunthorpe by re-purposing existing land, the acquisition of key sites and the utilisation of sites.

Developing our People and Communities project

Delivery a sustainable world-class lifelong integration of skills and development system in Scunthorpe that everyone can access that ensures the communities reach their full potential, whilst ensuring communities are safe, well and connected and residents of communities are prosperous. The project will build a community and social capacity building peer support programmes in addition to a purpose-built training facility for health and social care, known as "Clinical Health Simulation Centre".

Integrated Health, Innovation and Emergency Services Hub

This project will deliver the land and conditions for the creation of an integrated health, innovation and emergency services hub for Scunthorpe, including blue light centre, innovation and development centre and business park for supply chain, in an edge of Town Centre location.

Creating 21st century digital connectivity for Scunthorpe Ultrafast Full Fibre to the Premise (FTTP) Broadband

Provision of ultrafast broadband to homes and businesses across Scunthorpe.



Integrated Health, Innovation and Emergency Services hub



Transforming the Housing Market



Cultural, Arts and Heritage Offer



Advanced Manufacturing Park



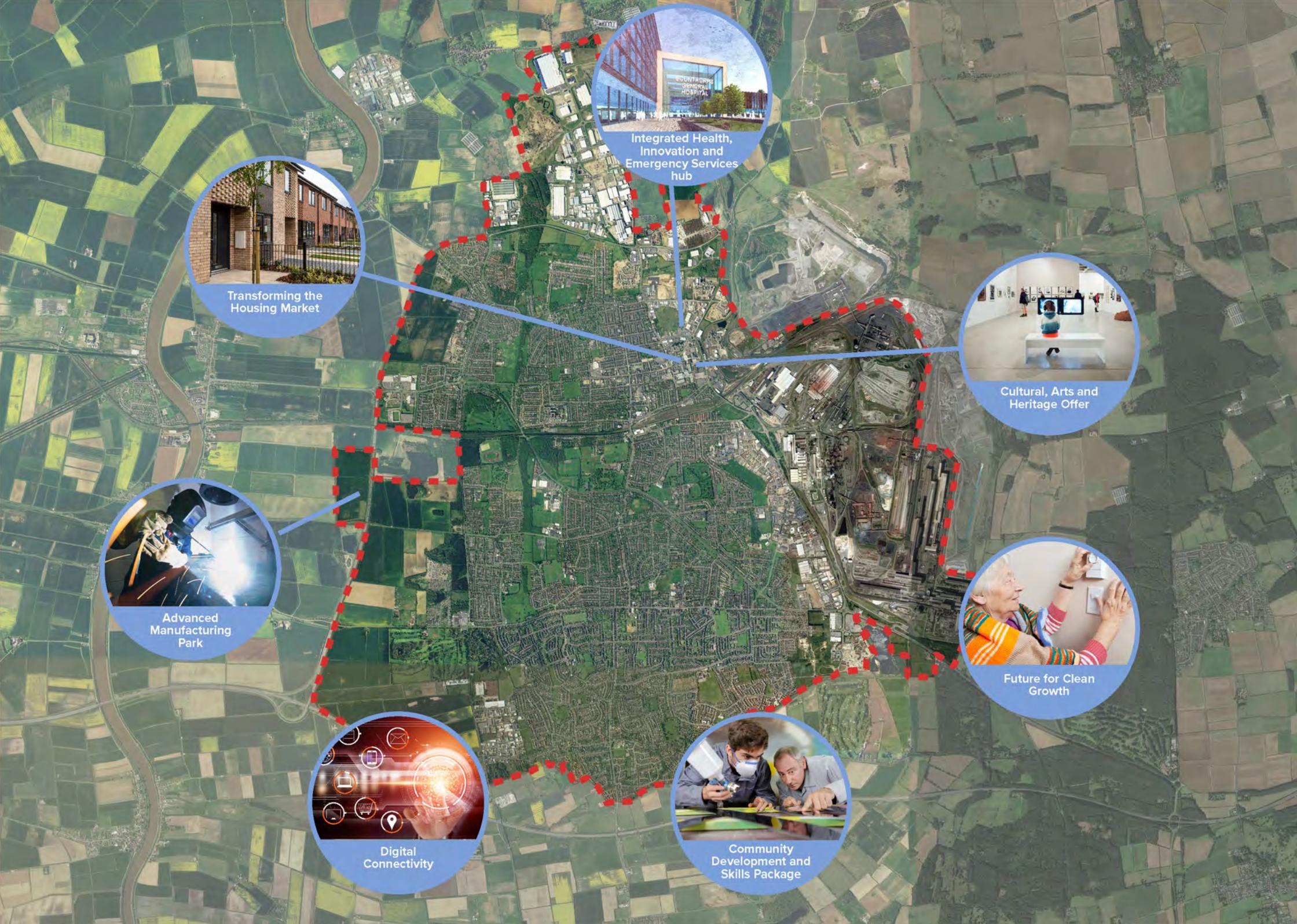
Future for Clean Growth



Digital Connectivity



Community Development and Skills Package



The Ask of Government

The ask from the UK Government set out in this TIP totals £24,493,506 of capital investment and £2,500,000 of revenue funding (over five years), to deliver the projects set out in this plan by 2026. In addition, as part of the Government response to COVID-19 NLC has been provisionally allocated an additional £1,00,000 of funding to be spent in 19/20. This funding will be used for urban realm development at Church Square.

Scunthorpe's Town Deal Board and NLC are continuing to investigate opportunities for match funding to help augment Government funding and ensure the projects can meet their targeted outcomes. Significant match funding is expected to be provided by Heritage Lottery Fund to realise the Developing Scunthorpe's New Cultural, Arts and Heritage Offer project.



Stakeholder Engagement

Engagement with local businesses and communities in the preparation of the projects which comprise the TIP has occurred in a number of ways, including through meetings of the Scunthorpe Town Deal Board, wider consultation as part of wider plans and strategies being developed by NLC, and on an individual project basis, as described further below.

Scunthorpe Town Deal Board

The drafting of this TIP has been overseen by the Scunthorpe Town Deal Board, a new body that was created by NLC in March 2020 to deliver the Towns Fund locally. The Board comprises of representatives from the local business and education sectors, relevant national government organisations and/or arm’s length bodies, local representative organisations and community groups; Local Authorities and our local MPs. Membership will be reviewed every year.

Scunthorpe Town Deal Board Membership:
 NLC, University of Lincoln, Bondholders, MP for Scunthorpe, MP for Brigg and Goole, Department for Work and Pensions, Greater Lincolnshire Local Enterprise Partnership, Humber Local Enterprise Partnership, PPH Commercial, Hilton by Hampton, Clinical Commissioning Group, Nationwide Building Society, British Steel, Stylex Automotive Ltd, Humber Business Products Ltd, North Lincolnshire Voluntary Community Alliance.

The Scunthorpe Town Deal Board will:

- develop and agree an evidence-based Town Investment Plan that includes:
 - Background, context and evidence of need for suggested interventions.
 - A vision that, complements agreed or emerging local economic strategies.
- a high-level description of priority areas for the short, medium and long term including:
 - Activity that can be locally funded.
 - Projects that could be supported by public investment (including through the Towns Fund), with high level costs estimates.
 - Ambitions for private sector investment and community involvement.
- Develop a clear programme of interventions.
- Coordinate resources and influence stakeholders.

The Board is not a legal entity, and its role is advisory. Its purpose is to work with NLC, to which it is accountable as the Lead Council, to produce a well – evidenced TIP which sets out a clear understanding of Scunthorpe focusing on its assets, opportunities and challenges. It will subsequently assist in the production of business cases to access Town Deal funding.

The Scunthorpe Town Deal Board has met 6 times since its formation in March 2020 and will continue to meet every 4 weeks for the foreseeable future. To maintain momentum during the pandemic, the Board has chosen to meet virtually, successfully sustaining meeting attendances of 10-15 individuals.

Existing engagement at a Scunthorpe level

Scunthorpe Town Deal Board and NLC recognise that plans made with the communities that they affect are most likely to be successful and lead to innovation and creativity. Stakeholder engagement has therefore been front-and-centre of the development of this Town Investment Plan.

The engagement process undertaken in developing this TIP included options identification, options selection, where the Scunthorpe Town Deal board oversaw options sifting and prioritisation process and vision and options development.

Scunthorpe Town Centre has an active network of community organisations and a well integrated population. Recent consultation exercises have informed our TIP. Community engagement has been undertaken in several ways as set out below; the outcome of the engagements have been used to inform the long list of projects for this TIP, discussions at the Towns Fund Board and further analysis. In addition to this, a wide body of evidence has been drawn upon from recent research and survey work that has helped inform our project proposals. These are:

- 1. Emerging North Lincolnshire Local Plan (2020):** The formation of the new Local Plan has involved extensive public and statutory consultation, with specific evidence for the vision and objectives for Scunthorpe Town Centre. The Local Plan addresses needs and opportunities relating to economy, community facilities and infrastructure - as well as a basis for safeguarding the environment and adapting to climate change. The Preferred Options Local Plan consultation period ran from 14th February to 27th March 2020 (a six-week period) and set out 94 questions covering a number of topics. At the Preferred Options stage of the Local Plan consultation, we received 1,883 individual responses and held 10 public consultation events across North Lincolnshire one which was held specially at Scunthorpe Central. The Local plan was published online, and the consultation promoted through various different social media platforms.
- 2. MyTowns Campaign (2020):** The #MyTown campaign process offer the population of Scunthorpe the opportunity to input in the form of ideas for potential investment options and areas of focus. In total 63 responses were

received from the public which were incorporated into the project prioritisation process designed to provide a means to select the final shortlist of projects included in the Scunthorpe TIP.

- 3. Scunthorpe Towns Fund Survey (2020):** Public engagement undertaken via a variety of online and offline channels to seek views of Scunthorpe residents. 52 responses were received
- 4. Museum Audience Development Plan & Survey (2020):** From February 2019 to 31 March 2020, 471 Audience Finder Surveys were completed at North Lincolnshire Museum. The survey detailed which demographics visits the museum, how often, from where and what was the motivation for visiting. This data informed a review of the museum's strengths and weaknesses, opportunities and threats. Detailing that 42% of visitors to North Lincolnshire Museum are from Hard-to-Reach groups. To take account of Covid-19 closure period targets have been set of at least 13 surveys per week for the remainder of 2020-21. As well as undertaking an Audience Finder Digital Audience Survey alongside a physical survey to provide a comparative snapshot of our digital audiences for the Digital Museum Offer.
- 5. North Lincolnshire Digital Infrastructure (2020):** A region wide consultation was undertaken to understand the issues with broadband connectivity in North Lincolnshire and to collate the business and residential demand for ultrafast broadband.
- 6. Future High Streets Fund (2020):** Five separate consultations surveys were undertaken, including support from the University of Lincoln and Bishop Grosseteste University, including a bespoke FHSF Survey held in March 2020, with 828 respondents. In addition to this engagement, NLC operated a series of formal and informal canvassing with the public and local businesses and business panels. The results of the survey indicated significant resident dissatisfaction with the town centre, with safety concerns and vacancy among the most cited issues. The FHSF continues to work with stakeholders to safeguard the regeneration of the town centre. A consultation report has been created, summarising the headline feedback from the consultation, and provided

to the development team during the programme of consultations. Alongside this, a Statement of Community Involvement will be produced, setting out the methodology taken and findings from consultations; this process has been delayed due to the COVID-19 pandemic - it is now set to be commissioned in late 2020 NLC's through the Place, Strategy, Investment and Policy Team in late 2020.

7. North Lincolnshire Economic Growth Plan (2018): Our Economic Growth Plan was launched at the House of Lords in November 2018 with over 100 businesses throwing their support behind the plan which sets out ten ideas for growth in the area.

We have collaborated closely in an open and transparent manner with partners such as Solar 21 and Northern Lincolnshire and Goole NHS Foundation Trust.



Existing engagement at a Scunthorpe level

As part of the stakeholder engagement undertaken specifically for the Scunthorpe TIP NLC organised an online survey for residents of the town to obtain opinions on the current perception of major challenges and opportunities in the town. This online resident survey attracted 52 responses.

One of the questions on the online resident survey asked residents to rank a series of key challenges and opportunities in Scunthorpe in order of priority. The most commonly ranked top three key challenges and opportunities in terms of priority for Towns Fund investment were:

1. A thriving local economy. Within Scunthorpe there is a strong local business network, and the town is able to attract both local and national investment.
2. A well-connected Place Transport and Connectivity. People are well connected across Scunthorpe both physically and digitally.
3. Skills for future. People are able to access good quality education and they are supported to continue developing skills in the workplace that are fit for the future.

The graphic below presents the complete results of this question.

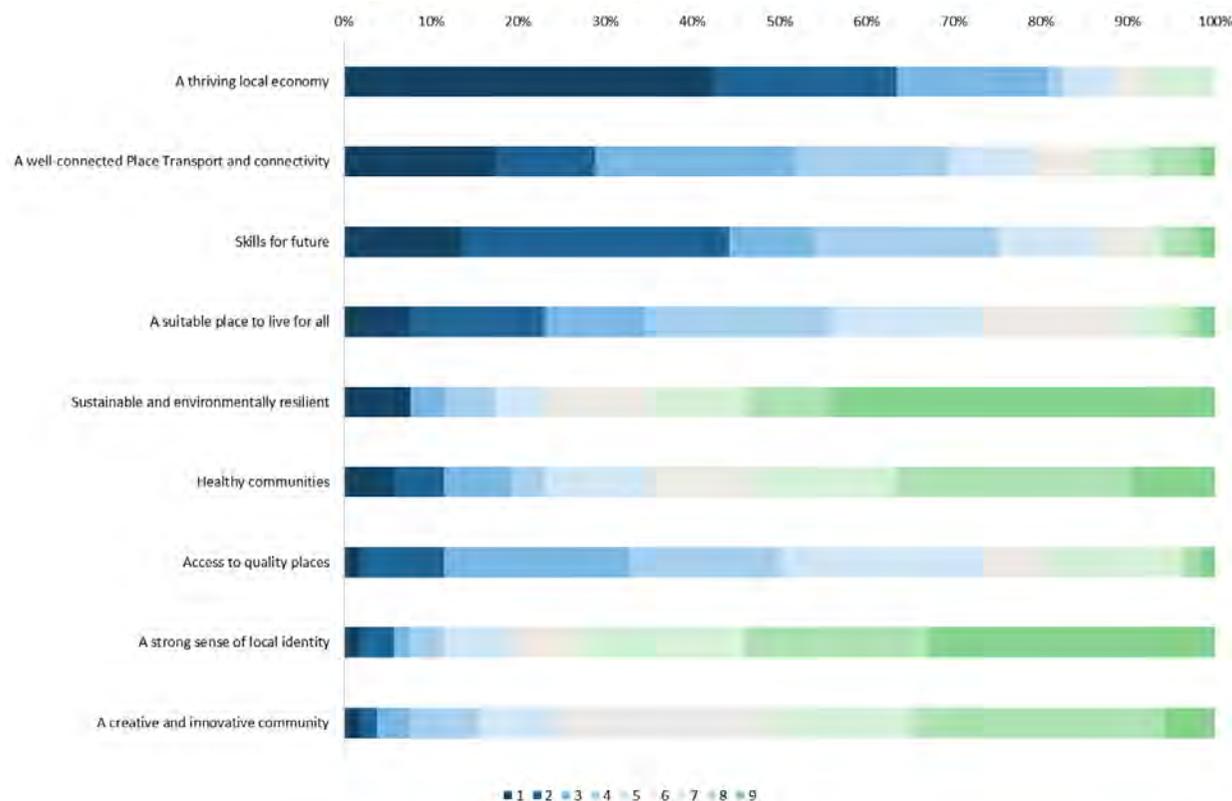


Figure 5.2: Online resident survey results

Source | North Lincolnshire Council, 2020

Residents were also asked to provide qualitative comments to a series of question which are outlined below.

Question	Notable Quotes
What do you think are Scunthorpe's best features?	<p>"Plenty of green spaces to promote exercise and good mental health"</p> <p>"Comparatively cheap but good quality housing. Several well-maintained green spaces"</p> <p>"Central Park, the shopping area near Glanford Park and Lakeside. North Lincolnshire Museum"</p>
What makes Scunthorpe distinctive to you?	<p>"Its industrial heritage and the parks and open spaces"</p> <p>"The steelworks, both visually in the present and historically"</p> <p>"It's poor city core, lack of attractive shops and a general lack of attraction"</p>
What would you like Scunthorpe Town to become?	<p>"A thriving place with a good economy, providing jobs for the many people who are struggling and stuck on benefits"</p> <p>"A Town of rich employment opportunities especially for the younger generation"</p> <p>"An all-encompassing town, promoting businesses and employment to suit all cultures. Open spaces for residents and visitors to enjoy. Education for all abilities, with centres for learning of different cultures for all"</p>

Table 5.1: Online resident survey - Qualitative responses



The prioritisation process

In total over 80 project ideas were identified and collated for potential inclusion in the TIP. These were identified through a combination of sources including the online #Mytown campaign (from members of the public) as well from direct stakeholder engagement undertaken by the Town Deal Board with local businesses, and cultural and civic organisations.

The purpose of the prioritisation process was to create an objective and robust methodology to establish a final shortlist of projects of between six to ten projects from the longlist of over 80.

Following the collation of the longlist of projects for consideration for inclusion in the Scunthorpe TIP an initial sifting exercise was undertaken. This initial sift was split in four phases as outlined in infographic on the page opposite.

Following this initial sifting exercise, the remaining projects were assessed and compared against one another using a bespoke multi-criteria assessment tool created specifically for the Scunthorpe TIP. An assessment tool utilised several agreed upon critical success factors to arrive at a short list of seven priority projects which include:

1. alignment to the Scunthorpe TIP Vision and Strategic Objectives.
2. fit to the Strategic Framework intervention themes and their identified priorities.
3. alignment with regional context and priorities.
4. degree of transformative impact.
5. deliverability, in particular that Towns Fund spending on the intervention could be completed by 2026; and
6. affordability, recognising Scunthorpe Town Board's desire to submit a total investment plan that is delivery through the funding from MHCLG.

Finally, a series of external challenge sessions were undertaken with representative of ARUP and MHCLG. These sessions provided vital feedback which was incorporated in the development of the final Town Investment Plan as well as refining the individual projects.



Figure 5.3: Prioritisation plan of action

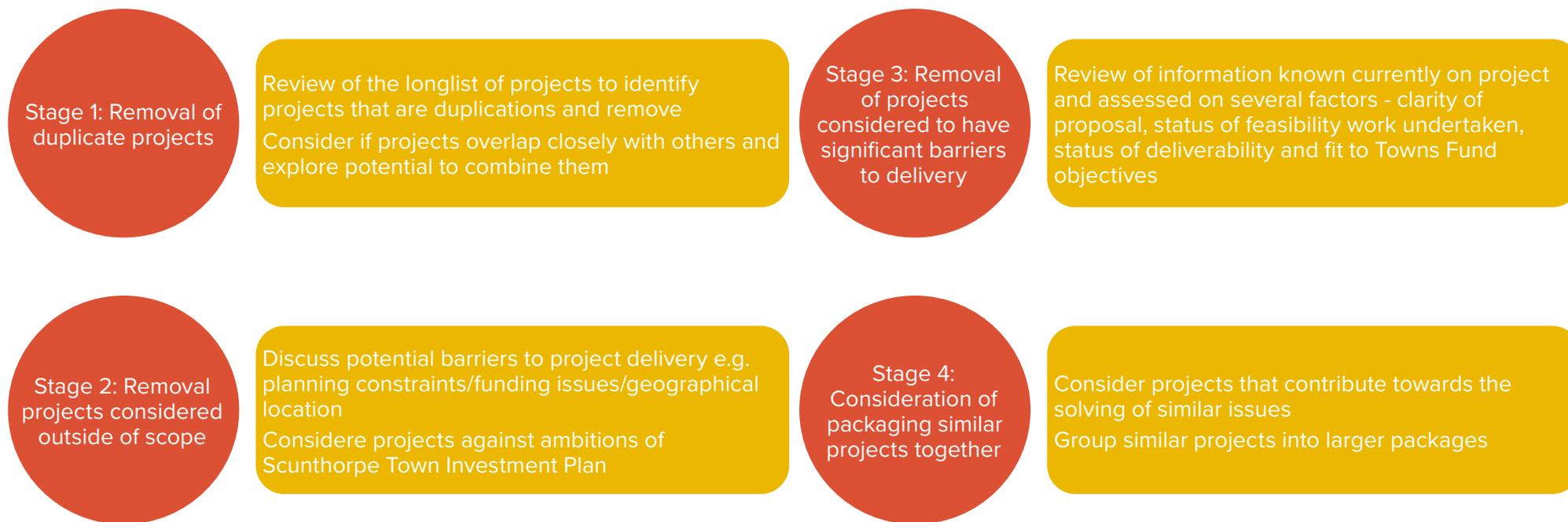


Figure 5.4: Initial sift methodology



What the priority projects will do for Scunthorpe

The seven priority projects provide an integrated programme to renew Scunthorpe in the context of wider initiatives being pursued by the public and private sectors in the area. A full benefits appraisal will be produced at the businesses case stage, detailing the Net Present Social Value and Benefit Cost Ratio of the programme, once greater certainty is established.

However, high level analysis suggests the programme will have significant economic benefits in excess of the cost. Over the lifetime of the TIP, preliminary estimates indicate that the enable:

- Approximately 1,100 jobs and £50 million of associated Gross Value Added (GVA) per annum.
- Land value uplift of £8.9 million for commercial and residential uses.
- 390,000m² of new commercial space on the Advanced Manufacturing Park at Lincolnshire Lakes
- 3,000m² of cultural floorspace in the New Cultural, Arts and Heritage centre.
- Significant benefits that will be quantified at the businesses case stage, include:
- The impact of the low carbon energy network to key developments across North Lincolnshire, reducing emissions across the town
- The health impacts from improved emergency response following the clustering of an integrated health, innovation and emergency services hub.
- Increased visitor numbers and expenditure with New Cultural, Arts and Heritage Offer
- Productivity benefits of increasing superfast broadband coverage.

Evidence of need for projects

The matrix below outlines how each of the projects included in the Scunthorpe TIP meets the identified needs of Scunthorpe.

Project	Evidence of need
Advanced Manufacturing Park	<ul style="list-style-type: none"> • Important growth of sectors identified to develop the local and to the wider region economy, increasing jobs and economic productivity.
Enabling a future for Clean Growth in Scunthorpe	<ul style="list-style-type: none"> • Building on North Lincolnshire Council’s track record and furthering their environmental policies, aims and objectives by investing in the green growth agenda.
Developing Scunthorpe’s New Cultural, Arts and Heritage Offer	<ul style="list-style-type: none"> • Supports the development of a new cultural sector in Scunthorpe while also providing direct employment along with indirect and induced economic benefits.
Developing Our People and Communities Project	<ul style="list-style-type: none"> • Supports the improvement of skills and education of local working age population. A higher skills base will enable businesses offering higher value jobs to consider Scunthorpe as a base of operations.
Integrated Health, Innovation and Emergency Services Hub	<ul style="list-style-type: none"> • Health and welfare of local population could be improved in the long term through the delivery of better health facilities. • Will create additional employment opportunities within the health sector.
Creating 21st century digital connectivity	<ul style="list-style-type: none"> • Ensuring digital connectivity is fast and reliable enabling the meeting of both local resident and business requirements. Important means of attracting businesses to Scunthorpe. • Future importance of digital connectivity has been shown during current COVID-19 pandemic.
Transforming the Scunthorpe Housing Market	<ul style="list-style-type: none"> • Support NLC housing need requirements for the local authority.

Table 5.2: Evidence of need for projects

Impact area of projects

All of the projects have significance and relevance locally, regionally and even nationally. Table 5.3 also considers where they have significance at the regional level and the national level.

Project	Local significance	Regional significance
Advanced Manufacturing Park – Lincolnshire Lakes	✓	✓
Green Energy Network	✓	✓
New Cultural, Arts and Heritage Offer	✓	✓
Developing our People and Communities project	✓	
Integrated Health, Innovation and Emergency Services Hub	✓	✓
Ultrafast Full Fibre to the Premise (FTTP) Broadband	✓	
Scunthorpe Housing Delivery Programme	✓	

Table 5.3: Mapping projects against geographical significance

The development of an **Advanced Manufacturing Park** is expected to have both a local and regional impact through the provision of employment opportunities, including high-value employment, which can be accessed by both residents in Scunthorpe and those who will commute across North Lincolnshire and beyond. The presence of these additional and high-value employment opportunities may also have an impact on attracting a skilled workforce to the area as well as encouraging university students to stay within or return to the town post-graduation. The development of high-value employment opportunities will also provide a catalyst for the development of the wider Lincolnshire Lakes scheme that will see the development of over 6,000 homes.

The **Enabling a future for Clean Growth in Scunthorpe** project focuses on delivering a local energy network from an Energy Recovery Facility to key development sites. This will naturally have a local impact by supporting the delivery of this substantial commercial development offering significant employment opportunities in construction and operation. Successful implementation could have regional impact based on the ability to transfer lessons learnt from implementing this kind of low carbon network across the UK.

The delivery of the **Developing Scunthorpe's New Cultural, Arts and Heritage Offer** project will not only add to the local cultural offer in Scunthorpe but will also have a local economic impact through attracting a greater number of visitors to the town. Given the limited number of museums in the wider region this project also has the opportunity to have a wider regional impact also.

The **Developing our People and Communities** project will have a significant local impact as communities and residents will benefit from a varied programme of projects designed to address barriers to economic growth including unemployment, aspiration, skills and wellbeing.

The delivery of the land and conditions for the creation of an **Integrated health, innovation and emergency services hub** in Scunthorpe, including blue light centre, innovation and development centre and business park for supply chain will have an

important local impact in terms of improving the health and welfare of the local population.

The **Creating 21st century digital connectivity** project providing ultrafast broadband to local homes and businesses across Scunthorpe providing a unique selling point for Scunthorpe and opportunities for businesses to improve their productivity and competitiveness. It will also act a significant pull for inward investment to both Scunthorpe Town Centre and our existing edge of town employment sites.

The **Transforming the Scunthorpe Housing Market** project will also have an important local impact through a programme of housing delivery, approximately 500 new dwellings. These new dwellings will improve the quality and quantity of local housing in Scunthorpe and will provide the local population with greater choice of housing.

