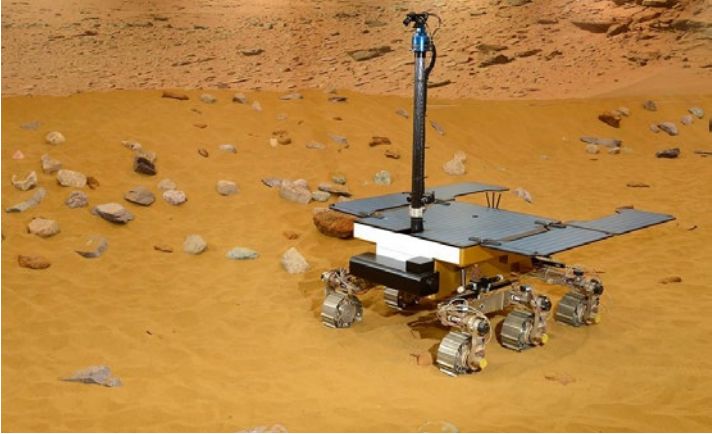




# Stevenage Town **Investment** Plan

November 2020

# The Heart of a town lies in its people



# Stevenage Development Board

## An independent voice delivering for the people of Stevenage



**Adrian Hawkins OBE**  
Chairman, Stevenage Development Board

“Our vision is ambitious, our plan is deliverable, and the message is simple: investing £50m in the future of Stevenage is an investment in the future of our country, in the future of our children, and will unleash over £600m of private investment to supercharge UK businesses, as we once again unify in a time of great national need, and set a new blueprint for innovation at the heart of a 21st Century New Town. You will hear about skills, culture, and town centre regeneration and how all will play their part in unlocking Stevenage’s potential and levelling-up opportunities for our residents.

I am a child of a New Town, literally. Born in Stevenage in the 1950s in my parents’ council house, I grew up, made friends and was educated within my home town. It provided the safe haven for me, my siblings and many other families to develop and progress throughout our lives, very similarly to how the town was envisaged; Stevenage as a place gave back directly to its people.

It is easy to underestimate the scale of challenge facing Stevenage; as a town located in ‘wealthy’ Hertfordshire, its pockets of deep deprivation often glossed over in high-level data; the focus on the opportunities ‘in’ Stevenage, not ‘for’ Stevenage. We face a profound fork in the road – the opportunity to

level-up a community that is being left behind, whilst simultaneously releasing the handbrake on growth for the UK’s fastest-growing science and technology sectors. That growth cannot be allowed to dissipate from Stevenage; we must harness the potential of our location and amazing businesses to grow a critical mass that drives the region’s economy, but to do so in a way which brings our local people with us rather than leaving them behind. Our £50m Towns Fund proposal will achieve just that, through a range of interventions including delivery of a skills & technology centre, provision for innovative commercial space, investment in the town’s key facilities and unlocking large-scale regeneration.”

## Stevenage Development Board members

In March 2020, The Stevenage Development Board was established to oversee the development of a Town Deal for Stevenage. The Board’s role is to provide strategic leadership and to set out a Town Investment Plan with a clear vision, strategy and delivery proposals in place, which reflect the ambitions of, and deliver for, local people. The Board consists of key stakeholders from public sector organisations, private businesses, and not-for-profit organisations, to ensure a diverse range of views are represented.

### Stevenage Development Board

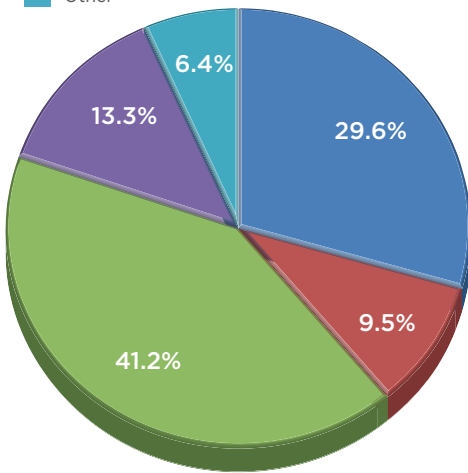


# You said...We did. Engaging with the community

Engaging with all parts of the community, and using your views to shape the proposals, is a key focus of the Stevenage Town Investment Plan. We are delighted that so many people have got involved so far, and look forward to delivering projects alongside the community.

## Visitor Centre and MyTown Feedback Topics - Present

- Accessibility & Transport
- Creating Great Spaces
- Vibrant Town Centre Offer
- Community & Aspiration
- Other



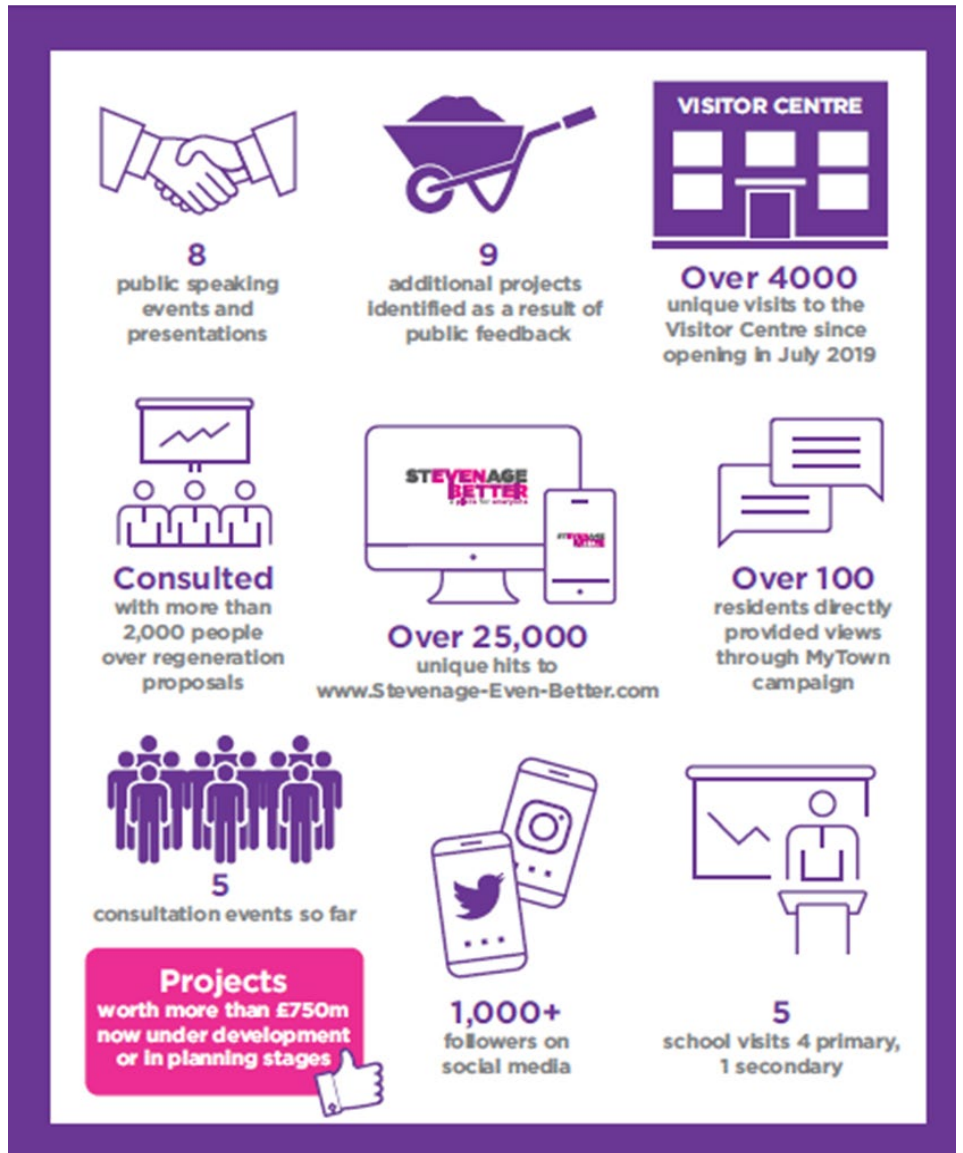
## You said, we did...

your feedback has included comments such as ...

**“Make more of the fact we are the UK’s first New Town”**

**“New and improved sports and leisure facilities”**

**“Upgraded roads and pedestrian paths”**



# A 21st Century New Town vision – the ‘STEM City’ of the future

As the UK’s first New Town, Stevenage was founded on innovation, with a pioneering approach that set a blueprint for building new communities across the UK and Europe. Our vision is to build on our New Town values and unlock growth in some of the UK’s cutting-edge sectors, in a way which promotes and delivers opportunities for local people.

## The Future Vision for Stevenage



## What does this mean for me?

### Local Outcomes

- ✓ Diversifying the town’s retail offer
- ✓ Delivering new employment space
- ✓ Radically enhancing public realm
- ✓ Building an evening economy
- ✓ Creating footfall and activity boosting post-Covid recovery
- ✓ Unlocking infrastructure
- ✓ Enabling private sector investment
- ✓ Establishing a gateway for international business and visitors
- ✓ Securing new locations for high value business, innovation and incubation space
- ✓ Creating connections between jobs, skills and people
- ✓ Delivering critical mass at a key interface point between Bioscience cluster and town centre
- ✓ Providing for skills infrastructure
- ✓ Transforming Stevenage’s image
- ✓ Levelling-up skills and employment for local people
- ✓ Improved sustainability of transport network
- ✓ An arts and culture offer that is accessible and attractive
- ✓ Deliver clear pathways to employment for young people

### Regional / National Outcomes

- ✓ **Stevenage** – the heart of the UK’s Bioscience and Life Science capabilities
- ✓ Designation by the DIT as a High Opportunity Area for Cell & Gene Therapy
- ✓ Identified by the Government as one of six Life Science Opportunity Zones (2019) and centre stage in the Government’s two Life Science Sector Deals (2018)
- ✓ **Stevenage** – responsible for 7% of the global Cell & Gene therapy market, 27% of Europe. Unique opportunity for Stevenage to grow its global market share further and benefit from projected growth of CAGR 30% by 2025, worth an estimated £750m p.a to Stevenage’s economy, and up to 5,000 jobs at a wide range of levels and access points.
- ✓ Unrivalled opportunity for the Towns Fund to support this strategic potential for UK plc
- ✓ Boost regional economic recovery from the impact of Covid-19.
- ✓ Restore and celebrate the county’s first New Town as a place of hope and aspiration.
- ✓ Deliver the Government’s clean growth and levelling up agendas.

# Stevenage Town Investment Plan projects

1

## Station Gateway

Much of the town's original New Town infrastructure has aged, leaving facilities that are no longer fit for purpose for the town's businesses and residents. The Gateway provides an opportunity to address this and to transform an area characterised by roads, surface level car parking and poor-quality buildings into a new thriving commercial and residential quarter for the town.



2

## Stevenage Technology & Innovation Centre

New 4,000sqm State of the art Innovation & Technology Centre to be operated by North Hertfordshire College in partnership with key businesses to provide new training opportunities.



10

## Digital Infrastructure - hyperfast broadband

Feasibility study to assess what is needed in terms of infrastructure investment for the Town Centre and Gunnels Wood Road employment area to help accelerate new digital technology provision.



9

## Gunnels Wood Road Infrastructure improvements

HCC, SBC & Herts LEP are proposing investment into the existing transport infrastructure on Gunnels Wood Road employment area to address identified capacity constraints that could limit new employment development.



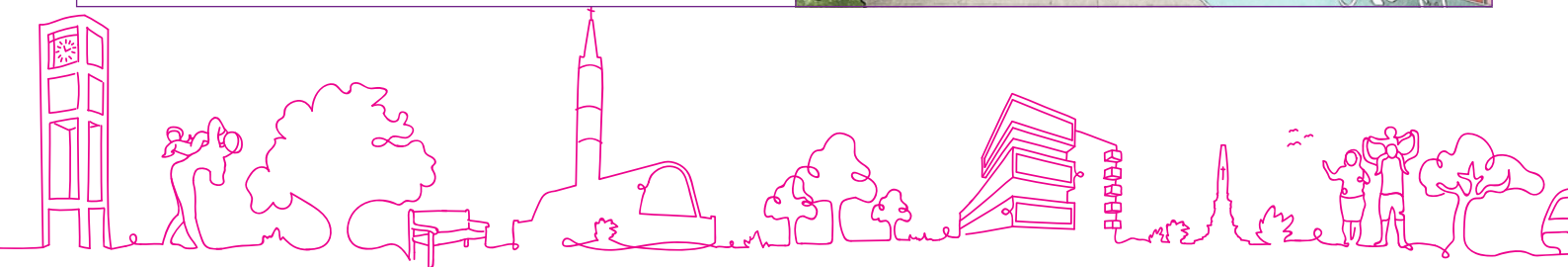
Stevenage Town Investment Plan projects

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## Cycling & Pedestrian Connectivity incl. Heritage Arts Trail

Stevenage already has very good cycling and pedestrian infrastructure, but parts have become fragmented and disconnected with redevelopment and with a lack of investment, parts are now considered unsafe.

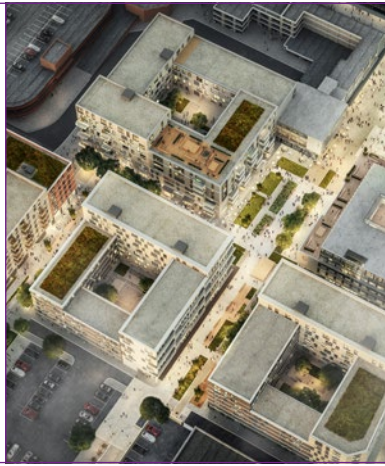
A five-phase strategy is proposed. Progress is already underway with the first phase as part of the delivery of the Town Centre SG1 redevelopment. This project aims to extend and build upon this momentum to deliver the next two phases, phases 2 and 3.



**3 National New Towns Heritage Centre**

New Heritage Centre celebrating Stevenage's contribution to the 20th century urban planning movement and new models of urban development.

To be incorporated into the new Civic Hub as part of SGI



**4 Town Enterprise Centre**

New Enterprise Centre in the heart of the town centre with space for labs, workshops, co-work/hot desks and meeting rooms through the use of digital creativity and technology to harness the strength of the existing life science, satellite and digital sectors.



**5 Marshgate - Biotech Office & Key Worker Housing**

A new mixed-use development on a key Town Centre site that will directly respond to the need for additional space (Office/ Tech Labs 76,437 sq.ft) to meet continued growth of Stevenage's specialist bioscience cluster, whilst at the same time also meeting the need for local key worker housing on the site (69 units). Delivery via SBC/Reef.



**6 Sport & Leisure Hub at Town Centre Gardens**

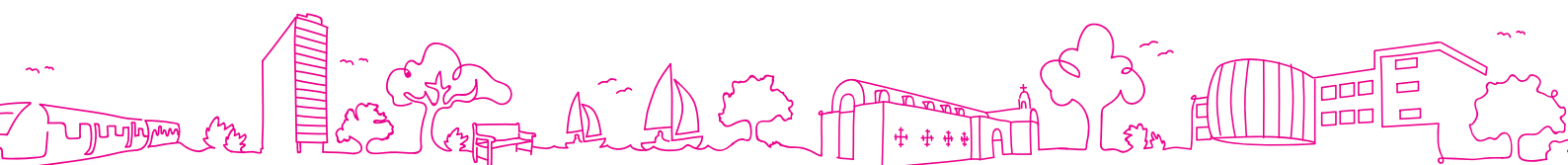
A new consolidated state of the art Sport and Leisure Hub adjacent to the main town centre green space. New sports hall, fitness gym, 25 metre pool, teaching pool, café, car park.

A new focal point for the town, encouraging greater levels of participation in sport, delivering improvements in health and well-being.



**7 Garden Square Commercial & Leisure**

The delivery of a new Garden Square with cafés and bars, independent enterprise, co-working premises, a high-quality boutique hotel and a new night time economy, with homes above ground floor space overlooking the square. The square will support a wide range of year round outdoor events and activities. The project will also adapt currently vacant shopping units into an open plan independent food court/ market.



*“The plan is to expand, celebrate, and offer greater accessibility to Stevenage’s rich heritage, arts and culture. Stevenage will be celebrated as a cultural destination which will drive greater economic growth and well-being.”*

**Martha Lytton Cobbold**

Managing Director

Lytton Enterprises Ltd./Knebworth Estates

*“It’s been great to see a high level of engagement and commitment from educational institutions and employers in supporting Stevenage to open up opportunities for further learning and progression into skilled employment. I am delighted that Improving skills, boosting business and opening new educational pathways for young people is one of the main focuses of Stevenage’s ‘Town Investment Plan.’”*

**Kit Davies**

Principal and CEO

North Herts College

*“The Hertfordshire Chamber of Commerce fully support and endorse the Stevenage Town Investment Plan. It will help drive growth, entrepreneurship, and innovation plus inward investment and employment to Stevenage and the county”.*

**Briege Leahy** - CEO Herts Chamber of Commerce

*“I think the work on Stevenage is fascinating – such a diverse town with huge potential, whilst suffering some of the worst deprivation in the county. The way that pockets of innovation, creativity and wealth sit alongside poverty, lack of skills, teenage pregnancy, 3rd generation unemployment etc. has always been something I’ve been interested in. I went to school in Stevenage so saw first-hand what it was like for some of my friends and their families who were struggling. But I also saw how giving access to opportunities through education and employment could transform lives and break generational cycles”.*

**Anna Morrison** CBE - Amazing Apprenticeships

*“Government, developers and investors must be brave and be prepared to think differently and work together to create outcomes that benefit everyone. Unlocking growth in the UK and levelling up our towns is critical to our long-term success as a country. Our town centres can be enablers of this future growth, and the investment, design and development decisions made today will set the trajectory for a decade of recovery. I hope – and believe – that our plans to transform Stevenage will see a change in the way we deliver town centre regeneration across the country.”*

**Mark Reynolds**

CEO Mace,

Developer for SG1 in Stevenage town centre

*“Based on the GSK campus, Stevenage Bioscience Catalyst is also home to the Cell & Gene Therapy Catapult, LifeArc, Cytiva and over 40 growing technology companies which together have raised over £1.6bn since 2012. Of this, 70% of the funding is for Cell and Gene technologies placing it at the centre of the largest Cell and Gene cluster in Europe. It has been estimated that there is potential within the cluster for over 250,000 sq ft of private sector funded development delivering 2,100 direct jobs over 10 years. The clear vision, strategy and delivery proposals put forwards by Stevenage Development Board as part of the Town Investment Plan will play a pivotal role in making this happen”.*

**Sally Ann Forsyth OBE** MPhil, PhD, CGMA

Chief Executive Officer

Stevenage Bioscience Catalyst.

*“For The Wine Society, reliant on a local workforce, these are exciting proposals that will enable local people with aspirations, to develop their capabilities and take advantage of the opportunities in Stevenage across a diverse and rich range of businesses”.*

**Steve Finlan**

Chief Executive

The Wine Society