MAYOR’S INTRODUCTION

I AM DELIGHTED TO INTRODUCE MIDDLESBROUGH COUNCIL’S FIRST INVESTMENT PROSPECTUS.

This prospectus sets out our ambitions to transform Middlesbrough and its economy in the medium to long-term in line with my 2025 Vision.

With a Premier League football team and a leading university, Middlesbrough has the aspiration and ambition to match, and is widely seen as the city heart of the Tees Valley.

This Council has achieved a great deal in recent years, and despite some challenging times is looking to its future with a considerable degree of confidence.

The foundations we have put in place – combined with an ambitious and achievable Investment Strategy for the years to come – will enable us to fulfil the town’s economic potential and, importantly, drive the growth of the wider Tees Valley. Our plans are aligned with the Tees Valley Strategic Economic Plan and will contribute to its target to deliver 25,000 new jobs.

WE ARE ON THE VERGE OF AN IMPORTANT NEW ERA WHICH WILL BUILD ON MIDDLESBROUGH’S RICH HERITAGE AND DRIVE US FORWARD AS A BEACON OF 21ST CENTURY AMBITION AND PROSPERITY.

It’s a vision firmly rooted in my ambition for a fairer, safer and stronger Middlesbrough. An ambition achieved by significantly growing local wealth generation through housebuilding and business creation, and the continued development of our town centre which is our greatest asset.

Dave Budd
Mayor of Middlesbrough
INTRODUCTION

MIDDLESBROUGH IS OPEN FOR BUSINESS – AND LOOKING FORWARD TO THE FUTURE WITH EVER-GROWING CONFIDENCE AND AMBITION.

The Mayor’s 2025 Vision puts Middlesbrough firmly at the heart of the Tees Valley City Region, and competing with cities across the UK and further afield.

Middlesbrough’s capacity to grow and prosper depends on its ability to continue to attract the new businesses, entrepreneurs and investment that will drive job creation and long-term prosperity. The Council plays a critical role in facilitating and financially supporting delivery through developing investment models and working with the Tees Valley Combined Authority to stimulate investment.

Over the last decade Middlesbrough Council has enabled a transformational regeneration programme characterised by contemporary architecture, pioneering entrepreneurial spirit and forward-thinking investment to take place.

This Investment Prospectus reflects on a number of recent successes, more than £500 million of direct investment, and lays out the ambitions and priorities that will take Middlesbrough on to the next phase in its journey.

The Council’s vision, which builds on the work already under way, is underpinned by a commitment to creating sustained economic growth, high quality jobs and thriving communities. Critical to this is the ambition to inspire, upskill and connect Middlesbrough’s people to the new opportunities created.

This is a hugely exciting time for a town on the verge of great things, and we look forward to forging the new partnerships that help turn dreams into reality.

Middlesbrough Council is investing £68 million over the next four years to facilitate the delivery of each of the major initiatives contained within this prospectus, and will continue to use its land and assets to create economic growth, good quality jobs and prosperity for the people of Middlesbrough.
OVER THE NEXT DECADE
MIDDLESBROUGH COUNCIL
AIMS TO DELIVER

- Commercial and Housing Investment – circa £625m
- Business accommodation developed 1.7m sqft
- Total land regenerated 57.5 hectares
- Total supply chain jobs – circa 750
- Total direct jobs – circa 4,250
- Total new homes built – circa 5,500
MIDDLESBROUGH: THE TOWN THAT BUILT THE WORLD

MIDDLESBROUGH’S IDENTITY WAS FORGED IN THE VERY ENGINE ROOM OF THE INDUSTRIAL REVOLUTION, AND ITS EXPLORERS, INNOVATORS AND PIONEERS HAVE LEFT THEIR MARK AROUND THE GLOBE.

Little more than a hamlet at the start of the 19th century, the town boomed into one of the global centres of the iron and steel industries – an ‘Infant Hercules’ in the words of Gladstone during a visit to the town.

Captain James Cook, whose 18th century voyages of discovery transformed our understanding of the world, was born within the town’s boundaries, and the girders of the Sydney Harbour Bridge bear the words ‘Made in Middlesbrough’.

Middlesbrough is redefining itself as a key urban centre at the heart of the Tees Valley, and still with a truly international reach.

The 21st century rise of the creative and digital sectors has helped drive the town’s regeneration with around 100 cutting edge businesses already up and running in the Boho Zone. They are thriving alongside burgeoning retail, commerce, manufacturing, leisure, health and trade sectors, as Middlesbrough carves out a solid reputation as the place to live, work and enjoy leisure time.

The town’s optimism and belief in itself as a modern, vibrant urban hub is built on solid foundations which have seen ambitious partnerships between the public and private sectors deliver real and lasting results.

Over the last decade, the Council’s innovative and forward-thinking approach has brought in more than £500 million of investment, with striking new additions to its skyline including Middlesbrough College, Teesside University’s Campus Heart and the state-of-the-art Middlesbrough Sports Village.

Other impressive successes include £12.5m at AV Dawson creating 60 jobs, £3 million Clinkards relocation to Cannon Park bringing 20 jobs and investment of £3.6 million by the On A Roll sandwich company with the creation of 96 jobs, to name but a few.

THIS IS THE STARTING POINT FROM WHICH MIDDLESBROUGH LOOKS FORWARD TO THE FUTURE WITH EVER-GROWING CONFIDENCE AND AMBITION.
CENTRAL TO THE MAYOR’S 2025 VISION IS THE INNOVATIVE, CITY-SCALE DEVELOPMENTS THAT WILL TRANSFORM MIDDLESBROUGH AND ITS ECONOMY.

4 KEY AMBITIONS HAVE BEEN IDENTIFIED

**ATTRACTION**
City-scale investment that will grow Middlesbrough’s economy and that of the wider Tees Valley City Region.

**DIVERSIFICATION**
Middlesbrough’s town centre economy by increasing the proportion of commercial, leisure, cultural and food and beverage floor space.

**GENERATION**
Significant income through a targeted programme of housebuilding and business creation.

**INSPIRE, UPSKILL AND CONNECT**
Middlesbrough’s people to the new opportunities that arise.

This approach will further reinforce the town’s status as the economic heart of the Tees Valley, creating the sort of commercial and retail economy that appeals to major investors and employers.

This prospectus focuses on the Council’s steadfast determination to create high quality employment and sustained economic growth complemented by inspiring architecture, attractive modern housing and leisure opportunities of regional significance.

The town will become a focal point for high quality office accommodation and urban living, driving demand for a thriving retail sector and leisure services.

*MIDDLESBROUGH COLLEGE*
The biggest house-building programme in the town’s history is already under way, with the aim of providing high quality housing for a growing population with high quality of life guaranteed at the heart of thriving communities.

The Council will continue to champion first class education facilities – from nursery to university and beyond – to maximise individual skills potential and ensure our young people are equipped to take advantage of the opportunities available to them.

There will also be a continued focus on the development of the cultural offer for Middlesbrough in line with the Mayor’s Vision and overall ambitions of the Council. By 2025 Middlesbrough will be the thriving, distinctive cultural centre at the heart of the Tees Valley. Culture will be the golden thread running through the successful development of our people and our place.

New investment is expected to top £600 million over the coming years, including more than 5,000 high quality new homes and the regeneration of nearly 60 hectares of land.

Once complete, Middlesbrough Council will have drawn over £1 billion of new investment over the preceding decade into this town, benefitting all and providing a firm foundation from which to invest and grow.
DEMOGRAPHICS

MIDDLESBROUGH HAS A POPULATION OF 140,000 BUT SERVES AS A DISTRICT CENTRE FOR THE TEES VALLEY CITY REGION WHICH HAS POPULATION OF 664,000, RISING TO CIRCA 2.7 MILLION, WITHIN 60 MINUTES.

KEY DEMOGRAPHICS

Within a 20 minute drive of Middlesbrough there are over;

- 65,000 people in managerial or professional occupations
- 75,000 people who are degree (or above) educated
- 450,000 people

The Tees Valley hosts nearly 300,000 jobs.

Total available spend within 60 minutes’ drive ranks above Cardiff, Edinburgh and Tyneside and is comparable with Glasgow and Southampton.

RETAIL

Circa 8 million shopping visits per year.
SKILLS

5,000 College Students
20,000 University Students
serviced by around 6,000 Staff

5/7 of our secondary schools are performing above the national average.

£250m Invested in rebuilding all secondary schools.

23 out of 24 of the top high street brands expected in any city shopping centre.

Middlesbrough is home to around 2,500 enterprises, the majority of which operate within the service sector including financial, real estate, professional, administrative, wholesale/retail, public administration, education and the arts/culture.

Latest published ONS statistics show that Middlesbrough has the highest rate of GVA per worker and the highest rate of business start ups in the north east.

TRANSPORT

Third largest train station in the north east with direct services to Newcastle, Sunderland, Carlisle, Whitby, Leeds and Manchester.

Easy access to the UK’s road network with the A66, A19 & A1.

Three-hour direct rail link to London planned by 2020.

Middlesbrough’s bus station has 37,000 users per day.

Teesport is the third largest port in the UK.

Durham Tees Valley Airport is less than 20 minutes away, with Leeds Bradford and Newcastle airports around one hour away.

BUSINESS

ADVANCED MANUFACTURING research clusters and advanced manufacturing.

KNOWLEDGE INTENSIVE BUSINESSES (KIBS) increasing the density of skilled employment.

DIGITAL growing the DigitalCity cluster and expanding its expertise into new sectors.

HEALTH developing medical sciences, services and manufacturing sectors.

LEISURE increasing representation in leisure markets and visitor spend on culture, sport, and food and beverage.

In developing Middlesbrough’s economy for the 21st century, particular significance has been placed on strategic growth sectors.
SWANSEA CITY’S PROMOTION TO THE PREMIER LEAGUE IN 2011 CREATED 400 JOBS AND WAS WORTH £58M (PER ANNUM) TO THE CITY ECONOMY.

- CARDIFF UNIVERSITY
Middlehaven - home to Middlesbrough Football Club - is one of the most exciting regeneration schemes in the UK due to its impressive scale, waterside location and contemporary architecture.

Around £200 million has already been invested, transforming the area from a heavy industrial brownfield site to a prime development opportunity. There are more than 20 hectares of land on the western side of Middlehaven in public ownership ready for development.

Projects in the pipeline already include a £30 million snow centre with the potential to create more than 350 jobs and deliver a venue of regional and national stature.

The Council also continues to support the ambitions of Middlesbrough College as it expands its offer, fills skills shortages and invests in its campus, alongside Middlesbrough Football Club’s plans to develop and diversify their stadium.

Middlehaven is already a destination for local and regional visitors. The planned developments for this area will give Middlehaven the national significance it is ready for.
Central Middlesbrough is the primary retail and employment centre of the Tees Valley, but must continue to compete by transforming its offer to incorporate a higher proportion of knowledge-based professional services and commercial employers.

The quarter is already home to the internationally acclaimed Middlesbrough Institute of Modern Art (mima), which, with the historic Town Hall and newly developed Holiday Inn Express, borders Centre Square, one of the biggest civic spaces of its kind in the UK and a centre piece for the town.

Plans already in place for central Middlesbrough include the creation of high quality, modern office space with the potential to create around 1,500 jobs. Work already in progress includes an £8 million refurbishment of the Town Hall, major improvements to Albert Road including new restaurants, and the redevelopment of empty commercial buildings no longer fit for purpose into new uses e.g. Rede House into student accommodation.

Further development of the Baker/Bedford Street area is planned to incorporate the surrounding Albert/Linthorpe/Borough/Grange Road areas.

**KEY ACTIONS**

1. Start on site for 200,000 sqft premier office development providing for 1,500 new jobs.
2. Complete £8m refurbishment of Town Hall Concert Hall.
3. Complete Albert Road public realm improvements including new restaurants on Albert Road.
4. Prepare a masterplan for Centre Square area.
5. Continue to bring empty commercial buildings back into use.
THE COUNCIL WILL CONTINUE TO BRING VACANT SITES AND BUILDINGS BACK IN TO USE BY SUPPORTING INVESTORS.
BUSINESS AND ENTERPRISE

GROWING MIDDLESBROUGH’S BUSINESS BASE WITH NEW COMMERCIAL WORKSPACE AND A SUPPORTIVE ENVIRONMENT FOR INNOVATION SECTORS.

Middlesbrough will work with the Tees Valley Combined Authority and private sector partners to unlock sites, increase the supply of good quality land and contribute to significantly growing wealth through business growth and creation.

Successes to date include the 11-hectare Teesside Advanced Manufacturing Park (TAMP) which is home to world class research and commercial premises including The Welding Institute (TWI) and their new state of the art facility. Whilst TAMP will create a world leading focal point for innovation sectors, Hemlington Grange Business Park seeks to create around 750 new jobs in 850,000 sq ft of quality workspace. The first development on the eight-hectare site is the new Cleveland Police HQ.

Ongoing growth areas include DigitalCity which provides world-class specialist business support to grow the capacity and capability of the city region’s digital media cluster, and the town’s burgeoning Boho Zone which is firmly established as the Tees Valley’s digital and creative business hub.

The growth of Boho is a key priority in terms of both its influence and its physical presence. Extensive growth in the sector requires a new generation of accommodation to service growing businesses as well as the pipeline of new ventures.

KEY ACTIONS

01 Complete new Police Head Quarters development.

02 Complete masterplan and delivery model for Hemlington Grange Business Park.

03 Work with Tees Valley Combined Authority to support development of TAMP (Teesside Advanced Manufacturing Park) through provision of infrastructure and marketing.

04 Explore the next phase of expansion options for the Boho area and support the further development of the digital sector.
Middlesbrough’s iconic railway station is a key part of the town’s historic heart, and one the Council will continue to support as a vital link between the up-and-coming Middlehaven regeneration area and the nearby retail centre.

Enhanced rail access, quality of stock and ancillary services are crucial components to economic success.

The station is one of busiest in the north east with 1.5 million passengers per annum. The creation of a direct London link in 2020 will lead to direct journeys to Kings Cross within three hours and a significant investment boost.

The Historic Quarter boasts numerous important late 19th century buildings within a designated Conservation Area, with potential to provide high quality commercial and residential accommodation.

Work is under way on the development of a railway station area masterplan, outlining the necessary improvements for enhanced services, as well as the regeneration of the secondary areas.

The establishment of an Enterprise Zone across the Historic Quarter incentivises private investment and has been designed to target the key gateway between Middlehaven and the town centre, providing the linkage between the primary amenities of the town and the opportunities presented by the wider Middlehaven.

The land surrounding the railway station has the potential to create a new urban living experience, with opportunities for bespoke housing. There are currently significant areas of development-ready land nearby and this presents a major investment opportunity.

Middlesbrough Council will continue to work with rail companies to deliver:

- A direct London link;
- Enhanced services to Tyneside, York, Leeds and the surrounding areas;
- Electrification of the Northallerton to Middlesbrough line.

The Historic Quarter area masterplan includes:

- A direct London link;
- Enhanced services to Tyneside, York, Leeds and the surrounding areas;
- Electrification of the Northallerton to Middlesbrough line.

The Historic Quarter boasts numerous important late 19th century buildings within a designated Conservation Area, with potential to provide high quality commercial and residential accommodation.

Work is under way on the development of a railway station area masterplan, outlining the necessary improvements for enhanced services, as well as the regeneration of the secondary areas.

The establishment of an Enterprise Zone across the Historic Quarter incentivises private investment and has been designed to target the key gateway between Middlehaven and the town centre, providing the linkage between the primary amenities of the town and the opportunities presented by the wider Middlehaven.

The land surrounding the railway station has the potential to create a new urban living experience, with opportunities for bespoke housing. There are currently significant areas of development-ready land nearby and this presents a major investment opportunity.

### KEY ACTIONS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Work with Stagecoach and Virgin Trains to bring direct London train line, developing a programme to do this.</td>
</tr>
<tr>
<td>02</td>
<td>Develop a masterplan for the rail station area, comprising the objectives of:</td>
</tr>
<tr>
<td>03</td>
<td>Drive professional employment through the creation and publication of the new Enterprise Zone.</td>
</tr>
<tr>
<td>04</td>
<td>Revitalise our historic environment, including Exchange Square, with new uses and amenities.</td>
</tr>
</tbody>
</table>
A KEY DRIVER OF OUR ELECTED MAYOR’S PROGRAMME IS THE PROTECTION AND ENHANCEMENT OF THE HISTORIC ENVIRONMENT.
THE COUNCIL IS COMMITTED TO SUPPORTING TEESIDE UNIVERSITY IN THE DEVELOPMENT AND MANAGEMENT OF ITS CAMPUS ESTATE.
UNIVERSITY QUARTER

BUILDING ON THE SUCCESS OF TEESIDE UNIVERSITY AND LINTHORPE ROAD TO PROVIDE HIGH QUALITY EDUCATIONAL, RESIDENTIAL AND COMMERCIAL OPPORTUNITIES.

Over the last decade, Teesside University has invested more than £350 million in its Campus Heart with a further £50 million scheduled for the next three years. With more than 20,000 students it is a significant economic driver for Middlesbrough and the wider Tees area.

The University’s success has helped drive a revival in the surrounding area as well as Middlebrough’s night-time economy, and plans are in place for further complementary development that will support growth in the University campus and for businesses across the Linthorpe Road area.

The University continues to play a key role in the ongoing regeneration and economic and cultural vitality of the town, and the Council will continue to support and develop its links with a thriving and prosperous retail centre.

The demand for student amenities presents further opportunities to bring forward a residential mixed use development in Gresham, underpinned by the presence of a new student village.

The thriving Baker and Bedford Streets provide a natural crossroad to further integrate the University Quarter with the retail core. Similarly, the local area presents a further opportunity to mirror the high quality public realm standards set by the recent Southfield Road scheme.

Work continues on the neighbouring Gresham regeneration area, with proposals for a new student village and further enhancements to Linthorpe Road as a centre for independent retail and the night-time economy.

Psyche Linthorpe Road

Bedford Street

KEY ACTIONS

01 Creation of a new student village.

02 Enhance Linthorpe Road as a centre for independent retail and the night time economy through public realm improvements and business support.

03 Support the University in the further development of the campus masterplan.
TEESIDE MEDIA AND INNOVATION VILLAGE

TRANSFORMING AND RESTRUCTURING MIDDLESBROUGH’S CENTRE TO CREATE AN ICONIC REGIONAL DESTINATION FOR MEDIA, DIGITAL CREATIVITY, LEARNING AND LEISURE.

Among the most ambitious plans for the town centre, the proposed Teesside Media and Innovation Village will transform central Middlesbrough through the development of high quality commercial, cultural and leisure spaces. This will be located to the west of the town centre and incorporate the bus station site.

The Village will become a regional focal point for cultural entertainment, cinema, bars, cafes and restaurants, with a firm emphasis on design innovation and iconic architecture appealing to investors, occupiers and visitors alike.

The proposals – drawn up in support of the City of Culture 2025 bid – include the creation of a new bus station, new leisure and cultural facilities and fresh retail and commercial opportunities.

Combined, this presents a further, long-term opportunity to stimulate the enhancement/further development of vacant/underemployed land in the Cannon Park area.

**KEY ACTIONS**

| 01 | The creation of a welcoming and high quality bus station. |
| 02 | New leisure and cultural facilities created. |
| 03 | Improve links and circulation in and around Middlesbrough centre. |
| 04 | Iconic architecture to enhance public areas. |
| 05 | Enable new retail and commercial opportunities. |
| 06 | Support the relocation of Cleveland College of Art and Design. |
“EVERY £1 SPENT ON HOUSING GENERATES £1.40 OF WIDER ECONOMIC BENEFIT.”
GROWTH AND PROSPERITY THROUGH HOUSING

MEETING THE DEMAND FOR, AND VARIETY OF, ADDITIONAL NEW HOMES IN MIDDLESBROUGH TO MEET THE NEEDS AND ASPIRATIONS OF A GROWING POPULATION.

The building of modern, high quality housing is crucial if Middlesbrough is to retain and grow its population as a key driver in wealth generation and the delivery of good quality public services.

The town is currently embarked on the most ambitious house-building programme in its history, with more than 1,500 new homes completed over the last two years and 7,000 due by 2029.

Delivering middle- and upper-market properties alongside attractive affordable housing – in quality neighbourhoods with a sense of place and a local identity – will help to attract and retain economically-active households and in turn support economic growth.

Well-designed neighbourhoods will require significant infrastructure including transport networks, schools, good quality open space, cycle routes and local facilities.

KEY ACTIONS

01. Undertake comprehensive review of the Local Plan, allocating additional land for housing growth.

02. Work with TVCA to drive housing growth and innovative housing solutions.

03. Complete masterplans of strategic sites at Newham Hall Farm, Nunthorpe and Brookfield.

04. Deliver the Infrastructure Delivery Plan to ensure that the public services and amenities are in place to support expansive development growth.

05. Meet market demand by ensuring a steady flow of new sites.

06. Bring forward options for city-centre living.

Bohouse

Acklam Hall
Middlesbrough has embarked on a journey that will build both on its rich heritage and the major successes of recent years.

The opportunities for investors, entrepreneurs and businesses are huge as the town looks to work with those who share its ambition and aspirations.

We commit to a pragmatic and constructive dialogue to work towards new development opportunities, to the mutual benefit of investors and the people of Middlesbrough.

**LAND AVAILABILITY**

The local market has a range of investment opportunities with prime development land and excellent locations.

Middlesbrough Council also holds a varied portfolio of development land in key locations across the town.

To find out more, contact invest@middlesbrough.gov.uk
ROUGH’S READY – ARE YOU?