



MIDDLESBROUGH PLACE
STRATEGY PREVIEW

Future Middlesbrough

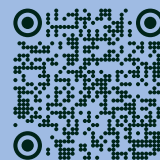
A place strategy for
young people

We are
Middlesbrough





LEARN MORE ABOUT
MAJOR DEVELOPMENTS



A creative place for young people

This work, places young people at the centre of Middlesbrough's future, while focusing on creating a town where they want to study, work, socialise and build their lives. From vibrant cultural experiences to modern town centre living, better connectivity and stronger skills pathways. Through connections with business and collaboration with our award-winning local University and colleges, the place strategy sets out a starting framework on how we can offer genuine opportunities for young people.

Our ambition is for Middlesbrough to be the UK's most creative place for young people to live, learn and realise their future.

Creativity drives our businesses and young people's ambition, attracts investment and helps retain local talent. Middlesbrough already has the energy and originality, now we are shaping a town that reflects it with young people advising as we progress in our work.

With partners, businesses and communities, we share a responsibility to champion our young people and the place they call home. With this strategy, we have a clear direction

This document is a preview of Middlesbrough's Place Strategy which acts as a framework as the town looks towards its bicentenary in 2030-31.

to make Middlesbrough a thriving, confident and future-ready town that is digitally driven, powered by creativity and is unapologetically ambitious.

Middlesbrough is no longer just a place of industrial heritage, it's a town with momentum, ambition and a clear focus on becoming a leading UK destination for digital growth and creative innovation.



Town Centre
Life & Work



Healthy
Environments &
Public Spaces



Reimagining the
Town Centre

Purpose & Key Themes

As a starting point and to
guide our work, this strategy is
framed by six key themes.

Investment and
Connectivity



Skills, Education
& Employment



Digital &
Innovation





Reimagining the Town Centre

Making Middlesbrough a destination town, by expanding the vibrant and creative town centre offer. The offer needs to be inclusive and attractive to young people, providing a variety of experiences to support the expansion of the daytime and nighttime economy.



Town Centre Life & Work

Increasing the availability of affordable, good-quality and sustainable homes that appeal to young professionals and graduates. Develop co-working hubs and innovation spaces to support young entrepreneurs, freelancers and early career professionals which are affordable and flexible.



Healthy Environments & Public Spaces

Creating safe, bright and accessible youth-friendly public spaces, both in and outdoors, fostering well-connected neighbourhoods and promoting physical activity. Reimagining empty buildings into sport and leisure, cultural and community venues, where young people can meet, socialise and participate in engaging experiences.



Investment & Connectivity

Improving transport, digital networks and wayfinding, linking people to opportunities to support the needs of tech-savvy young people, students and start-ups. Instilling confidence that Middlesbrough lives up to the accolade of one of the best small cities in Europe for its investment strategy (Financial Times' fDi European Cities and Regions of the Future 2025 rankings).



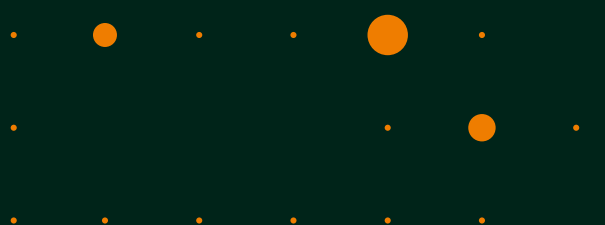
Digital & Innovation

Positioning Middlesbrough as a modern, connected and forward thinking town. With digital and innovation at the heart, enabling talent retention and the creation of high value jobs. Middlesbrough has rapidly transformed into one of the UK's most dynamic hubs for digital technology, games development, creativity and innovation. Once defined by heavy industry, the town now leads in cutting edge sectors such as digital media, software development, immersive technologies and advanced manufacturing.



Skills, Education & Employment

Creating skills and employment pathways to strengthen partnerships with Teesside University, local colleges and employers connecting young people to training, apprenticeships and career opportunities within Middlesbrough.





Audience Engagement Scope

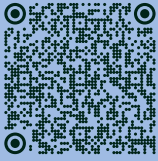
In order to co-design this place strategy and guide decision-making, investment priorities and programme development, we will work with an external research agency to help gather meaningful and representative insights from young people.

Creating healthy environments, promoting physical activity and facilitating skills development are at the core of this place strategy, however this does not focus on public health or activities undertaken by schools.

Audience segments include:

- Birth to 5 (via parents/carers)
- Primary School Pupils (6-11)
- Secondary School Pupils (12-16)
- Young Adults (16-18)
- Students, Graduates and Young Professionals (18-24)
- Early Career Professionals (24-30)

FIND FREQUENTLY
ASKED QUESTIONS



Contact us for more information



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