

# BECBC Business Support e-Group

## Carlisle Town Deal Overview

18 November 2020



# Town Deal - Purpose and priorities

To drive the sustainable economic regeneration of towns to deliver long term economic and productivity growth

## Urban regeneration

Ensuring towns are thriving places for people to live and work, including by:

- Increasing density in town centres;
- Strengthening local economic assets including local cultural assets;
- Site acquisition, preparation, remediation, and/or development; and
- Making full use of planning tools to bring strategic direction and change.

## Skills and enterprise infrastructure

- Driving private sector investment and small business development; and
- Ensuring towns have the space to support skills and small business development.

## Connectivity

- Developing local transport schemes that complement regional and national networks; and
- Supporting the delivery of improved digital connectivity.



# Town Investment Plan vs Town Deal

## Town Investment Plan

- Encompasses **all** projects and investments to support the growth and regeneration of the City (including Borderlands Growth Deal; Future High Streets Fund; other public funders; private investment)

## Town Deal

- The **specific** projects and investments that will form the Town Deal 'Ask' – up to £25m
- Requires a process to identify the priority projects to be put forward for Town Deal funding



# Town Investment Plan - Key Requirements

1. Plan - Long-term strategy for economic growth, outcomes up to 2030 (short, medium and long-term priorities)
2. Covid-19 - How it is impacting local economy and how this has shaped investment approach
3. Developed with input from the community, genuine local ownership
4. Complementing other investments and funding
5. Supporting evidence base and analysis - need and opportunity
6. Capacity to deliver





# Town Deal Process

## ■ Phase 1

- Town Investment Plan
- Strategic business case for priority projects
- Heads of Terms offer (subject to quality of submission)

## ■ Phase 2

- Detailed business cases for agreed projects (justification, VfM, additionality, costs and funding, deliverability)
- Release of funding
- Project delivery



## Carlisle Town Deal - Vision

"Carlisle will be a thriving centre for businesses, residents, education, and culture providing new jobs, thousands of extra homes, better skills, a high quality leisure offer, a clean environment, and a great quality of life for a growing resident population and workforce...

...It will be a flourishing visitor destination, welcoming tourists to the City and offering an attractive gateway to the beauty of the wider Cumbrian and Borderlands region"



# Carlisle Town Deal - Objectives

## Objective 1: Growing City



Growing the working-age population of Carlisle and expanding the business and employment base, through investment in housing, business growth, high-quality job creation, and education & skills.

## Objective 2: Vibrant City



Increasing vibrancy and activity in Carlisle city centre, creating a thriving community of students, residents, businesses and workers using the centre city for education, housing, work and leisure activities, during the day and into the evening.



# Carlisle Town Deal - Objectives

## Objective 3: Connected City



Making Carlisle a highly accessible and connected city, and supporting growth by making it easier for residents, workers, visitors and businesses to arrive at and move around the city.

## Objective 4: Destination City



Enabling Carlisle's visitor economy, attracting additional footfall, vibrancy and spending to the city.





# Carlisle Town Deal - Objectives

## Objective 5:



Enabling Carlisle's businesses, people and communities to be resilient to current and future economic and environmental challenges including climate change, economic exclusion and unemployment, and recovery from the Covid-19 pandemic.



# Carlisle Town Deal - Projects

## Carlisle Southern Gateway

An integrated programme of investments in active and sustainable travel and public realm to better connect key developments in the Southern Gateway area of Carlisle (including the Station and Citadels area), and to connect St Cuthbert's Garden Village with the City Centre.

## Digital and Community Learning Hub

Refurbishment of the City Centre Library to create an accessible digital skills and community learning hub, and installation of digital equipment and training materials in 13 community venues. This will increase delivery of digital skills and community learning, equipping residents from excluded communities with skills for employment and digital inclusion.



# Carlisle Town Deal - Projects

## Start with the Park (St Cuthbert's Garden Village)

The 'Start with the Park' project will provide the 'Greenway', a connective, multi-modal green travel route connecting the key settlements of SCGV with Carlisle City Centre and providing high quality leisure and recreation facilities. The project will position SCGV as a unique and attractive destination for working-age families.

## Carlisle Market Hall

Refurbishment of Carlisle's historic Grade 2 listed indoor market hall, to create a food court and entertainment venue. The project will create a new destination in the city, giving visitors, local families and young people new reasons to spend time and money in the city centre.



# Carlisle Town Deal - Projects

## Tullie House

Supporting investments to transform Tullie House as one of Carlisle's distinct historic assets, into the creative and cultural heart of Carlisle. This project will better connect the Museum to the surrounding streetscape, increasing its visibility by providing a clear and contemporary point of arrival for visitors.

## Lighting up Carlisle

Investment of capital funding in digital lighting equipment to support an expanded and transformed events programme. The installation of themed and seasonal lighting will illuminate key landmark and heritage buildings (e.g. Cathedral, Castle, Market Hall) while cultural events are taking place.



# Carlisle Town Deal - Projects

## Citadels Innovation Hub

Development of business incubation and innovation space on the Citadels site, adjacent to the development of the University of Cumbria campus. Attracting businesses and jobs to the city centre, and stimulating the growth of key sectors, including digital and creative.





## Engagement with local communities and businesses is key!

We want to work with you to as we develop our plans and projects – continuous process of update / engagement.

More information at:  
**[www.carlisle.gov.uk/regeneration](http://www.carlisle.gov.uk/regeneration)**

