

LOUGHBOROUGH

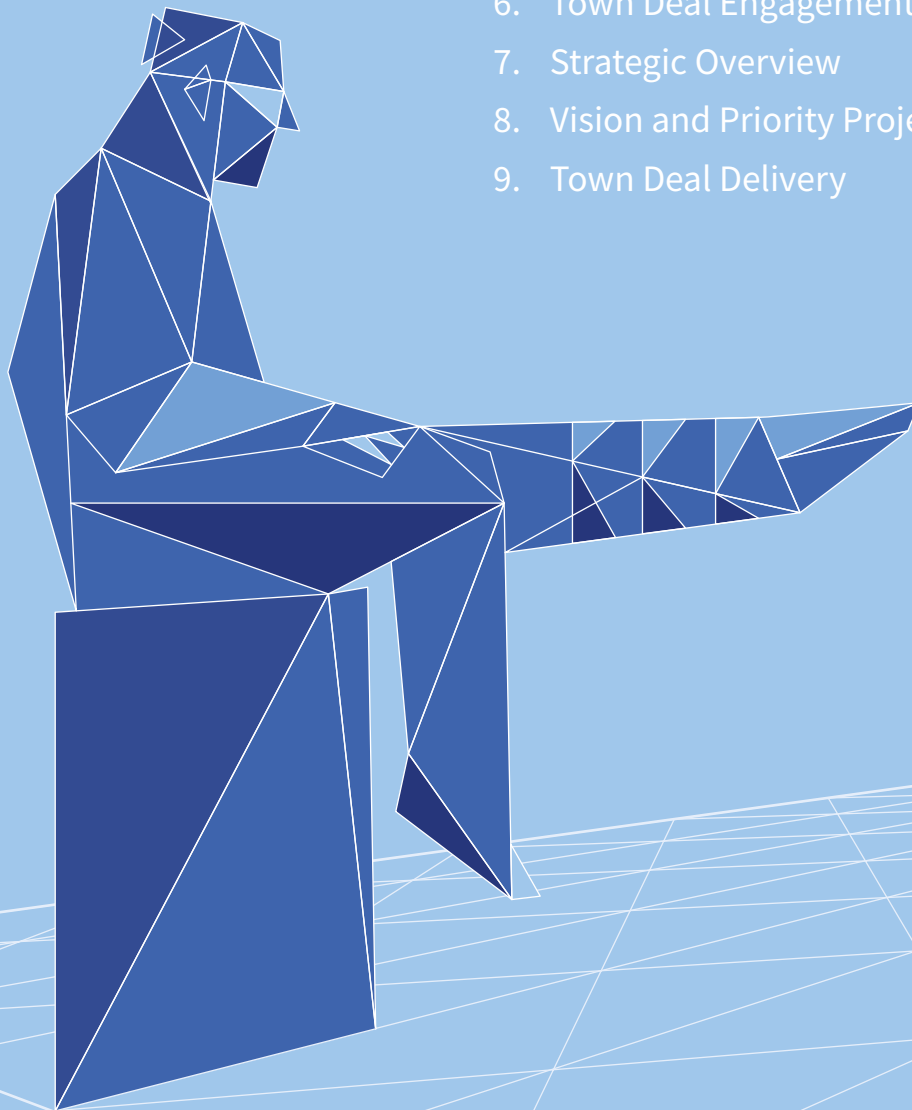
TOWN INVESTMENT PLAN (TIP)

FEBRUARY
2021



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1. Foreword

We are proud of Loughborough and are delighted to have submitted our Town Investment Plan to the government on behalf of our Town Deal Board. Our plan is an exciting and transformative proposal which sets out a compelling case for **£25 million** of Towns Fund investment. This investment will complement our match funding of just over **£69 million** and lead to a total investment value for all the projects for Loughborough of approximately **£101 million**.

The projects within our plan will kickstart our ambition to level up both people and place - to change how the town looks, functions and be better connected, helping our communities improve their skills, find employment, and grow their businesses, and enjoy active, healthy lifestyles in a clean, green environment.

Loughborough has significant challenges both visible and unseen, falling below the average of many national indicators. Town Centre decline continues, years of under investment making it hard for business to succeed; slow pace of attracting and delivering transformational investment at scale; low skills means low income levels and separation of opportunity from tackling disadvantage. The COVID-19 pandemic has compounded these challenges impacting on key sectors such as manufacturing.

A levelling up is required. A response that embraces opportunity, potential and ambition that is rooted in our history is needed to evolve our Loughborough story.

Specific, deliverable, partnership interventions part funded from the Towns Fund will spark a fire of ambition to create systematic transformation. The Town Deal Investment Plan identifies five key challenges and consists of 15 focused interventions that will make the town a better-connected place in a physical sense and will support levelling up through creating opportunities for residents to improve skills, health, and nurture innovative businesses.

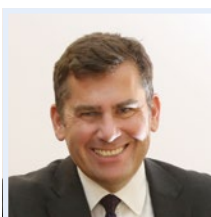
Loughborough's ambition is to be internationally recognised as a place which nurtures and provides opportunity for current, future and returning generations, places people and businesses choose to live, work, study and visit.

This Plan evidences our vision for the future development of Loughborough and our ambitions for our communities.

By continuing to work together we are sure that Loughborough will achieve a Town Deal of which we can all be proud.



Dr Nik Kotecha OBE,
Co-Chair, Loughborough
Town Deal Board



Cllr Jonathan Morgan,
Co-Chair, Loughborough
Town Deal Board

2. Executive Summary

2.1. Introduction

Loughborough is a town of contrasts. The town is a traditional market town and primary service centre for the wider Charnwood Borough, but also a youthful and multicultural town with a world class, top 10 university. Loughborough has adapted from its industrial past with growing specialist sectors in pharmaceuticals, life sciences and technological innovation across two Enterprise Zone sites, but it also celebrates its heritage, and is proud to be home to the UK's only surviving Bell Foundry and historic Great Central Railway.

The Town Investment Plan (TIP) is part of a range of strategies that aims to bring together the past and the future, the traditional and the modern, to re-position Loughborough as a high performing, vibrant 'small city' which makes the most of its unique heritage and builds on the opportunities of the university and the Enterprise Zone sites to shape its future.

2.2. Opportunities

There are some fantastic opportunities in Loughborough to kickstart economic recovery and contribute to the Government's levelling up agenda:

- The only town deal location with a top 10 university, and a thriving further education college leading on the Kickstart agenda.
- Two large Enterprise Zone sites with the potential to be larger than the Cambridge and Oxford Science Parks combined, once fully developed and occupied, benefitting from national designations including the UK's first Life Sciences Opportunity Zone and a High Potential Opportunity Zone for Rehabilitation.
- Strategic location at the centre of the East Midlands, Midlands Engine and UK – 2 million people live within 30 mins drive.
- Growth location experiencing rapid population increases (the population is expected to increase from 67,000 at present to more than 80,000 during the 2030s, a pace over double the national average).
- A city-like density conducive to healthier and more sustainable active-travel modes.
- Potential to drive a larger visitor economy, building on the town's heritage offer, including the Bell Foundry and The Great Central Railway.

2.3. Challenges

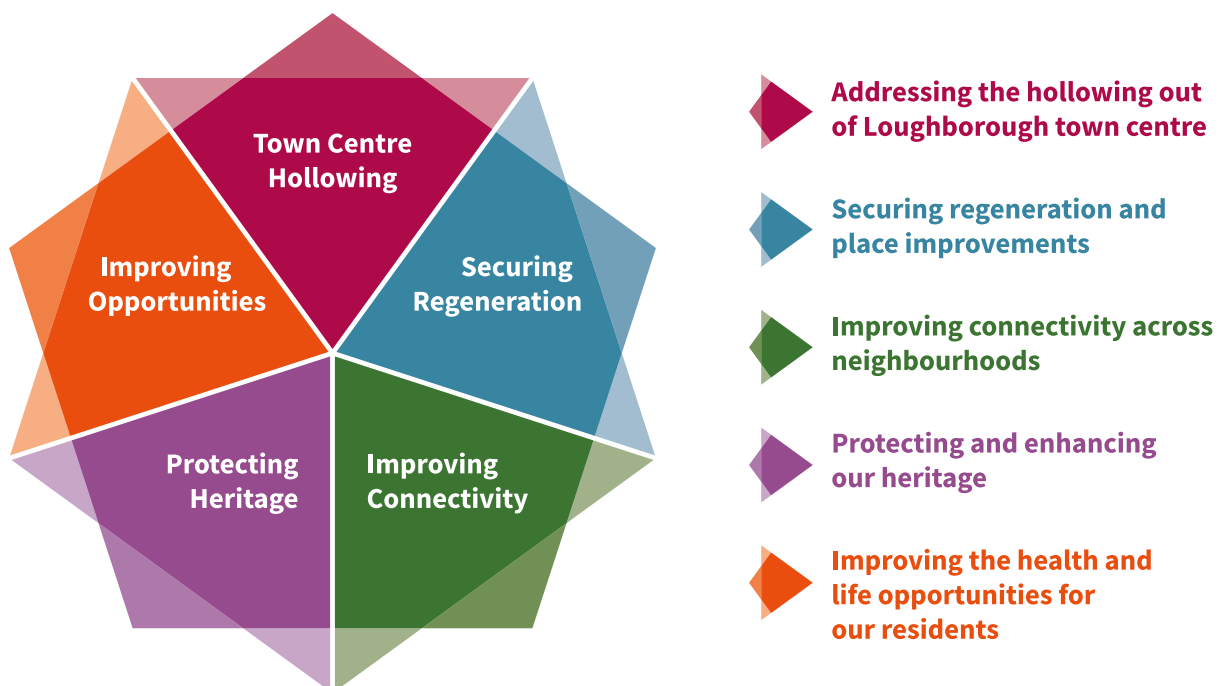
However, if Loughborough is to reach its potential, some significant challenges need to be addressed:

- Loughborough displays many deprivation characteristics typical of a disadvantaged Midlands town, with particular clusters of deprivation near the town centre. It also displays many health inequalities amongst its residents.
- Loughborough suffers from low GVA per capita, productivity and job and enterprise densities compared to the national average.
- Loughborough has a talent retention deficit and skills shortages.
- The town centre lacks investment, a situation further exacerbated by COVID-19, and is hollowing out as a result.
- Large parts of the town are within an area at risk of flooding, limiting the potential to realise regeneration aims, particularly in the town centre.
- Loughborough suffers from structural weaknesses in its local internal connectivity – separating the most disadvantaged areas from the town's areas of opportunity.
- The town faces a disproportionate risk from COVID-19, given its reliance on education and manufacturing, two of the most impacted sectors.



2.4. Response

In response to these challenges and opportunities, our extensive consultation with members of the public and business community, consisting of two online surveys with over 500 responses, six online focus groups and a virtual chat, helped identify our five key themes for change. Our investment plan is based on the five themes, using the evidence of need.



... captured in the following ambitious vision:

“Loughborough will be a great place to live, learn, work, and grow - offering residents, communities, businesses, the university and college, opportunities to participate fully in the town’s development. It will be digitally, culturally and physically connected, providing industries for the future, cherishing its heritage, with healthy neighbourhoods and opportunities for all.”

To achieve this exciting and transformative change for Loughborough, our Town Deal ask is for **£25 million** of Towns Fund investment, complementing **£69.097 million** of match funding. This in turn will lead to a total investment value of approximately **£101 million** for Loughborough. Our proposals are summarised in the table below, aligned to national and regional government agendas, and our five themes.

2.5. TIP – Project Summary

Theme and challenge	Projects	Towns Fund Request	Total Project Value
<i>Urban Regeneration, Planning and Land Use</i> <ul style="list-style-type: none"> Hollowing out of Loughborough town centre Securing regeneration and place improvements 	Living Loughborough	£2.87m	£3.03m
	Developer Accelerator	£5.624m	£47.624m
	Bedford Square Gateway	£1.7m	£3.663m
	The Lanes and Links	£1m	£1.16m
	Parish Green	£0.4m	£0.4m
	Flood Protection and Mitigation	£2m	£4.6m
<i>Local Transport and Digital Infrastructure</i> <ul style="list-style-type: none"> Improving connectivity across neighbourhoods 	Connected Loughborough	£1.5m	£10m
<i>Arts, Culture and Heritage</i> <ul style="list-style-type: none"> Protecting and enhancing our heritage 	Loughborough Bell Foundry	£0.835m	£5.453m
	Great Central Railway	£0.28m	£0.98m
	The Generator	£1.6m	£3.995m
	Riverside Regeneration	£0.885m	£0.9M
<i>Skills and Employability</i> <ul style="list-style-type: none"> Improving the health and life opportunities of our residents 	Loughborough College Digital Skills Hub	2.6m	£6.362m
	Generation Loughborough	£1.09m	£1.214m
<i>Enterprise and Innovation</i> <ul style="list-style-type: none"> Improving the health and life opportunities of our residents 	Healthy and Innovative Loughborough	£2.466m	£10.737m
	Careers and Enterprise Hub	£0.15m	£1.35m
TOTAL		£25m	£101.018m

Fig. 1 - TIP Project Summary Table

Our projects will bring the sustainable, tangible and transformative change that Loughborough needs to realise its full potential, and we look forward to working with Government to secure our Town Deal.



3. Introducing Loughborough

3.1. Loughborough is a town of contrasts

With a population of 67,000 it is a traditional market town with a strong industrial heritage and new emerging specialist sectors around pharmaceuticals, life sciences and technological innovation. Loughborough is also home to a world class, top 10 university, with cutting-edge research, sport and technology. Together with Loughborough College there is a student population of 27,000 studying in academic and technical education, which swells the population by 40% during term time. This brings some challenges and opportunities alongside a youthful, dynamic atmosphere.

A Town Deal offers the chance to bring together the two distinct identities of Loughborough to benefit the whole town and positively influence the outcomes for future generations.

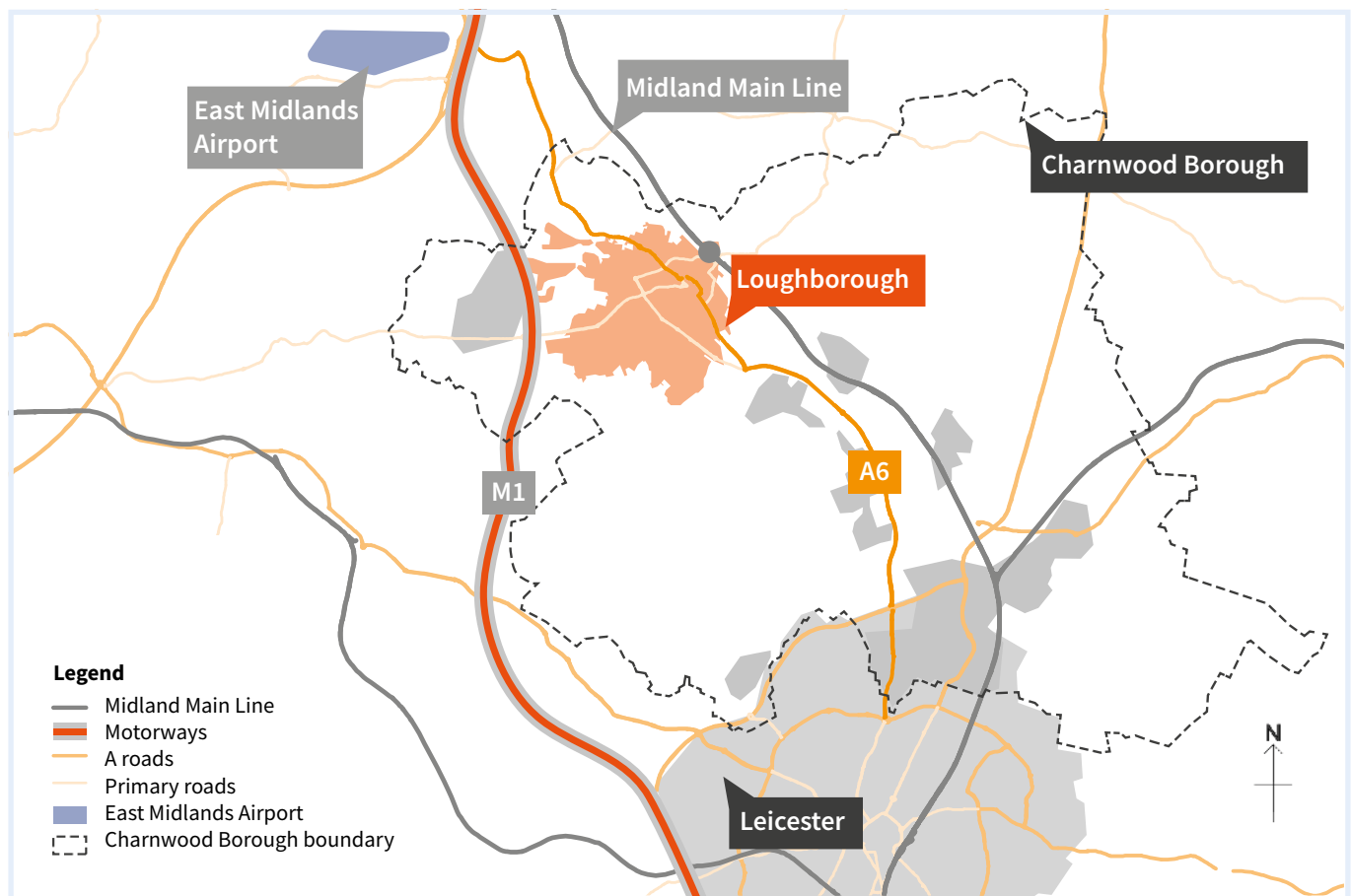


Fig. 2 - Map of Loughborough's Location within Charnwood Borough

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Loughborough is the largest settlement in the Charnwood Borough and the largest town Leicestershire.

The Borough is situated in the north of the county, adjoining Nottinghamshire's boundaries in the north, and the City of Leicester's boundaries to the south. Whilst Leicester is the key destination for work and leisure of many residents in the south of the borough, Loughborough provides the economic, cultural, and social focus in the north of the borough. For the surrounding settlements of Shepshed and villages along the Soar Valley/ A6 corridor, Loughborough provides a full range of retail, financial, commercial and leisure services.



Loughborough has been a regionally significant market town since 1221 and hosts the many cultural and celebratory events which take place in the Borough each year, including the 800-year-old Loughborough Fair, the Diwali celebrations, Loughborough Mela, and the Civic Remembrance Service, drawing in visitors from way beyond the town boundaries.

Historically, the town has been an industrial centre, and although this heritage has, like most towns in the UK, been in decline over recent decades, Loughborough retains some unique assets that will continue to play a role in its future. For example, it contains the only surviving Bell Foundry in the UK, a foundry which has provided iconic bells across the globe, including the largest bell ever cast in the UK, the Great Paul, and the post-earthquake bell for Christchurch New Zealand. Largely however, Loughborough demonstrates too many characteristics of a 'left-behind' industrial Midlands town. Low jobs and enterprise densities, poor productivity and growth sits alongside deprived communities with increasing education, health, and wellbeing inequalities.

Conversely, Loughborough University is internationally recognised for undertaking cutting-edge research in sport and technology, as well as strengths in life sciences and engineering. Its sporting heritage means the town is home to 20 national sport bodies, as well as The Youth Sport Trust, the now leading charity for the education and development of young people in the UK. Loughborough College is also a significant presence in the town and is one of the leading colleges in the UK for further education, sixth form, and apprenticeship delivery.

Loughborough is home to world-renowned companies such as 3M, Brush Engineering and Intelligent Energy, two Enterprise Zone sites and national designations as the UK's first Life Sciences Opportunity Zone and a High Potential Opportunity Zone for Rehabilitation.

However, too often, these successes are not materialising in tangible socio-economic benefits for many of the town's residents, especially many in the deprived communities closest to the town centre, which itself is suffering.

This conflicting identity between Loughborough as a traditional market town and Loughborough as a vibrant university town was drawn out in the consultation process during the preparation of our Town Investment Plan but we do not see them as mutually exclusive.

The Town Investment Plan aims to bring together these two identities: the past and the future, the traditional and the modern, to benefit the whole town, re-positioning Loughborough as a high performing, vibrant 'small city' which makes the most of its unique heritage and building on the opportunities of the university and the Enterprise Zone sites to shape its future.

4. Loughborough in Context

4.1. Geography

Loughborough is located in the heart of the East Midlands, between the three primary cities of Derby, Nottingham and Leicester. The town is well-connected to the rest of the country via the M1 Motorway and strategic road network as well as the Midland Mainline railway.



It is also well placed for the East Midlands Enterprise Gateway at East Midlands Airport and the East Midlands Hub HS2 station at Toton. It is strategically connected to Leicester and numerous Soar Valley settlements by the A6.

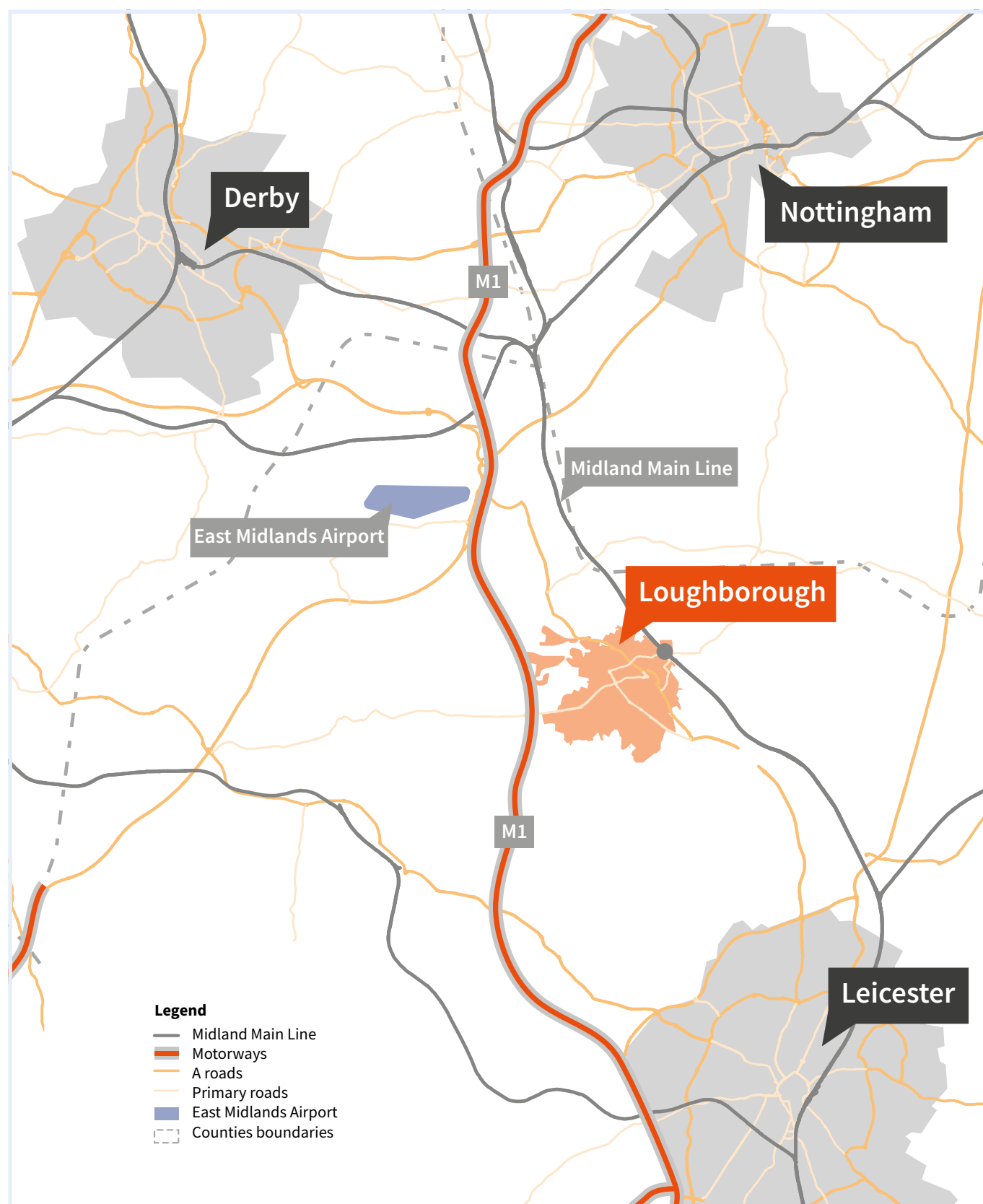


Fig. 3 - Loughborough's location in the region

Source: OpenStreetMap © Crown copyright 2021 OS License No. 100023558

The Town Deal Area covers the main built-up urban area of Loughborough in addition to its two Enterprise Zone sites (Charnwood Campus and Loughborough University Science and Enterprise Park – henceforth LUSEP) and Garendon Park sustainable urban extension, a proposed new development of 3,200 homes, employment space and local centre to the west of the town.

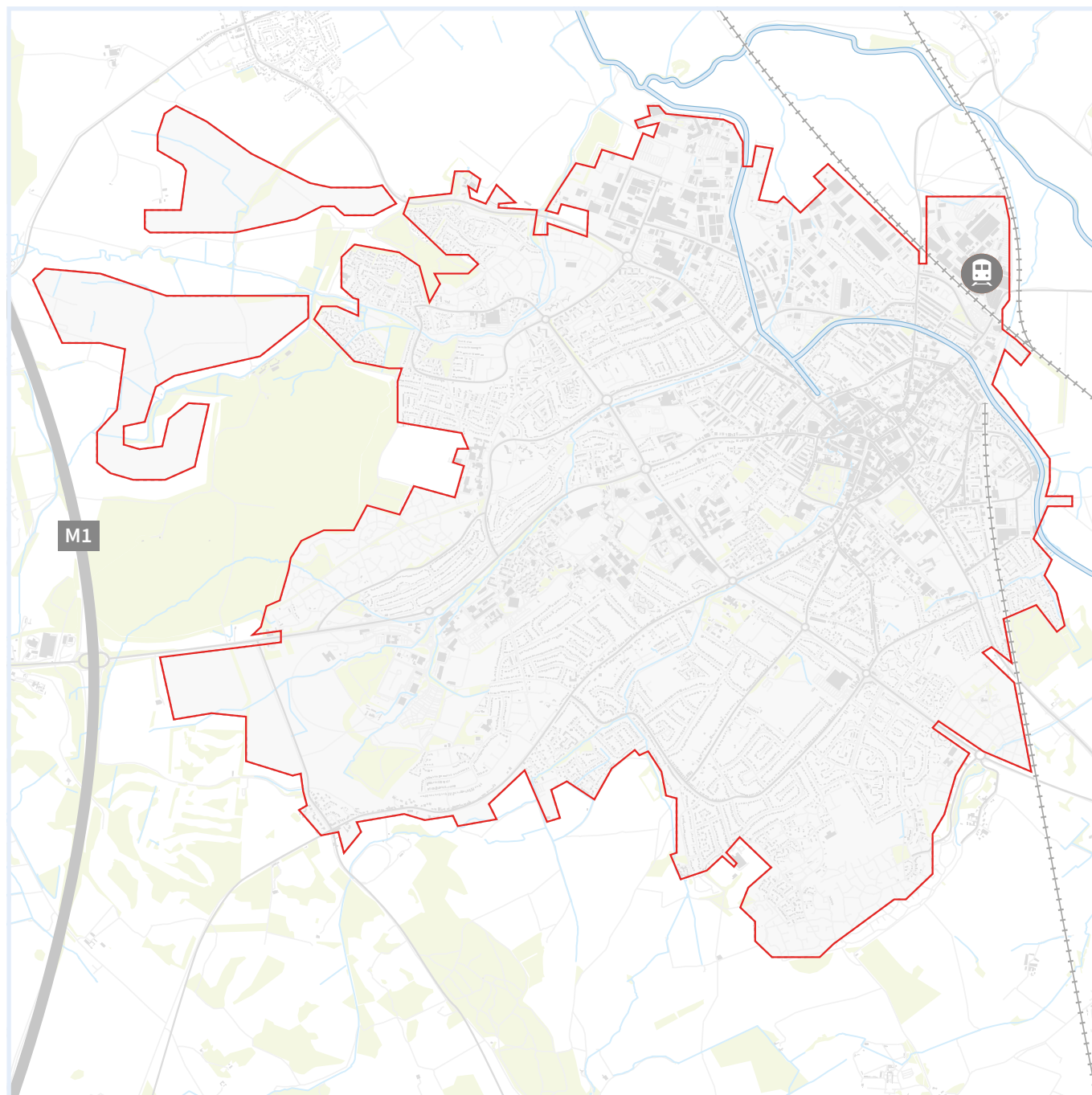


Fig. 4 - Town Deal Area Boundary

Source: OpenStreetMap © Crown copyright 2021 OS License No. 100023558

Legend

□ Town Deal boundary



4.2. Demography

With a built-up area of 1,450 hectares and population of 67,000 people, Loughborough has a density (46/ha¹) of city character – similar to that of Nottingham and Derby.

Furthermore, its population is growing rapidly – with over 1,000 net UK internal migrations per year, a trend that might well be compounded by COVID-19². It is forecast to grow at over double the national average and faster than the East Midlands, Leicestershire and even Charnwood rates through to 2043; the town's population is therefore predicted to exceed 80,000 during the 2030s.

Loughborough's population is growing very rapidly...

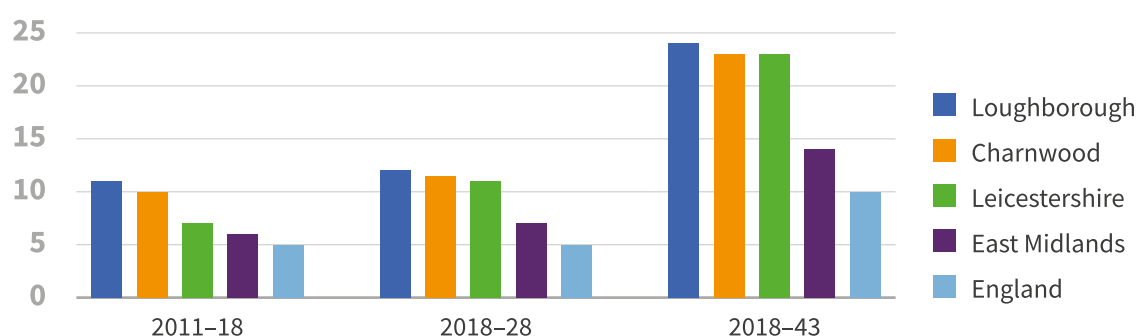


Fig. 5 - Loughborough's population change by percentage increase

Loughborough's population is younger than county, regional and even England averages. By 2043 its Old Age Dependency Ratio will still be below the England average as it is today. This youthful profile is epitomised by Loughborough University and Loughborough College, with over 17,000 and 10,000 enrolled students respectively.

4.3. Ethnicity

Loughborough has a vibrant, diverse and multi-cultural community.

The town has two Mosques, a Hindu Temple, a Sikh community centre and has many Christian church groups based in a variety of venues offering a range of support to their communities. The town also has a thriving Polish centre which has been around since the early 1960's.

In the 2011 Census, 19% of the population were Asian / Asian British and 27% classified as 'non-White British', with 2% not speaking English well³. However, there are significant spatial concentrations to Loughborough's diversity, with two of the town's wards having non-White British populations of approximately 40%⁴, with most of those residents being of Asian descent. This compares with a Charnwood Borough average of 16% of residents being non-White British⁵. Many of the schools in the town centre have a significant number of children who do not have English as their first language, this includes families from across Eastern Europe.



1 Office for National Statistics

2 Office for National Statistics

3 Office for National Statistics

4 2011 Census, Nomis

5 2011 Census, Nomis

4.4. Deprivation

Loughborough displays many deprivation characteristics, typical of a disadvantaged Midlands town, and stands in high contrast to the many affluent villages of rural Leicestershire that surround it.

This is evidenced through:

- Well above national average crime incidents per capita compared to very modest rates in the rural hinterlands,
- 8 of Loughborough's neighbourhoods featuring in the top 3 worst deciles in the UK for deprivation⁶,
- 2 of the town's Lower Super Output Areas (LSOA) close to the town centre featuring in the top 10% of England's most deprived areas (Bell Foundry and Warwick Way). Two Priority Neighbourhoods have been established in East and West Loughborough due to the high levels of deprivation in these areas.

The town also demonstrates health inequalities across both physical and mental health indicators. Despite its younger age profile, health domain scores in the IMD2019 show bottom 20% scores in four Loughborough LSOAs and a further 10 LSOAs in the bottom 40% on the health and disability deciles⁷. Mental Health is a particular challenge in the Priority Neighbourhoods and is often linked to substance and alcohol misuse and the resulting crime that can come with it.

Being disadvantaged is particularly evident in Loughborough's BAME communities in the areas of deprivation, where indicators suggest lower income levels, lower educational attainment, reduced life expectancy and health indicators.



⁶ 2019 Indices of Multiple Deprivation (IMD).

⁷ The statistics which show significant health inequalities in Loughborough according to Public Health England in 2018 are shown in Appendix 3 to this TIP.

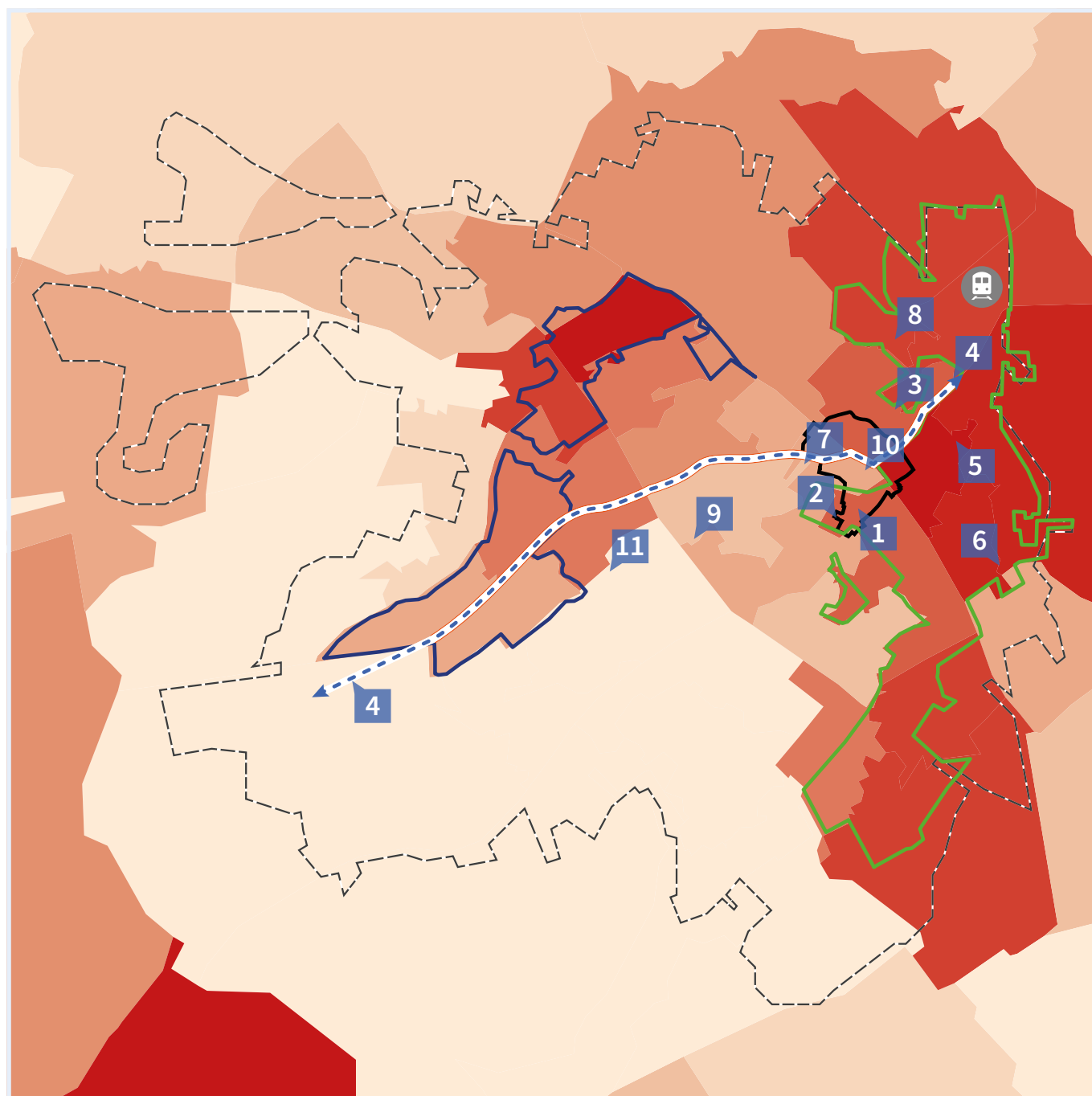


Fig. 6 - Priority Neighbourhoods Map

Source: © Crown copyright 2021 OS License No. 100023558; English Index of Multiple Deprivation (IMD) 2019 data - MHCLG, OCSI, Scottish Government

Legend

- Town Deal boundary
- Town Centre
- East Loughborough Priority Area
- West Loughborough Priority Area

IMD Decile

- 1=Most Deprived
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10=least deprived

TIP projects

1. Living Loughborough
2. Bedford Square Gateway
3. Parish Green
4. Connected Loughborough
5. Taylor's Bell Foundry
6. Great Central Railway
7. The Loughborough Generator
8. Riverside Regeneration (Grand Union Canal)
9. Loughborough College Digital Skills Hub
10. Careers and Enterprise Hub
11. Healthy and Innovative Loughborough

Town-wide projects (Not on map)

- Developer accelerator
- The Lanes and Links
- Flood defence scheme
- Generation Loughborough



5. Evidence of Need

The following section sets out Loughborough's evidence of need by analysing the town's strengths, weaknesses, opportunities, and threats.

5.1. Urban regeneration, planning and land use

5.1.1. Strengths

Loughborough has a historic town centre with some valuable assets.

Historically Loughborough's town centre has been popular and the most recent health check for the town centre recognises reasonable levels of vitality, some 'jewels' particularly in townscape, heritage and open space; recent improvements; and a strong Love Loughborough BID. The town was described as discharging its roles as a 'provincial market town' and the largest retail centre in Leicestershire after the city and its adjacent centres.

5.1.2. Weaknesses

Loughborough's town centre is suffering and hollowing out as a result.

However, our consultation responses confirm the town centre looks dated and jaded in parts. Several of the heritage areas need repair. It suffers from problematic vehicle, cycling and pedestrian access and circulation especially at peak times and along east-west and north-south corridors. There is also an imbalance between the north and south parts of the centre. Vacancy rates – especially in secondary and peripheral areas are high – and might be expected to increase post-COVID-19. None of the recent analyses suggest that it is well-placed to play a full town centre role for a rapidly growing town and its associated roles and functions.

The town's drivers of growth and development are also far removed from the centre, focused around LUSEP, Charnwood Campus and the western sustainable urban extension.

A large part of town (320 hectares) is also within an area at risk of flooding, and this limits the potential to realise regeneration aims, particularly in the town centre where there is redundant or underused land that could otherwise be redeveloped. The sequential test applied to planning applications invariably drives redevelopment to sites outside the flood risk areas, compounding the hollowing out of the town centre and lack of investment towards the most deprived neighbourhoods adjacent. This leads to an overall sense of these areas being left behind.

The result of all these challenges is a town centre that is hollowing out.

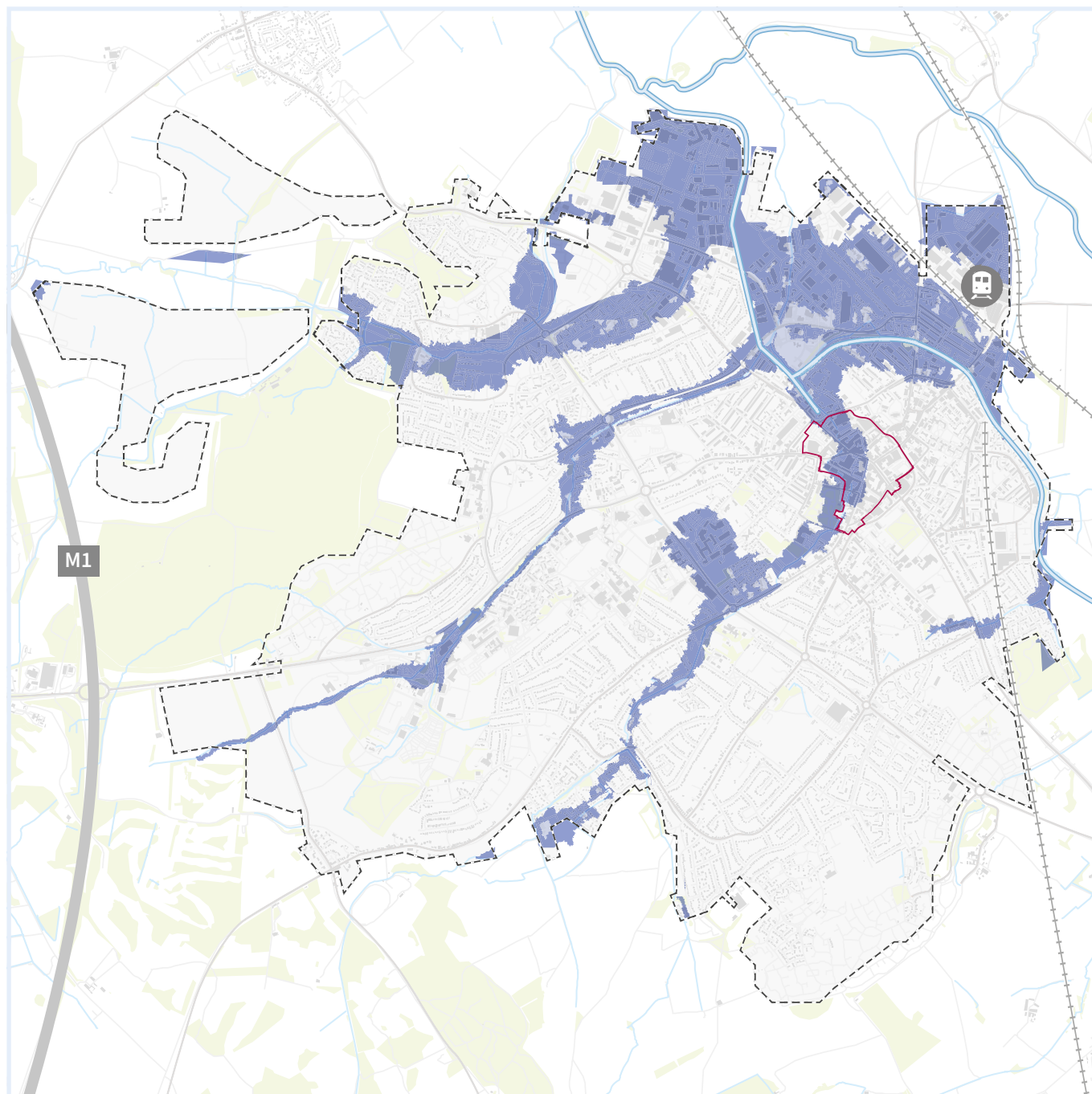


Fig. 7 - Flood Area Map

Source: OpenStreetMap © Crown copyright 2021 OS License No. 100023558

Legend

- Town Deal boundary
- Town Centre
- Flood Zone 2
- Key routes
- Waterway



5.1.3. Opportunities

The town centre will be providing core functions for a growing population, with an increasing emphasis on diversification away from traditional retail uses.

The growing importance of leisure and culture to match the aspirations of work life balance provides an opportunity to change the form and function of the centre to meet changing needs.

Increasing the use and attractiveness of the town centre in response to a ‘hollowing out’ is a key component of the TIP. This will be achieved through investment in the public realm, assisting developers with investment opportunities and diversifying the use of the traditional retail core. Proposals to include arts, culture, performance, and entertainment venues, along with increased levels of residential accommodation, will address the issue of the hollowing out of the core.

5.1.4. Threats

Threats to commercial and retail cores from accelerated post-COVID-19 contraction are acute, vibrant village centres nearby, three major cities, regional out-of-town motorway-accessible centres like Fosse Park.

The town centre had a new masterplan adopted as recently as 2018, but, to date, the opportunity sites identified are proceeding in a piecemeal way due to sub-optimal pattern of ownership of developable sites at scale.

“The town centre should be better valued. It now looks shabby, decaying and unsafe. It would be nice to see more independent shops of high quality, places for families, a better looked-after park, more green spaces.”



Living Loughborough, The Lanes and the Public Realm projects are all targeted at improving the town centre core.

The Loughborough Flood Alleviation and Mitigation project, Developer Accelerator project and Connected Loughborough project are specifically aimed at unlocking development in these areas and will combine to improve the quality of life for residents.

5.2. Local Transport and Digital Infrastructure

5.2.1. Strengths

Loughborough enjoys a strategic central location at regional and national levels.

Loughborough is advantageously positioned at the very heart of the East Midlands, Midlands Engine and UK – with a 2m+ population within 30 minutes' drive time and London just 70 minutes away via train. It is also proximate to opportunity areas at East Midlands Airport, East Midlands Enterprise Gateway, the low-carbon cluster planned for Ratcliffe-on-Soar Power station and the proposed East Midlands Hub HS2 station at Toton.



5.2.2. Weaknesses

Loughborough's internal connectivity is poor and separates opportunity from the most disadvantaged populations.

Loughborough is held back by structural weaknesses in its local internal connectivity. The town's main economic assets – the University and the Enterprise Zone sites, as well as most of the town's planned growth, are largely located on the outskirts of the town rather than in the town centre. Loughborough University, the College and LUSEP are on the way to Junction 23 of the M1 Motorway, an area which will also host the Garendon Park sustainable urban extension of 3,200 new homes. Charnwood Campus is just off the A6 on the road to the Airport. Even the town's rail station is 15 minutes walking distance east of the town centre.

This spatial geography of Loughborough's economic assets means that the town's most deprived neighbourhoods – concentrated around the town centre – are often the most disconnected from the places most likely to bring jobs and opportunity. While it is a walkable town with good areas of accessibility for pedestrians and cyclists, there are key routes that are not attractive or safe.



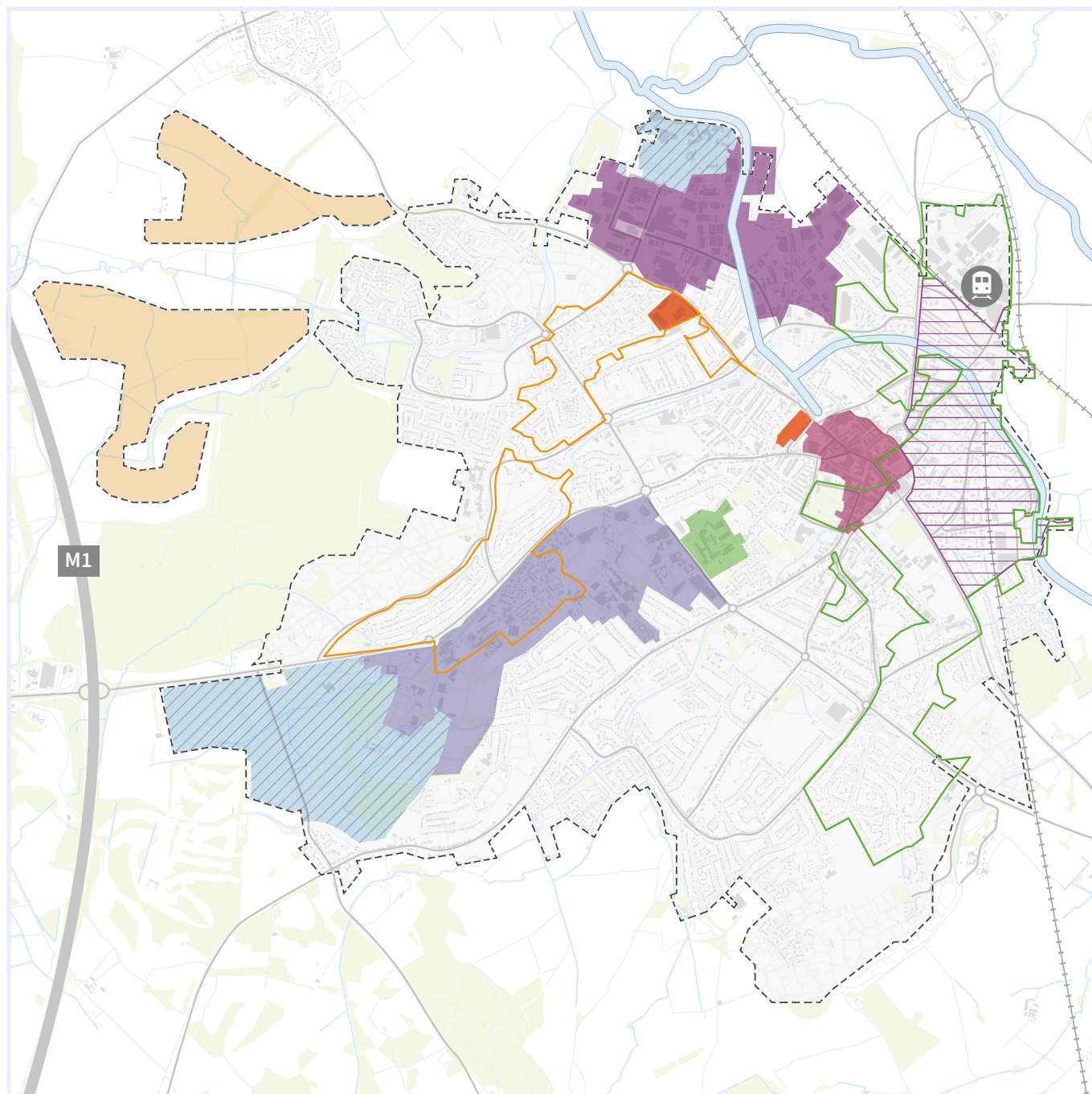


Fig. 8 - Spatial Context Map

Source: OpenStreetMap © Crown copyright 2021 OS License No. 100023558

Legend

- | | |
|---------------------------------|--------------------------|
| Town Deal boundary | Heritage Quarter |
| Town Centre | West of Loughborough SUE |
| University Campus | Loughborough College |
| Enterprise Zones | Key routes |
| East Loughborough Priority Area | Waterway |
| West Loughborough Priority Area | |
| Retail Parks | |
| Belton Road Industrial Area | |



5.2.3. Opportunities



As already outlined, Loughborough displays a city-like density, and holds significant potential to be a more sustainably connected town promoting active-travel modes.

Equally, given the towns self-containment, there is an opportunity for Loughborough to be a sustainable urban centre, with work, leisure, shopping and entertainment all within walking or short travelling distance.

5.2.4. Threats

Continuing poor accessibility through and across the town and inability to use active travel modes maintains the dependence on cars, leading to increased congestion and fewer incentives for residents to visit and stay in the leisure and shopping areas.

“Cycling infra-structure must be improved (especially through the town centre, connecting University on one side with railway station on the other).”

A long east-west primary spine linking the university and Enterprise Zone sites to the town centre, through to the railway station is critically needed. This would help deliver on healthy living outcomes, enhance the sustainability of place and improve the accessibility of deprived communities to the town's predominant economic opportunity areas.

Connected Loughborough, The Lanes and Links and **Living Loughborough** help address these issues.



5.3. Arts, Culture and Heritage

5.3.1. Strengths

Loughborough has strong heritage assets and a valuable tourism economy.

Hailed as the birthplace of popular tourism following Thomas Cook's successful one-day rail excursion from Leicester to Loughborough in 1841, Charnwood attracts over 6.01 million visitors a year. The value of tourism to the local economy was £304 million per year as of 2018⁸.

Many of those visiting Loughborough visit attractions including the Bell Foundry, The Great Central Railway, the WW1 Memorial Carillon, Loughborough market, Loughborough Town Hall theatre and Museum. Protecting and enhancing these assets is critical to maintaining the value of tourism to our local economy and the viability of Loughborough town centre.



5.3.2. Weaknesses

Of the 6.89 million Visitor Days, 5.48 million are Day Visits, and the challenge is to convert more of these day visits to Staying Visitors who will have a much more positive impact on Loughborough's economy.

5.3.3. Opportunities

Potential to attract further business tourism through Imago venues to help drive a larger visitor economy: the average total economic impact per night by overnight visitor is £119 when compared to £48 day visitor.



This tells us the importance of increasing overnight stays to the Charnwood economy. Enhancing the arts and cultural offer and promoting business tourism will improve the town centre experience for residents and visitors and improve their well-being. It will also help combat the identified problem of hollowing out, have a knock-on economic effect through increased footfall and assist with graduate retention.

5.3.4. Threats

Nationally significant cultural assets are in danger of decline. These are part of the USP for Loughborough tourism.

Competition from better known UK tourist locations is challenging. The impact of COVID-19 on arts and cultural venues and organisations will leave many at risk if unsupported.

“We should build on Loughborough’s heritage to bring more people into town.”

The Bell Foundry, Great Central Railway, The Generator Project and **Riverside Regeneration** focus on upgrading the heritage, tourism and arts offer in the town.



5.4. Skills and Employability

5.4.1. Strengths

Loughborough has significant educational assets for the size of the town.

Loughborough University has been a centre of learning since 1909. Loughborough University (LU) is located to the west of the town and is a top-10 UK university with widely recognised global quality capabilities. With 17,000 students, an employment headcount approaching 4,000 and an annual turnover of +/-£300 million, it has a hugely significant impact on the town in terms of presence, employment and reputation. The latest economic impact study suggested over half of the £1bn GVA per annum and 14,400 FTE jobs it generates accrue to the LLEP area.

Opposite LU is Loughborough College, built on a long history of success which has resulted in being awarded TEF Gold, number one-ranked students union, Ofsted outstanding-rated apprenticeships, and 94% of students progressing into work, further education or training. The college's main function in the town and region is as one of the leading colleges in the UK for further education, sixth form, and apprenticeship delivery. LC has around 10,000 learners and 900 staff. It produces strong metrics in learning outcomes, employment progression and staff performance. As an approved T-Level provider the focus on technical education is critical to supporting levelling up, and recently the Chancellor of the Exchequer launched the college's Kickstart scheme, which will support over 150 people into jobs in the next 6 months.



Loughborough
COLLEGE est. 1909

Loughborough Schools Foundation has four schools located on a campus close to the town centre which together provide private education for 2,340 pupils with 713 staff. Educational attainment of pupils at GCSE and A level is exceptionally high. The presence of the schools adds to the overall package of incentives for high value businesses wishing to relocate to the town and attracts staff and pupils from across the region.

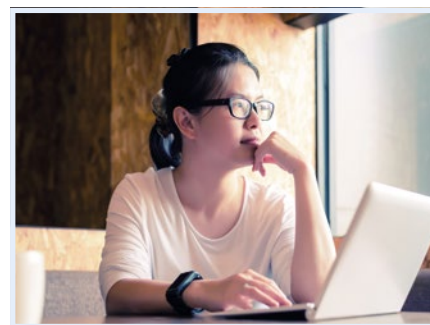
Half of Charnwood Borough's jobs are in Loughborough and 53% of the economically active people living in Loughborough also work in the town, meaning there is a certain degree of self-containment⁹.

5.4.2. Weaknesses

Loughborough has a talent retention deficit and significant skills shortages.

Despite the presence and reputation of the university, much of its successes are not necessarily felt by local residents in a tangible way, an educational inequality is high. For example, in Nanpantan Ward only 7.7% of residents have no qualifications compared to above 20% in Dishley and Hathern, Lemyngton, Garendon Ward, and Hastings Ward¹⁰.

Equally, Loughborough University has a poor graduate retention record: just 14% of graduates choose to stay within the East Midlands, with likely fewer staying in Loughborough itself. Additionally, LU graduate earnings retention within the LLEP area is only between 8-16%¹¹.



Around 40% of economically active residents commute outside the Borough for work, principally Leicester and the North West Leicestershire area around East Midlands airport.

There is a correlated high gap between residential and workplace median earnings. The average resident surplus of almost £70 per week above workplace earnings is 40% more than the borough figure, 50% above Leicestershire and over five times the regional gap. Yet workplace earnings remain over £40 per week below the England average. Those with better qualifications and occupational capabilities more easily access the wider regional labour market – driven at least partly by low local job and enterprise densities.

5.4.3. Opportunities



Making the most of the University is a key strand of our strategy for growth, and the Town Deal provides an opportunity for communities to benefit directly from the expertise, innovation, and resources that the university can offer, to promote healthy lifestyles, improve life chances, support businesses and nurture innovation.

⁹ Source

¹⁰ 2011 Census

¹¹ The last University impact study

The University's long-term strategy is to develop its role as a Civic University, to ensure that its ongoing success can be shared with, and shaped by, the town. The University's project crystallises this commitment, so that not only those who work and learn at the university benefit, but the whole Loughborough community reaps these rewards.

Loughborough College will be a key role player in post-COVID-19 economic and social recovery planning. As an approved T-Level provider the focus on technical education is critical to supporting levelling up, and recently the Chancellor of the Exchequer launched the college's Kickstart scheme, which will support over 150 people into jobs in the next 6 months. Leading on the Careers hub and a planned Institute of Technology – the college will be a key role player in post-COVID-19 economic and social recovery planning.

5.4.4. Threats

The influence of the education sector means acute changes of character out of term time when students are on holiday in addition to the talent retention points made above.

Similarly, the way the town works as a place for living and working means there is a definite gap between day and night-time economies – especially given the attractions of neighbouring cities.

“I think things like a Digital Skills Hub is something that is only going to become more important.”

Careers and Enterprise Hub, Loughborough College Digital Skills Hub and **Generation Loughborough** look to address these issues.

5.5. Enterprise and Innovation

5.5.1. Strengths

Loughborough is an important Midlands and LLEP centre for high value, knowledge-based growth and manufacturing.

Loughborough's economy is strongly dominated by manufacturing and education, quite distinctive from the rest of the Leicestershire Local Enterprise Partnership (LLEP) and the regional geography which is stronger in ICT, professional and business services, and in health and care services. Whilst there has been a national decline in heavy and electrical engineering industries, they continue to make an important contribution to the prosperity of Charnwood. In more recent years as traditional industry has declined, Loughborough has become well known for science and innovation activity in areas such as advanced engineering, bioscience and pharmaceuticals, hosting major national and global manufacturers e.g. 3M Healthcare (pharmaceutical), Thermo Fisher Scientific (scientific instruments), Morningside Pharmaceuticals, Intelligent Energy (fuel cells), GL Industrial Services (engineering and scientific), Brush UK (power generation).

Much of the town's scientific and innovative activity is located within the two large LLEP Enterprise Zone sites which include the UK's first Life Sciences Opportunity Zone. The town has also recently been designated a Wave Two High Potential Opportunity Area for Rehabilitation intricately linked to the Military and Civilian National Rehabilitation Centres just outside the town on the Nottinghamshire border.

Focus on the Enterprise Zone sites

Loughborough University Science and Enterprise Park (LUSEP) is located on over 260 acres and already hosts over 80 organisations employing over 2500 staff, from start-ups to global businesses and national HQs.

Charnwood Campus is formerly a major Astra-Zeneca research facility and is designated the UK's first and currently only Life Sciences Opportunity Zone. It has recently opened a large Lighthouse Lab as part of the national COVID-19 response and recovery strategy.



5.5.2. Weaknesses

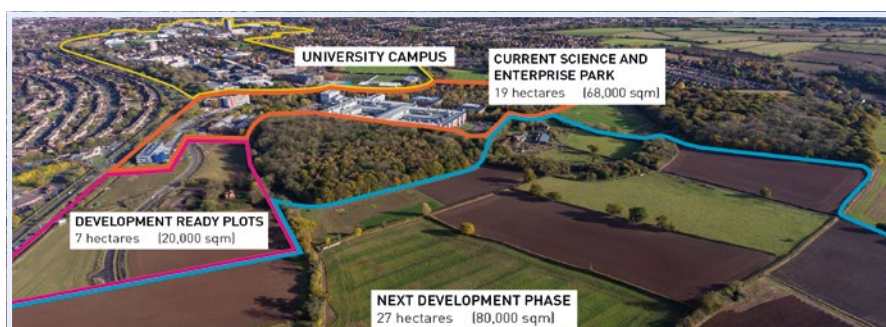
Loughborough is an archetypal struggling Midlands sub-regional centre.

Despite its strengths, Loughborough is far from fulfilling its economic potential. GVA per capita and economic metrics like productivity are much more typical of Midlands averages (so well below England); job and enterprise densities are even lower. There are also high levels of (non-student) economic inactivity including unemployment in some wards, especially Lemyngton and Hastings in East Loughborough¹².

5.5.3. Opportunities

Together, the Enterprise Zone sites have the potential to be around 50% larger than Oxford and Cambridge Science Parks put together when fully developed.

Over their development lifecycles they can potentially have at least a similar impact in terms of jobs, business growth and economic multipliers for Midlands Engine and UK.



The square metre figure in brackets refers to the potential development land within the available hectares.

¹² 2011 Census, Nomis.

5.5.4. Threats

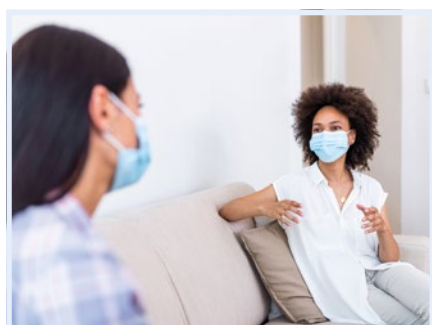
The two Enterprise Zone sites are large and will take perhaps a generation to reach their full potential. Progress since designation has been patchy.

“The Town Deal should be about using the funding to create an environment which attracts further investment into the town.”

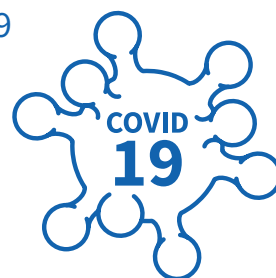
Careers and Enterprise Hub, Healthy and Innovative Loughborough target this area.

5.6. A disproportionate post-COVID-19 risk

Finally, in terms of challenges, all towns will face major post-COVID-19 recovery risks.



These are particularly acute in Loughborough. Loughborough's dependency on education and manufacturing – two of the most impacted sectors by breakdown according to the OBR April 2020 base scenario – means the town is likely to have a GVA and employment impact significantly worse than the rest of the country. In more tangible terms, the University – as with other universities – is facing genuine existential threats; and the manufacturing sector has both a major post-COVID-19 and a post-Brexit rebooting to deliver.



Government's economic and fiscal strategies during the crisis management phase have been unprecedented and highly interventionist. Funding has been made available for labour market (e.g. furlough schemes), sector support (e.g. tax holidays) and for increased spending (e.g. NHS). Government published a largely public health-oriented recovery strategy in May and 'The next chapter in our plan to rebuild' in July, but these will be augmented and evolve as the pandemic continues.

ONS reports the UK is now in by far its deepest recession since records began. Short-term forecasts are heavily caveated by uncertainties, but with many more downside than upside risks. The OBR's July 2020 analysis suggests real GDP falls in 2020 in the range -10.6% to -14.3% and unemployment rising to 9.7 – 13.2%. with medium term (i.e. to mid-2020s) 'scarring' of 3-6% in reduced GDP and 2.4 – 4.7% in structural fiscal damage.

CBC's initial strategic recovery planning baseline – drawing on LLEP and LLRLRF commentary – suggests Loughborough's outcomes may be 1% worse than this without specific intervention, due to the Borough and the town's high dependency on Education and Manufacturing GVA and employment – two of the more at-risk sectors nationally.

Loughborough footfall analysis (quarter 4 in 2019 and 2020) using data provided by Proximity Future GEO Sense footfall data tells us that; overall footfall when comparing these 2 quarters has fallen to 46% of its 2019 level. The table below provides Ranking of Daytime Town Centre Footfall Locations (first Saturday in December) 2019 Footfall and 2020 Footfall % Change.

Location	2019	2020	% change
Market Place	495,946	195,787	-39.5%
The Rushes	287,732	142,195	-49.4%
Ashby Square	278,428	134,927	-48.5%
Biggin Street	271,143	126,399	-46.6%
The Rushes	235,519	108,398	-46.0%
Baxter Gate	199,228	86,474	-43.4%



Fig. 9 - Loughborough Town Centre Footfall

Data Source: Proximity Futures Geo Sense Monitoring Love Loughborough BID



5.7. Key opportunities for the town and evidence of need

Building on the narrative in this TIP, the Town Deal Board produced a high-level SWOT in June 2020 on which we consulted fully (see below).

Strengths	Weaknesses
<p>Younger, higher skills, better jobs and growing faster than regional and county averages</p> <p>Global quality university with relevant assets and capabilities for future town development & wellbeing</p> <p>Superb international gateway, national and regional location and access</p> <p>A number of iconic, unique important heritage sites and highly valued open spaces in the town centre</p> <p>The town is set to grow to over 80,000 population in the 2030s with 5,000 new homes</p>	<p>High levels of out-commuting for some higher earners, and of seasonality when university is closed</p> <p>Town centre needs continual evolution and pace of development has sometimes been slow</p> <p>Four central neighbourhoods on edge of town centre are among most-deprived 20% in England</p> <p>A number of communities are not participating in or benefitting from Loughborough's strengths & success</p> <p>Loughborough does not work as well as a place as it should – particularly on major corridors and within the town centre</p> <p>Acute congestion hotspots at peak times in the centre and around the University / College</p> <p>Bus and cycle infrastructure and services require major improvement</p> <p>Some open spaces and heritage sites these are in poor condition and/or are not being used as much or as well as they might be</p> <p>Unique heritage assets remain on the National Heritage at risk sites</p> <p>Post-COVID-19 risks include retail, arts and culture organisations and venues</p>
Opportunities	Threats
<p>Leverage University, College, Enterprise Zone sites and other assets and relevant capabilities to address levelling up</p> <p>Communities to benefit more directly from university resources, expertise innovation</p> <p>Use Town Deal and associated opportunities to make Loughborough work well as a cohesive, inclusive place</p> <p>Refurbish key parks, lanes, walkways and improve public realm to provide a positive experience and great impression on visitors and residents while improving flow of students into town and residents to the university</p> <p>Improve access promotion and interpretation of Loughborough's rich cultural and unique built heritage to encourage tourism growth and stronger sense of place</p> <p>Pipeline of long-standing plans and projects which can be made investment-ready relatively swiftly</p> <p>Increase available development sites in the town centre</p> <p>Focus on the TIP measures that increase the diversity of the town centre, improve circulation and people perception</p> <p>Encourage new occupants e.g. LU / College and do this in a way that increases resilience and reduces carbon footprint</p> <p>Increase business tourism for meetings, events and overnight stays</p>	<p>National/regional post-lockdown economy reduces domestic demand, levels of private investment, and appetite for innovation – with amplified university and manufacturing dimensions that highly impact the town</p> <p>Business closures and/or rationalisation increase need for reskilling and enterprise support beyond local capacity and resources to deliver</p> <p>Social distancing and new public health requirements accelerate contraction of high street and reduces footfall in the medium term. The impact of COVID-19 has reduced footfall by 46% when Q4 of 2019 is compared with Q 4 of 2020. Shop vacancies have increased by 9.3 % when compared with 2019 figures.</p> <p>Economic forecasts predict manufacturing jobs decline in Charnwood to be greater than in other parts of the LLEP area and in contrast with manufacturing jobs growth regionally and nationally</p> <p>Major development sites with a continuing high flood risk</p>

Fig. 10 - SWOT Summary

6. Town Deal Engagement

Loughborough's approach to the Town Deal has been inclusive and engaging. Considerable effort was put into adapting methods of communication and participation during the first COVID-19 lock down.

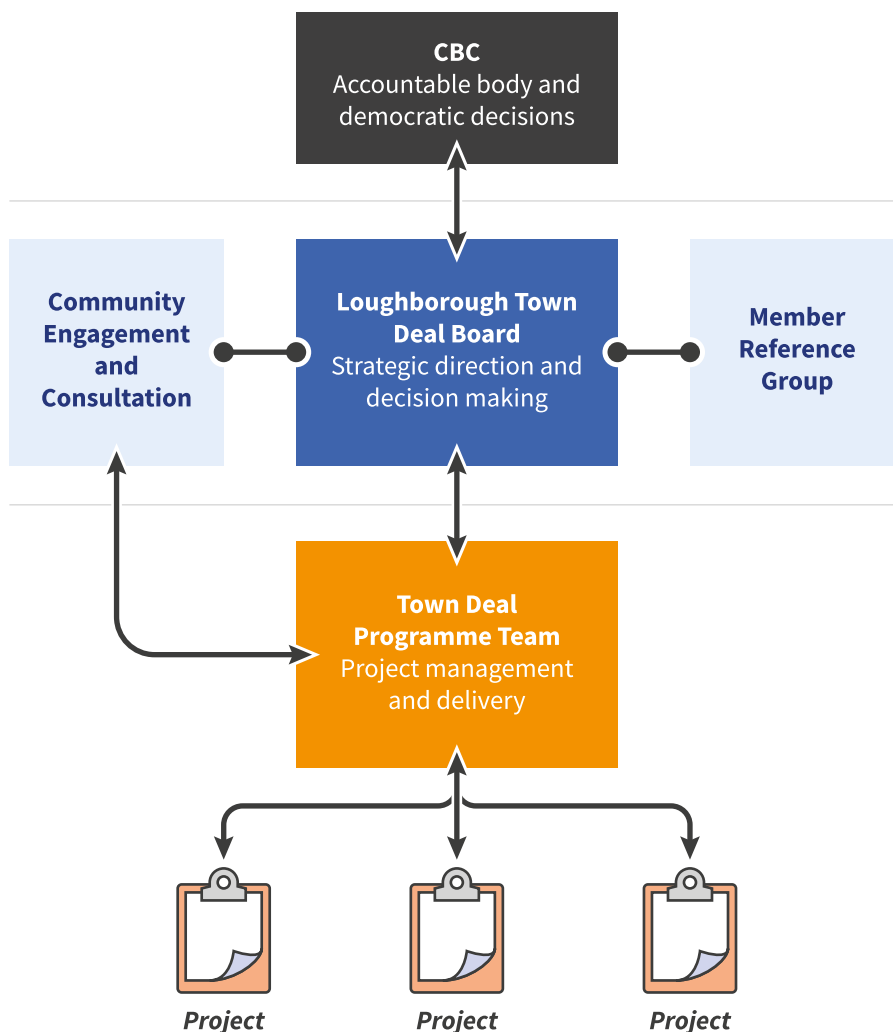


Fig. 11 - Town Deal Governance Structure chart

The Town Deal Board is supported by two advisory groups, a Community Engagement and Consultation Group, and a Member Reference Group (councillors from Loughborough Wards).

More than 40 organisations including groups representing businesses, heritage groups, residents' associations, faith groups, community organisations and others were invited to take part in the Community Engagement and Consultation Group. The following table sets out some of those who took part in meetings in June, July, September and November 2020 and January 2021.

Organisations involved in the Community and Engagement Stakeholders Group

<i>Loughborough Town Team</i>	<i>Great Central Railway</i>	<i>LATi</i>
<i>Parish Green Partnership</i>	<i>Bell Foundry Trust</i>	<i>NHS Property</i>
<i>Kinch Bus</i>	<i>Canal and River Trust</i>	<i>East Midlands Trains</i>
<i>Federation of Small Business</i>	<i>Loughborough Heritage Forum</i>	<i>Loc8Me</i>
<i>Environment Agency</i>	<i>Loughborough Bid</i>	<i>Loughborough University</i>
<i>Youth Sport Trust</i>	<i>Charnwood Arts</i>	

Fig. 12 - Community Stakeholder group members

The Member Reference Group involved all Charnwood Borough Council and Leicestershire County Council Loughborough ward members. The group is chaired by the Lead Member for Loughborough, Cllr Jenny Bokor.

6.1. First Phase of Consultation

In February 2020, an initial consultation was held seeking views on Loughborough and suggestions on ways to improve it. It covered the Government's Town Deal prospectus areas.

The survey was promoted by the Council using local and social media, email alerts, the Council and partners' websites, and internally with staff and Members.

Seldom heard groups were directly contacted and encouraged to complete the survey.

In total, there were over 250 responses from residents and businesses containing 650 ideas about things they would like to see happen in Loughborough.

There was a strong demand for projects that relate to better connectivity of various types and forms.

There were a range of ideas frequently mentioned including improving green spaces, cultural facilities, town centre living, better waterways, a university presence in the town centre and an improved public realm. Enterprise hubs and ways to improve skills were also mentioned.

Some ideas which were popular but not deliverable by the Town Deal included the reduction of business rates and commercial rent. Addressing anti-social behaviour and staging more events were also issues raised at this stage.

“ We need flood alleviation work done on local brooks so that they don’t flood and affect residents or the town centre. ”

“ There should be more residential options for people to live in the town centre and the University and College should have a presence in the town centre so that there are students and staff bringing more life to the town during the day and in the evenings. ”

“ Cycling infra-structure must be improved (especially through the town centre, connecting University on one side with railway station on the other). ”

“ Keep our old-time charm alive. Invest more in our market town heritage. Get people to visit for a reason other towns haven’t got and make it easy for them to visit. ”

“ I think Loughborough University could do a lot more to provide ‘ramps’ to greater skills for portions of the Loughborough population. ”

The views from this initial survey were fed through to our Board, Member Reference Group and Community Engagement Group for consideration. In June 2020 the Town Deal Board approved a proposition draft / statement of intent based on socio-economic analysis, and preferences expressed by the public and stakeholders through the February – May period.

This was posted on our Town Deal website, promoted through social media and formed the basis for consultation thereafter.

6.2. Second phase of consultation

Throughout the summer stakeholders were encouraged to engage in a consultation regarding the emerging TIP and priorities for investment via:

- The Community Engagement and Consultation Group
- Being part of the Town Deal board itself
- An online consultation
- Online focus groups
- Contact with stakeholders The Member Reference Group
- A Virtual Chat with officers which was open to all members of the public.

Due to the pandemic, all consultation has been online, promoted across all media channels by the council and partners, including the MYTown campaign page and a dedicated twitter account. A Town Deal website went live in 2020 (www.loughboroughtowndeal.co.uk) and hosts agendas, minutes of meetings and key documents. It also has updates and information on governance arrangements.

Resident and business surveys, six virtual thematic focus groups (business, young professionals, households with children, empty nesters / retirees, young people, a group of Loughborough users/visitors who are not residents) and an open online ‘virtual coffee and a chat.’ were carried out. MEL Research were appointed to run the focus groups and consultation exercise and produced a comprehensive report of findings, which is appended to this document at Appendix 1.

Online Survey	Focus Groups	Virtual (coffee and chat)
<p><i>There were:</i></p> <ul style="list-style-type: none"> • 258 responses • 165 lived in Loughborough • 68 lived in Charnwood but outside Loughborough • 6 lived outside Charnwood borough Council • 13 respondents owned a business • 10 worked for a voluntary or community organisation in Loughborough 	<p><i>In total, the following took part in the online focus groups:</i></p> <ul style="list-style-type: none"> • 28 residents • 11 businesses • 11 students • 5 non-Loughborough residents 	<p><i>14 residents participated in a Zoom meeting where, following, a presentation they could ask questions and make comments</i></p>

Fig. 13 - Consultation Summary

The consultation concluded that *“to make Loughborough a ‘destination of choice’ for future generations, people felt the Town Deal needed to capitalise on the things that made the town unique, such as its University, location (proximity to other cities and rural areas) and long-standing heritage.”*

Respondents also highlighted the town’s weaknesses, suggesting the town centre was looking *“tired- and run down, had little choice of retail and food outlets, and was considered by some to be unsafe at night. Several consultees also mentioned that employment opportunities were also limited (especially as the University was considered the only major employer in the town) and graduates typically moved away to find employment opportunities.”*

“I think the town centre should be the main focus as everyone uses it so often.”

“We need to use the opportunity to create an environment that attracts inward investment.”

“I would like to see more cycle lanes across the whole of Loughborough.”

“Loughborough is known around the world for some things like the bell foundry and university, but we need to express a very clear story about what Loughborough is to help create an environment for businesses to prosper in.”

“I think things like Digital Skills Hub is something that is only going to become more important.”

The Town Deal consultation and engagement builds on extensive previous public engagement from exercises like the Town Centre Masterplan and Local Plan, regular resident / customer surveys about Council services and life in Loughborough issues, and ongoing regular liaison with community and business groups.

Loughborough Town Team and the Charnwood Economy and Skills Group, along with independent bodies such as Love Loughborough (the Business Improvement District (BID) and LATi Ltd are organisations which provide views and feedback on how the town should be developed and move forward.

6.3. Community priorities and building a widely supported TIP

The Town Deal Board and advisory groups discussed all community consultation outcomes.

Particularly useful were the views of the public on the future of the town and these helped shape the Board's strategic vision and inform which projects are included within this TIP.

Public engagement showed that there are differences of opinion between those who see priorities as short-term recovery and those who want a Town Deal to be a catalyst for long-term economic and physical transformation.

It also showed a split between those people who wish Loughborough to remain and be characterised as a relatively modest provincial market town and with those who see the town as a dynamic, outward and forward-looking place with increasing levels of innovation, world class university and vibrant social and commercial activity, more akin to that of a city.

Consequently, this TIP puts forward a proposition and suite of projects which will bring about innovation, economic vibrancy and regeneration and will respect the town's undeniable and much valued heritage.

This reflects community and stakeholder sentiments about Loughborough. Our public engagement exercises have informed the TIP portfolio of projects. They reflect a public desire to:

- A) revitalise the town centre.*
- B) connect priority corridors (especially station – centre – College/University – LUSEP/SUE).*
- C) make the town greener, digitally smarter, cleaner and safer.*
- D) celebrate the town's heritage.*
- E) widen employment and business opportunities.*



These desires are reflected in the following projects:

Public desire for	Projects addressing need
<i>A) revitalise the town centre.</i>	Living Loughborough Developer Accelerator Bedford Square Gateway The Lanes and Links Parish Green Flood Protection and Mitigation
<i>B) make the town greener, digitally smarter, cleaner and safer.</i>	Living Loughborough Parish Green Connected Loughborough Riverside Regeneration The Lanes and Links
<i>C) connect priority corridors (especially station – centre – College/University – LUSEP/SUE).</i>	Connected Loughborough
<i>D) celebrate the town's heritage.</i>	Loughborough Bell Foundry Great Central Railway The Generator Riverside Regeneration Living Loughborough The Lanes and Links
<i>E) widen employment and business opportunities.</i>	Loughborough college digital skills hub Generation Loughborough Healthy and Innovative Loughborough Careers and Enterprise Hub

Fig. 14 - Public Priorities and Response

6.4. Business and key stakeholder involvement

Many stakeholders and businesses have engaged with our TIP process.

Integrated into the TIP as a result are Loughborough University, Loughborough College, the Loughborough Business Improvement District (Love Loughborough), public agencies like the Environment Agency, national and regional bodies such as the Youth Sport Trust, Canal and Rivers Trust and local companies such as Taylor's Bell Foundry and the Great Central Railway. Many of these organisations such as the Generator CIC are successful in securing match funding and private sector business investment.

Our approach to private sector involvement in the TIP has been proactive. Private sector representation on the Board is strong as it is in the Community Engagement group. Individual meetings have been held with existing private sector landowners, investors and developers. Their portfolio of commitments in and to Loughborough amount to over £250m and their best intentions over the 2020s envisage investments of at least £100m.

Market conditions are highly uncertain and risk aware in the ongoing pandemic and economic crisis. However, private sector investment can be stimulated by a Town Deal. Developers and investors have indicated that they can make schemes work in Loughborough if they can work in partnership with the Borough Council and other organisations should Town Deal funding be secured. The rationale of the Developer Accelerator project is an explicit response to discussions with businesses about major town centre sites which can deliver hundreds of homes, thousands of square metres of business space and attractive regeneration of the town centre.

6.5. Future Engagement

We will build on the engagement and consultation that has already taken place and continue to fully involve stakeholders in the delivery of the Town Deal projects.

Project leads will be expected to engage with stakeholders, tapping into their own networks and channels, and use the views gathered to refine, develop, and implement their projects.

Each individual project will be expected to build engagement into delivery plans and report on progress to the Board.

The Board would expect projects to use a range of tactics to engage with stakeholders, both online such as social media, websites, surveys as well as face to face events, when COVID-19 restrictions allow.

The Council's communications team will continue to lead communications and engagement for the overall Loughborough Town Deal and will support projects by using its channels to help them reach stakeholders.

The Board is committed to ensuring local people, businesses and organisations can continue to have a say in the Town Deal process.

A stakeholder engagement plan is attached as appendix 2.

7. Strategic Overview

This TIP and its 15 project proposals are aligned to national, regional or local strategies and policies, including those of the Towns Fund.

Theme	Project/Strategy	Strategic fit
<i>Urban Regeneration, Planning and Land Use</i>	Sub-regional	
	The Leicester and Leicestershire Strategic Growth Plan	The Strategic Growth Plan identifies Loughborough as a centre for managed growth, acknowledges its function as the largest town outside of the city, and its strategic location in relation to the International Gateway to Leicestershire.
	Leicester and Leicestershire Local Industrial Strategy	Work undertaken for the LLEP to inform the Local Industrial Strategy highlights the importance of high value assets like the university and EZ. It finds there are opportunities to harness these resources to drive innovation, research and development that can address many of the barriers and challenges holding the area back.
	Local	
	The Charnwood Economic Development Strategy 2018-20	The Charnwood Economic Development Strategy 2018-20 prioritises actions that will enable a “re-imagining” of town centres (including Loughborough).
	The Charnwood Core Strategy (2015) and saved Local Plan (2004)	The Core Strategy and saved Local Plan together provide the development plan framework to manage the growth of Loughborough. The Core Strategy identifies the importance of Loughborough Town centre as both the focus for retail, leisure, offices, arts, tourism and cultural activities in Charnwood and supporting wider regeneration objectives for the town. Policies CS7 and CS9 provide a framework for addressing the vitality of the town centre and its regeneration through the enhancement of its compact, legible and walkable character and the comprehensive redevelopment of identified opportunity sites that will reshape of the commercial core and encourage development within the town centre for new housing, commercial and leisure activities.
	Submission draft Local Plan (2021)	The Submission draft of the Local Plan will replace the Core Strategy and saved local plan policies mentioned above when it is adopted (expected in September 2022). Although subject to Council consideration in June 2021, it sets out a future development strategy and Loughborough’s role, locally and sub regionally, up to 2037. It allocates a further 2,268 dwellings in Loughborough and confirms the commitments to its regeneration and provides a framework to address the challenges identified in the TIP.
	The 2018 Town Centre Masterplan	The 2018 Town Centre Masterplan identifies key sites for public realm, transport and gateway improvements, including at Devonshire Square, Bedford Square, the Generator and Baxter Gate / Aumberry Gap as well as recognising the opportunity to improve the connectivity and heritage value between the train station, the town centre and university.
	The Charnwood Regeneration Strategy 2012	The Charnwood Regeneration Strategy (2012) sets out the council’s seven priorities for regenerating the Borough including: Baxter Gate and Devonshire Square sites in Loughborough Town Centre, Bishop Meadow and Dishley Grange, Loughborough’s industrial quarter and the Science and Enterprise Park.

Fig. 15 - Project Proposals

Theme	Project/Strategy	Strategic fit
Transport and Digital Infrastructure	National	
	National Infrastructure Strategy	The National Infrastructure Strategy sets out plans to transform UK infrastructure in order to level up the country. Investment proposed for a number of local infrastructure programmes in the East Midlands will provide better connectivity across the region and across the UK.
	Sub-regional	
	Midlands Engine Transport for Growth	The Midlands Engine Transport for Growth Plan seeks to better connect people, businesses and markets within the Midlands, to the rest of the country, to build prosperity for the region. The Midlands Connect Routes to Growth (2018) sets out how transport infrastructure will support the midlands economy including support for integrating HS2 within the wider national strategic rail network and the new hub station at Toton. This would be supported with investment for the Midland Main Line to ensure it is connected and therefore bringing Loughborough and the University together with the proposed innovation Campus at Toton and providing access to the high speed rail network.
	Local	
	The Charnwood Core Strategy (2015) and saved Local Plan (2004)	At the local level, the Core Strategy recognises the significant role of transport in supporting growth and allowing communities access to jobs and services. It seeks to provide genuine travel choice by delivering infrastructure and transport measures that support growth and provides for modal shift.
	Loughborough Sustainable Transport Strategy	A Loughborough Sustainable Transport Strategy is underway which will review how traffic routes through the town, how townscape can be improved and make it safer. There is recognition too, through the County Council's Prospectus for Growth, that Loughborough's housing growth, LUSEP and the Enterprise Zone will be supported by improvements to the strategic transport network including improvements to J23 of the M1 Motorway / A512. These interventions have enhanced the strategic road network and unlocked further land for growth at Shepshed in support of the Strategic Growth Plan's International Gateway.

Many proposed interventions in this TIP are integral parts of the development and investment plans of key stakeholders including Charnwood Borough Council, Loughborough University, Charnwood College, Environment Agency, Leicestershire County Council, private investors and third sector partners. This ensures a cohesive approach to investment, and a long-term commitment from partners to the town.

Theme	Project/Strategy	Strategic fit
<i>Arts, Culture and Heritage</i>	National	
	The Arts Council England's Lets Create Strategy	The Arts Council England's Lets Create Strategy utilises heritage assets and building the capacity of our cultural assets to drive growth, support creative people and enhance the cultural offer for our community. Each of the Loughborough heritage and culture projects reflects these strategic priorities.
	Sub-regional	
	Leicester and Leicestershire Tourism Growth Plan	All the heritage projects included in the TIP are instrumental in the delivery of the Leicester and Leicestershire Tourism Growth Plan; this Strategic tourism plan is designed to help districts to get actively involved in growing their visitor economy.
	LLEP recovery plan	The LLEP recovery plan proposes to use established channels to further invest in place marketing, with outputs which play to the strengths of the area, in Loughborough's case, using its arts heritage and culture to mitigate against any residual negative image resulting from COVID-19 and connecting and communicating effectively to new markets and visitors alike.
	Local	
	The 2018 Town Centre Masterplan	Loughborough's Town Centre Masterplan also prioritises regeneration of the heritage Quarter in East Loughborough.
<i>Skills and Employability</i>	The Charnwood Economic Development Strategy 2018-20	The Charnwood Economic Development Strategy 2018-20 also prioritises regeneration of the heritage Quarter in East Loughborough.
	Sub-regional	
	Leicester and Leicestershire Local Industrial Strategy	The Local Industrial Strategy Prospectus includes priorities focussing on key sectors including life sciences and advanced manufacturing requiring programmes that develop skills and learning within those sectors.
	Local	
<i>Enterprise and Innovation</i>	Charnwood Economic Development Strategy 2018-20	The Charnwood Economic Development Strategy 2018-20 gives priority to "building a skilled and learning workforce" and developing entrepreneurial skills.
	National	
	National Area of Innovation	Loughborough is recognised by the Government as an Area of Innovation which is a concept developed by Loughborough University in partnership with many other organisations, including the Local Enterprise Partnership and the Borough Council.
	Sub-regional	
	Leicester and Leicestershire Local Industrial Strategy	The Local Industrial Strategy Prospectus identifies priority and support to be given to life sciences, health and medical technologies, including a Sports Innovation Hub at Loughborough University and further development of SportPark. It supports the creation of an advanced manufacturing cluster at LUSEP along with a Global Sports Manufacturing and Business Hub.
	Local	
	The Charnwood Economic Development Strategy 2018-20	The Charnwood Economic Development Strategy 2018-20 includes priorities to encourage entrepreneurship and strengthen excellence in science, innovation and advanced manufacturing.

8. Vision and Priority Projects

To progress an ambitious vision, the town needs to work well as a place; an increasing number of businesses, communities and residents need to be equipped to play a positive role in the town's development; and change needs to be smart, green and innovative. The off-centre positioning of key assets and access corridors needs to be mitigated; low jobs and enterprise densities with modest workplace productivity should be turned around.

The TIP is a key component for the transformation of the town.

Its focus is to get the town centre working much better - enabling new roles and functions (Urban Regeneration, Arts and Heritage) and stronger connectivity to the station, M1 Motorway, and major economic drivers Loughborough University, Enterprise Zone, and College (Transport and Digital Connectivity).

To build cohesion between and across communities and businesses with different ambitions, perspectives and outcomes, they need to be equipped to face both pre-COVID-19 trends (demographic, green and digitalisation / AI) and different post-pandemic futures.

A portfolio of digital skills, enterprise support, and people-focused gateways – some of it delivered in the town centre and others connecting it to the Enterprise Zone sites – equips those most vulnerable to benefit from Loughborough's assets and capabilities. A micro projects proposal will ensure that those disadvantaged in formulating propositions during the lock down have further opportunities to engage during TIP delivery.

Ensuring Loughborough University becomes a more accessible community asset through its Civic University commitment is a key component of the TIP. It is recognised as being the number 1 University in the World for sports-related subjects (see <https://www.topuniversities.com/university-rankings/university-subject-rankings/2020/sports-related-subjects>) and also has significant strengths in Engineering and Design.

Its world-leading research focusses on areas such as participation in sport and exercise, lifestyle for health and wellbeing, sport performance and sports technology. As the home of one of the 3 2012 legacy National Centres for Sport and Exercise Medicine and working with local Active Partnerships it will drive impactful change in our local communities physical and mental wellbeing.

Research, expertise and coaching previously only available to elite athletes will be targeted at the most deprived communities of the town through the Health Improvement programme. This will ensure that the whole of Loughborough can benefit from this expertise. This will drive innovation, evidence-based interventions, and employment improvements across the Town through applying research expertise and outstanding facilities to the challenges that the Town faces.

8.1. Vision

The Board's vision for the town provides the basis and starting point against which, we have aligned our selection and prioritisation of projects.

The overarching vision for the town is:

“Loughborough will be a great place to live, learn, work, and grow – offering residents, communities, businesses, the university and college, opportunities to participate fully in the town's development. It will be digitally, culturally and physically connected, providing industries for the future, cherishing its heritage, with healthy neighbourhoods and opportunities for all.”

8.1.1. A Loughborough For All

Loughborough is a connected place. There is a natural flow from the heritage quarter in the east to the science and enterprise park in the west. It is also well connected to the rest of the UK and internationally thanks to its central location and nearby airport.

People come to Loughborough to live because of those connections.

Loughborough is also connected to its industrial past and its cutting-edge future through the unique Taylor's Bell Foundry and Great Central Railway and the world-renowned university and thriving Science and Enterprise Park.

The 'town v gown' is now more town and gown as the university and college are more integral parts of the centre, operating a skills and enterprise hub which is accessible to all. The improved public realm means students flow more into the town and the residents can take more pleasant walks and bike rides closer to the university. Improved infrastructure for walking and cycling, especially in the heritage quarter and eastern side of the town present opportunities for healthy lifestyles and visiting all the town has to offer.

Businesses are thriving due to the science and enterprise park, the science and enterprise zone and the availability of premises and skilled staff to grow their businesses. Those with small start-ups, and community projects that enhance the quality of life have become established and valued.

The town centre is lively with high-quality homes which support a bustling nightlife for students and professionals, with some longstanding difficult sites now fully utilised. There are improved cultural and leisure opportunities including the generator, the Bell Foundry Museum and Great Central Railway, all historical icons with a new lease of life and a modern twist.

8.2. Project Selection Process

A call for projects began in February 2020 and utilised the #MyTown website, the Council website, social media, email alerts and local media to invite applications.

We engaged with business, public agencies and other potential investors who might be looking to put forward TIP projects. Following publication of the Government's Further Guidance on June 15th a project proforma was produced, circulated widely to known interested parties and promoted on our website to enable project ideas to be submitted for consideration by our consultant and the Town Deal Board.

By September 1st, over 25 proformas had been submitted, the majority of which were credible proposals for consideration for inclusion in a draft TIP. In addition, private sector town centre proposals which help underpin the TIP's priorities were known to be at an advanced stage of development – these can be made deliverable via our Developer Accelerator proposal.

Projects selected for inclusion within this TIP are those which scored well during a local appraisal exercise. Businesses, organisations and individuals had been asked to submit their project proposals in written form. The proposals were then scored against the following criteria:

- A) alignment to the government's Intervention Framework*
- B) alignment to the TIP's place-based priority themes*
- C) outcomes and outputs*
- D) deliverability*
- E) value for money*
- F) positive impact aiding post-pandemic economic recovery.*

A copy of the blank appraisal scoresheet is shown below.

Project Selection Proforma	
INDEX: Appraisal criteria	
<small>GIF – Government intervention framework Place – Alignment with place-based priorities Outcomes – Outcomes, outputs and theory of change Deliverability – Delivery and risks of non delivery Cost – Cost / value for money Covid19 – Direct contributions to recovery planning</small>	
Project Name:	SCORE
A) GIF:	
B) Place:	
C) Outcomes:	
D) Deliverability:	
E) Cost/Vfm:	
F) COVID19:	
TOTAL	
Comments:	

Projects Map

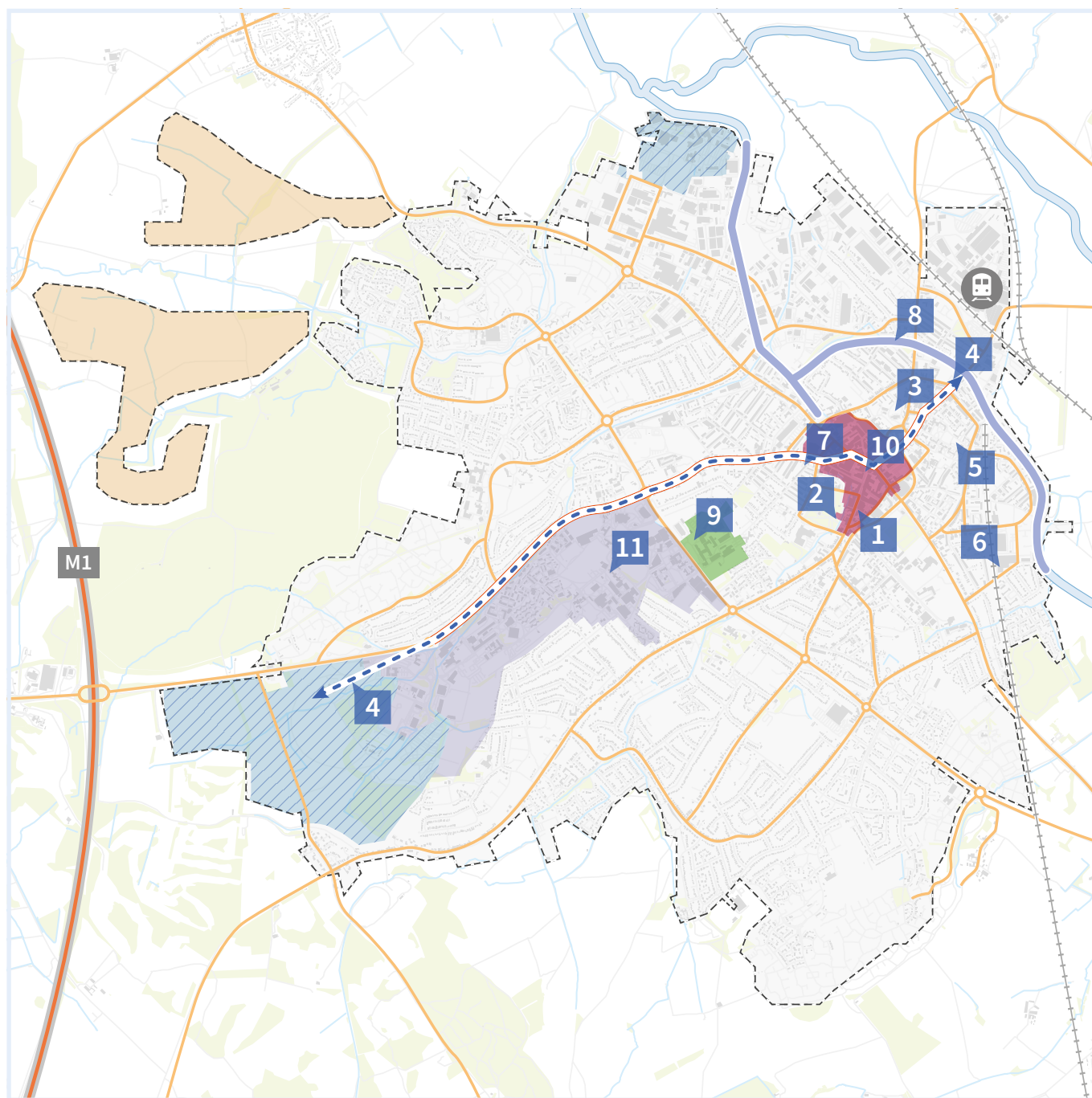


Fig. 16 - Projects Map

Source: OpenStreetMap © Crown copyright 2021 OS License No. 100023558

Legend

- Town Deal boundary
- Town Centre
- University Campus
- Enterprise Zones
- West of Loughborough SUE
- Loughborough College
- Key routes
- Waterways
- Riverside regeneration
- Connected Loughborough

TIP projects

1. Living Loughborough
2. Bedford Square Gateway
3. Parish Green
4. Connected Loughborough
5. Taylor's Bell Foundry
6. Great Central Railway
7. The Loughborough Generator
8. Riverside Regeneration (Grand Union Canal)
9. Loughborough College Digital Skills Hub
10. Careers and Enterprise Hub
11. Healthy and Innovative Loughborough

Town-wide projects (Not on map)

- Developer Accelerator
- The Lanes and Links
- Flood defence scheme
- Generation Loughborough



8.3. Towns Fund request and summary of projects

Loughborough's TIP is requesting a Towns Fund contribution of **£23.101 million** capital and **£1.899 million** revenue over the 2021-26 period, therefore our total TIP ask is **£25 million**.

Government Intervention Framework / TIP themes and key challenges	TIP Projects and Outcomes	Project Value	Match funding secured	TIP Ask
<i>Urban Regeneration, Planning and Land Use</i> <ul style="list-style-type: none"> Hollowing out of Loughborough town centre Securing regeneration and place improvements 	Living Loughborough A rejuvenated town centre making it more attractive as a place to live as well as shop and spend leisure time.	£3.03m	£0.16m	2.87m
	Developer Accelerator A fund to unlock key sites in the town centre for housing, commercial and leisure development and help drive the recovery of Loughborough.	£47.624m	£42m	£5.624m
	Bedford Square Gateway Invest in the public realm to make the town centre attractive and accessible and link the urban with open spaces such as the award-winning Queen's Park.	£3.663m	£1.963m	£1.7m
	The Lanes and Links Revitalising an open space within a deprived neighbourhood which will improve community safety and encourage people to visit the area.	£1.16m	£0.16m	£1m
	Parish Green Physical improvements to urban lanes and gateways which are currently unattractive, under-utilised and do not give a feeling of safety to pedestrians. Making them attractive and safe will benefit local residents and enhance our offer to visitors.	£0.4m	£ Nil	£0.4m
	Flood Protection and Mitigation A flood defence scheme for Loughborough town centre which will bring forward development opportunities and reduce the risk of flooding for hundreds of residents and businesses.	£4.6m	£2.6m	£2m
	Connected Loughborough Improving the public realm between the east and west sides of town, making it easier for people to move from the train station through the town centre to the university, college and science and enterprise park.	£10m	£0.1m	1.5m
<i>Local Transport and Digital Infrastructure</i> <ul style="list-style-type: none"> Improving connectivity across neighbourhoods 				

Government Intervention Framework / TIP themes and key challenges	TIP Projects and Outcomes	Project Value	Match funding secured	TIP Ask
<i>Arts, Culture and Heritage</i> <ul style="list-style-type: none"> Protecting and enhancing our heritage 	<p>Loughborough Bellfoundry</p> <p>Help the UK's last remaining bell foundry develop as a visitor attraction.</p> <p>Great Central Railway</p> <p>Help the UK's only double track, main line heritage railway to develop as a visitor attraction.</p> <p>The Generator</p> <p>Establish a hub for creative enterprises to develop and grow in one of the most historic buildings in town.</p> <p>Riverside Regeneration</p> <p>Upgrade this historic national corridor which links the town centre and railway station and make it a more attractive place to visit.</p>	<p>£5.453m</p> <p>£0.98m</p> <p>£3.995m</p> <p>£0.9M</p>	<p>£4.603m</p> <p>£0.7m</p> <p>£2.355m</p> <p>£0.015M</p>	<p>£0.835m</p> <p>£0.98m</p> <p>£1.6m</p> <p>£0.885M</p>
<i>Skills and Employability</i> <ul style="list-style-type: none"> Improving the health and life opportunities of our residents 	<p>Loughborough College Digital Skills Hub</p> <p>Will offer T-Apprenticeships, and Kickstart learning centre to accelerate town transition to AI and post-COVID-19 skills and employment.</p> <p>Generation Loughborough</p> <p>Associated Employability and Life Skills support for 5,000 Young People especially focused on disadvantaged groups and communities.</p>	<p>£6.362m</p> <p>£1.214m</p>	<p>£5.9m</p> <p>£0.12m</p>	<p>£2.6m</p> <p>£1.09m</p>
<i>Enterprise and Innovation</i> <ul style="list-style-type: none"> Improving the health and life opportunities of our residents 	<p>Healthy and Innovative Loughborough</p> <p>A multi-faceted project delivered by a key local institution. It will utilise University innovation and knowledge to support business innovation and growth.</p> <p>Careers and Enterprise Hub</p> <p>College run but connecting them and LU skills, enterprise & innovation eco – systems into town communities and businesses and repurposing the High Street. (This project will already receive up to £0.75m from the Town Deal Accelerated Funding).</p>	<p>£10.737m</p> <p>£0.9m</p>	<p>£8.271m</p> <p>£0.15m</p>	<p>£2.466m</p> <p>£0.15m</p>
TOTAL		£101.018m	£69.097m	£25m

Fig. 17 - Funding request and projects

8.4. Loughborough Town Deal Investment Plan – Theory of Change

Based on the contextual analysis, ambitions and headline objectives described in this TIP, the Town Deal Board has developed the following programme-level Theory of Change:

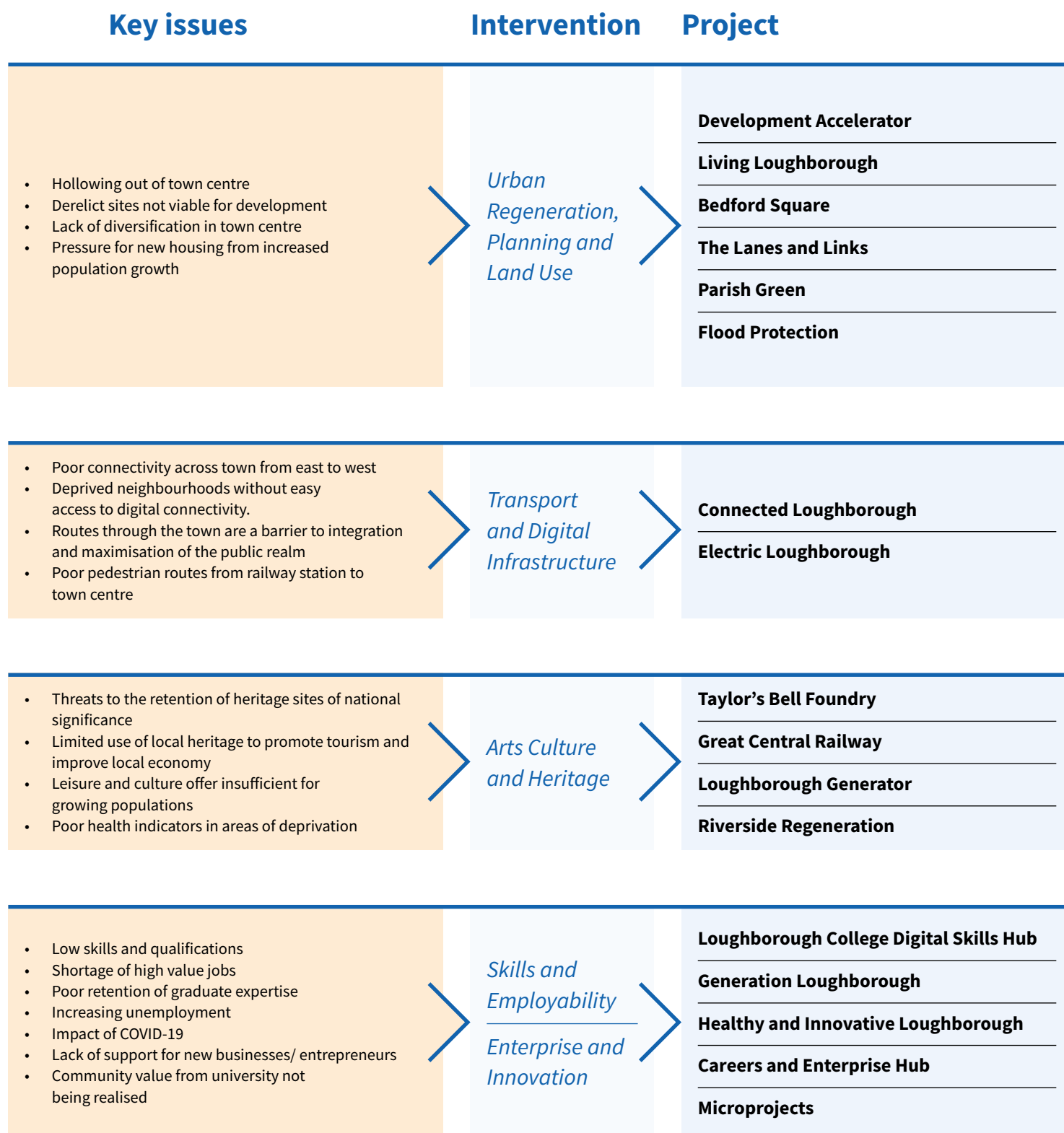


Fig. 18 - Theory of change

Outputs

Outcomes

- 3 key sites re-developed
- 320 hectares into flood risk zone 1
- 300 homes developed
- 2 community / leisure / culture venues developed
- Increased number of visitors to Churchyard/ Rectory Museum
- 1000m Length of the Lanes and other pathways improved
- 2% increase in footfall through the Lanes over 3 years from a baseline
- 2% below the national average for commercial premises vacancy rates in the vicinity of the Lanes
- 30 businesses / artists / entrepreneurs engaged and supported
- 10 events commissioned and supported
- Hope Bell delivered
- Improved parks and gardens
- 2 improved historic buildings
- Upgraded spaces and assets

- Improved town centre economy
- Improved accessibility across town
- Increased usage of public realm areas
- Stronger, safer, cleaner and more accessible pedestrian priority corridors
- Safer and more accessible parks and other greenspaces
- More activities and entertainment
- Improved perceptions of the place by visitors
- Increased property values (residential and business)
- New Public commemoration space

- 10 new / upgraded cycling / walking paths
- 10 improved bus facilities
- 5 new public open spaces
- Upgraded road infrastructure
- Improved digital infrastructure

- Commuter reduced travel times
- Reduced congestion
- Improved digital inclusion
- Improved health and fitness
- Reduced carbon consumption

- 2 Grade 2 listed buildings regenerated
- 2 new public spaces
- 2km upgraded cycling and walking paths
- 1 protected historic building
- 1 new arts venue
- Improved education and skills facilities

- Increased walking / cycling by commuters and for recreation and fitness
- Increased visitor numbers to arts and heritage sites
- Additional commercial space

- 750 visits pa by unemployed
- Upskilling of individuals 250 pa
- Jobs created 100
- Innovation businesses attracted 5 pa
- 5,000 young people with improved job and life skills
- 165 jobs created/safeguarded
- 60 new businesses
- Increased high quality floorspace (2,200 sqm)
- 200 health interventions
- 300 new learners assisted

- Improved life chances for unemployed
- Increased number of learners job ready
- Improved skill set of unemployed
- 70 businesses / learners utilising commercial space
- Business counts, 60

8.5. Summary of TIP Projects

8.5.1. Urban Regeneration Planning and Land Use

Living Loughborough – rejuvenate the town centre post-COVID-19. The investment will make the town centre a dynamic, pleasant, safe social hub where residents and visitors can choose to meet, eat, be entertained and shop through the creation of:

- Urban Plaza – increased seating and dining areas.
- Semi- permanent stalls to encourage pop ups and street activity.
- Multipurpose infrastructure to support markets, business, and community events.
- Undercover performance space, improved sound, vision, and lighting
- Promotion of the town’s cultural heritage, use of apps, trails and augmented reality.
- Safe town, improved lighting, and CCTV.
- Contributes to clean growth by reducing the need for people to travel to other areas for entertainment and shopping.



Developer Accelerator – Is the TIP’s major urban regeneration intervention and enabler of private sector investment. It creates a fund to unlock four key sites in town for housing, commercial and leisure development and will help to drive the recovery of Loughborough. The project aims to:

- Provide a public investment fund to accelerate and lever major private investment projects.
- Offer a mix of grant, loan or equity/partial capital funding.
- Developers will be invited to make proposals for sites that can deliver more rapidly with enhanced social value.
- Facilitate regeneration of brownfield sites therefore contributing to environmentally sustainable development of the town.



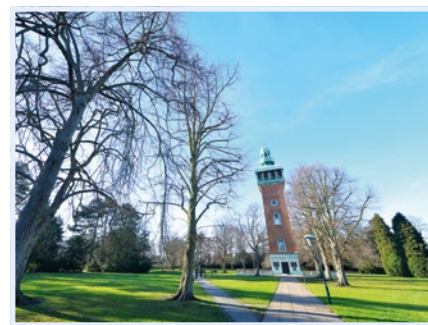
Bedford Square Gateway – Seeks to improve the public realm to make the town centre attractive and accessible and link the urban with open spaces such as the award-winning Queen’s Park. The investment will:

- Transform the area of town from a heavily dominated car environment by widening pavements, priority will be given to the health, safety, and mobility of pedestrians.
- Provide more space for events and activity to take place.
- Improve connectivity and reduce commercial property vacancies by increasing footfall to the area that will serve to encourage economic growth and business support.
- Create a cleaner, greener public realm which discourages the dominance of the car.



The Lanes and Links – will create stronger, safer, and more accessible pedestrian priority corridors and connections to the town centre, linking key destinations including, core shopping area, green spaces, and heritage assets. Unlocking the 15 lanes will involve:

- The introduction of artworks, lighting, signage, and public information improving safety and encouraging footfall.
- The uncovering Loughborough's rich heritage; Ladybird books, Taylors Bell foundry, the destination of Thomas Cook's first excursion and the Great Central Railway.
- Add to the heritage through the installation of the "Hope Bell" in alignment with the town's Carillon War Memorial, which houses 47 bells cast by Taylor's Bell Foundry, providing a "unique" walkway for commemoration and reflection on the impact of both the COVID-19 pandemic and lives lost in conflict.
- Physical improvements to urban lanes and gateways which are currently unattractive, under-utilised and do not give a feeling of safety to pedestrians. Making them attractive and safe will benefit local residents and enhance our offer to visitors.
- Enabling people to walk safely will reduce the need for people to use vehicles to move around the town, therefore contributing to carbon emissions reduction.



Parish Green – a restoration project sensitive to the area's history and heritage improving the Grade I listed Parish Church, Grade II* listed Old Rectory and the surroundings of Fearon Hall. It will also revitalise an open space within a deprived neighbourhood which will improve community safety and encourage people to visit the area. Improvements include:

- Increased energy saving LED lighting to the exterior of the church and Rectory Museum to highlight the significance of the buildings.
- Improved pedestrian paths and lighting linking access to the Rectory Wildlife Garden and Fearon Hall.
- Improved soft-landscaping and signage in the surrounding area, especially from the Nottingham Road gateway, between the train station and the town centre.
- Improved interpretation panels.
- Greening of a part of the town centre therefore enabling a haven for wildlife.



Flood Protection and Mitigation – A flood defence scheme for Loughborough town centre which will bring forward development opportunities and reduce the risk of flooding for hundreds of residents and businesses. The project will:

- Offsets impacts of future climate change providing flood protection for up to 360 residential and 101 non-residential properties.
- Generate employment and housing site realise.
- Bring 5 sites out of flood risk including the Council's Limehurst Depot.
- Protects digital connectivity which lies in areas that are at risk.
- Provides opportunity for a greener, cleaner Loughborough.



8.5.2. Local Transport and Digital Infrastructure

Connected Loughborough – improving the public realm between the east and east and west sides of town, making it easier for people to move from the train station through the town centre to the university, college and science and enterprise park. Improvements will include:

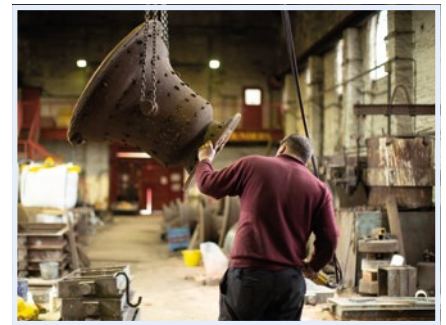
- New upgraded path and cycle routes.
- Green corridor supporting sustainable travel options.
- Improved mobility and access.
- Efficient travel with reduced congestions and lowering of carbon emissions.
- Improved cohesion within and between communities and healthy living.



8.5.3. Arts Culture and Heritage

Loughborough Bell Foundry – have successfully secured over £5 million, £3.5 of this from the National Lottery to support the restoration of the historic Grade II* Taylor's Bell Foundry. The project aims to save the last major Bell Foundry in Britain, making bells for thousands of buildings across the UK and exporting bells to countries around the world. Without urgent investment this incredible asset and part of our national culture could be lost. With the help of TIP funding this shovel ready project will:

- Remove the Bell Foundry from the 'Heritage at risk register'.
- Secure the future of the Industry in Britain identified as 'Critically Endangered'.
- Create a new Bell Museum with increased and improved access, interpretation, and educational facilities.
- Ensure Taylor's Bells are enjoyed by future generations.
- Contribute to a critical mass of heritage attractions and bring increased visitor spend in the town.
- Put Loughborough on the tourism map.
- Contribute to sustainable growth by retaining employment and manufacturing in an existing building.



Great Central Railway – is Europe's only surviving double track heritage railway and the only section of preserved mainline railway, the only place in the UK where heritage trains can be seen passing each other at speed, all important features which are unique and benefit not only the town but are precious in terms of the UK as a whole. This project will:

- Help to preserve and develop rare employment skills which are rapidly dying out.
- Support an engineering and an associated Education Centre, which will link with the University Engineering Department on several major projects.
- Deliver increased tourism opportunities. The GCR attracts over 110,000 visitors per annum in a normal non-COVID-19 year – all contributing spending in the wider town economy.



- Further develop a linked-up heritage quarter and the planned development of the attractions themselves.
- Reduce the need for local people to travel to access skills therefore contributing to our commitment to clean growth and carbon reductions in Loughborough.

The Generator – A Creative Industries & Community Arts Hub – Led by a Community Investment Company, a partnership between the public, private & voluntary sector this project will bring a major derelict 1930s building back to use as an arts venue and visitor attraction creating:

- Three floors of co-workspace supporting / sustaining new, creative industries, retaining graduates and generating jobs.
- Public access to a multi – media arts centre café and restaurant for performance, exhibitions, and community engagement.
- A new home for Charnwood Arts (ACE England Band 1 National Portfolio Organisation).
- A focus for community engagement, activity and business support.
- A sustainable hub which prevents the need for people to travel elsewhere to access similar facilities.



Riverside Regeneration – upgrade this historic national Waterway corridor which links the town centre and railway station making it a more attractive place to visit and use as a sustainable travel corridor. This project targets the towpath of the Grand Union Canal close to deprived communities and aims to:

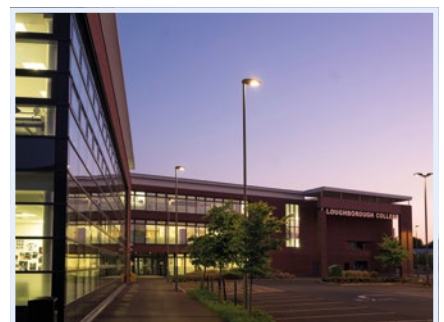
- Improve 2km of waterway through the town centre.
- Resurface and make the tow path more accessible installing signage, lighting, wayfinding, and access points.
- Increasing the number of mooring sites.
- The improvements will contribute to a greater number of visitors on foot and by boat. It will also assist in making a physical link to the town's strong industrial heritage.



8.5.4. Skills and Employability

Loughborough College Digital Skills Hub – The new Digital Skills Hub will provide the opportunity to increase the skills of the regional work force through supporting Industry links leading to greater breadth and increase in work experience placement opportunities. It will deliver:

- Deliver T-Levels, Apprenticeships and Kickstart job placements to skill-up local people as Loughborough moves into a more digitally focussed future.
- Target unemployed and semi-skilled adults to support them into employment.
- Equip the next generation with the skills and knowledge to improve social mobility, human capital and economic success.
- Provide support to businesses post-COVID-19.
- Reduce the need for local people to travel to access skills therefore contributing to our commitment to clean growth and carbon reductions in Loughborough.



Generation Loughborough – will improve job and life skills for 5,000 young people with a focus upon supporting people from disadvantaged backgrounds and communities. The scheme will promote learning and a healthier, more active lifestyle by:

- Bringing together organisations of the Sport Park in partnership with schools, Loughborough College and University.
- Create a new employment experience as an asset for the Town's Young People.
- To provide long term development at key transition points in the educational life course supporting children and young adults from 2-25.
- Build employability entrepreneurship and work-based experiences to meet the skills needed for the Town's future.
- Align with the Careers and Enterprise Hub to provide a central venue for delivery of the programme.
- Reduce the need for local people to travel to access skills therefore contributing to our commitment to clean growth and carbon reductions in Loughborough.



8.5.5. Enterprise and Innovation

Careers and Enterprise Hub – create a place in the town centre where people, young and old, can get help to plan their future in terms of developing skills or starting a business. This learning environment will be delivered through a collaborative partnership which includes Loughborough College and Loughborough University. The Hub will:

- Provide a physical portal for those most economically at risk into skills and enterprise.
- Focus on local people and contribute to levelling up opportunities and economic activity in Loughborough.
- Work with stakeholders and partners to ensure workforce needs are met in key employment sector post-COVID-19.
- Reduce the need for local people to travel to access skills therefore contributing to our commitment to clean growth and carbon reductions in Loughborough.



Healthy and Innovative Loughborough – a multi-faceted project delivered by a key local institution. It will utilise University innovation and knowledge to support business innovation and growth. Excellence in sports will be used to connect with local people to facilitate healthy living. An Impact Hub will help ensure that projects are delivering real, measurable benefits, including those of a clean and sustainable nature, for the town. The project will:

- Contribute to 220 jobs and support 70 new businesses.
- **Innovation:** will be delivered through the Sport Park (Pavilion 4) and the New Business Wayfinder and will lead to high value jobs available to residents, the support of new and emerging town businesses.
- **Knowledge:** delivered through Active Living and the Impact Hub will be critical to post-COVID-19 recovery and the health of the town.



9. Town Deal Delivery

9.1. Accountability and Governance

The Loughborough Town Deal Board will have strategic oversight of the delivery of the TIP. It will ensure that the objectives of the TIP and the outcomes required of projects are being met. It will have oversight of all decisions which are being made by the Accountable Body. The Board will oversee our local assurance arrangements.

Charnwood Borough Council will be the TIP's Accountable Body through which Town Deal money is awarded. It will be responsible for any formal agreements with project lead organisations and ensure compliance of all Town Deal partners regarding public sector procurement principles and transparency of accounting.

Both the Board and Borough Council will ensure that business cases for projects, monitoring of projects delivery and the establishment of our Local Assurance Framework is fully compliant with the guidance issued by MHCLG on these matters.

We would like to request a single sum of £500,000 from MHCLG via a Town Deal to enable us to procure capacity which drives delivery and the local monitoring of progression of the TIP over 5 years.

9.2. Business cases and Project Implementation

All projects included within the TIP, once beyond the agreement of Heads of Terms, will be developed to full business case status.

This will be in accordance with HM Treasury's Green Book. For each of our business cases we will require:

A) evidence of the need for intervention,

B) value for money assessments and,

C) information pertaining to the Green Book's 5 cases:

- Strategic case
- Economic case
- Commercial case
- Financial case
- Management case

We will also require the project to be subject to an equality impact assessment. Where relevant, an environmental impact assessment will also be required.

Where the Borough Council is not the lead organisation for a project, in its role as Accountable Body it will require the third party to develop the business case (for example, the Youth Sport Trust would produce the business case for the Generation Loughborough project).

Where the Borough Council is the lead organisation for a project, it will ask the LLEP (Leicester and Leicestershire Economic Partnership) to carry out the business case appraisal. This will avoid conflict of interest.

Once the business case for each project has been written and approved, a Summary Document for each project will then be submitted to MHCLG. The Co-chairs of the Town Deal Board will sign-off the Summary Document along with the S151 Officer or other appropriate officer at the Accountable Body.

Following the Heads of Terms for the TIP being agreed, we will require project leads to produce full business cases so that they can be appraised, signed-off and then submitted to MHCLG within a maximum of 12 months. The exception to this is where the Board and Borough Council have notified MHCLG that a project is to be fast tracked via the process of agreement of Heads of Terms. In this scenario, the business case must be produced, signed-off and submitted within 2 months.

9.3. Ensuring Delivery and Outcomes

It is proposed that the Town Deal Board will continue in some form as an entity to drive forward the ambitions for Loughborough, beyond the life of the Town Deal.

The value of the key stakeholders coming together to combine resources and expertise is already evident in the range of proposals and shared ambitions that have been generated for the TIP. Ensuring that these interventions are successful and targeting our combined resources in the future will be key to Loughborough's ongoing revitalisation.

The Impact Hub will be a vehicle through which expertise and knowledge exchange will be utilised to ensure successful implementation of the Town Deal, providing monitoring and evaluation services for Town Deal interventions. The Hub will deliver crucial evidence and data required at Town and District level to support the development, delivery, and evaluation of interventions on a sub-regional scale. It is clear from the data gathered as part of the TIP evidence base that analysis at the Loughborough level is not readily available, as much of the data collection is on a Borough wide basis. Given the proposed growth of Loughborough and the levels of deprivation in some wards, it is vital that access to town and ward level information is collated and analysed.

The Hub will support post-COVID-19 recovery, monitoring the ongoing health of the town, and identifying areas of concern. This will enable targeted interventions to take place. In the longer term the approach to town centre design, innovation and proactive actions for town centre development and viability will be supported.

This will ensure that the TIP not only delivers solutions for the next five years, but also provides Loughborough with a lasting legacy to secure its long-term future.

Statistics

Category	Loughborough	Regional / National
<i>Population</i>	66.6k	
<i>Total population growth 2011-18</i>	11.6%	Regional growth 5.9% National growth 5.4%
Housing		
<i>Median House price</i>	£186k	Regional average £192k (-3.1%) National average £240k (-22.5%)
<i>Median House prices % growth</i>	276.2%	Regional average 317.4% National average 336.4%
<i>Owned outright</i>	29.4%	Regional average 32.8% National average 30.6%
<i>Owned with a mortgage</i>	29.3%	Regional average 34.5% National average 32.8%
<i>Private rented</i>	20.6%	Regional average 14.9% National average 16.8%
<i>Social rented</i>	18.7%	Regional average 15.8% National average 17.7%
English indices of deprivation by domain (2019) (% of LSOAs in most deprived decile)		
<i>Crime</i>	17.4%	Regional deprivation 5.3%
<i>Income</i>	8.7%	Regional deprivation 8.4%
Employment		
<i>Employment in 'at risk' categories (2018)</i>	66.2%	Regional average 54.4% National average 48.9%
<i>Part time employees (%) 2018</i>	35.6%	Regional average 32.2% National average 32%
<i>Part-time employment annual compound growth</i>	2.3%	Regional employment growth 1.4% National employment growth 1.7%
<i>Full-time employment annual compound growth</i>	0%	Regional employment growth 0.4% National employment growth 0.6%

Category	Loughborough	Regional / National
Employment by sector (2018)		
<i>Education</i>	23.46%	Regional employment 9.1% National employment 8.9%
<i>Retail</i>	10.98%	Regional employment 9.2% National employment 9.4%
<i>Manufacturing</i>	8.96%	Regional employment 12.8% National employment 8%
<i>Health</i>	8.36%	Regional employment 13% National employment 12.7%
<i>Professional, scientific & technical</i>	4.88%	Regional employment 6.3% National employment 9%
<i>Construction</i>	2.4%	Regional employment 4.4% National employment 4.6%
<i>Information and Communication</i>	1.85%	Regional employment 2.8% National employment 4.4%
<i>Transport and storage</i>	1.78%	Regional employment 5.5% National employment 4.9%
Connectivity and mobility		
<i>No cars or vans in household</i>	29.6%	Regional 22.1% National 25.8%
<i>Two cars or vans in household</i>	21.5%	Regional 27.4% National 24.7%
Environment and place		
<i>Historic England – No. of registered parks and gardens (2020)</i>	1	
<i>Green space (% of town area) (2020)</i>	4%	
<i>Number of listed historic buildings (2020)</i>	71	
<i>Total crimes (2019)</i>	6344	
<i>Crimes per 1,000 population (2019)</i>	95	

Fig. 19 - Loughborough statistics

Loughborough Town Deal Board

Co-chairman



Dr Nik Kotecha OBE

CEO Morningside Pharmaceuticals

Cllr Jonathan Morgan

Leader Charnwood Borough Council

Board Members



Jane Hunt MP

Loughborough Constituency

Cllr Trevor Pendleton

Leicestershire County Council

Cllr Jenny Bokor

Charnwood Borough Council and
Chair of the Town Deal Member
Reference Group

Professor Tracy Bhamra

Loughborough University

Jo Maher

Loughborough College

Lez Cope-Newman

Love Loughborough BID

David Pagett-Wright

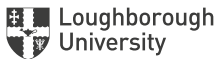
Moss Solicitors and Chair of the
Town Deal Community
Engagement Group

Andy Reed OBE

Leicester and Leicestershire
Enterprise Partnership

Martin Traynor

Charnwood Economy and
Skills Group



This Town investment Plan is submitted in February 2021 for consideration and appraisal by HM Government.

It is also produced for and on behalf of the town of Loughborough. The Town Deal Board thanks everyone who commented on proposals, came up with ideas and contributed to production of the Plan.

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