Future Middlesbrough

A place strategy for young people

We are Middlesbrough

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Our Economy at a Glance

£52.4m
Leisure Spend Potential
(CACI 2026)

£1.38bn
Regional visitor economy
(STEAM, 2024)

£202
Annual Shopper Value (+£28 vs. Northern Towns & Cities Benchmark)
(CACI 2026)

4.6m
Middlesbrough Visitors in 2025
(Tees Valley Local Growth Plan 2026)

Ranked 3rd
for Leisure and Catering Spend Regionally, if potential can be reached
(CACI 2026)

£27.2m
Total Catering & Leisure Headroom
(CACI 2026)

£93.8m
Catering Spend Potential
(CACI 2026)

25,886
School pupils in Middlesbrough
(Census 2024/25)

21.26m
Tees Valley Visitors in 2025
(STEAM, 2024)

30,784
Students in Middlesbrough
(Data from Teesside University and colleges)

Introduction

The UK's most creative place for young people to live, learn and realise their future.

Middlesbrough's motto 'Erimus' and the translation 'We Shall Be' are everywhere around town. They feature on public art, the banners of football fans and throughout promotional campaigns. Middlesbrough people are proud of their past and have a clear sense of identity.

As a boomtown that helped to build the world, Middlesbrough's remarkable story is a source of fierce local pride. Once christened the 'infant Hercules', Middlesbrough's industrial past helped shape modern cities around the globe.

Fast forward to 2026 and we're still innovating, creating and making our mark worldwide. The 'Made in Middlesbrough' mentality now extends to international gaming hits, global transport solutions and cutting-edge research in emerging fields.

Those strengths are the context for this Place Strategy. Developed by a Place Leaders Partnership made up of leading organisations and employers, it sets out a single, shared direction for Middlesbrough.

It brings together our common ambitions and identifies the opportunities where working together can make the greatest difference. It is about building confidence in the town, strengthening what makes Middlesbrough distinctive and creating the conditions for more people to choose to live, learn, work, visit, invest and thrive here.

Success will be measured by what happens next: the ideas we turn into action, the investment we unlock and the opportunities we create. It will depend on the continued leadership and contribution of people, communities, businesses, organisations and partners across Middlesbrough.

Our overall ambition is for Middlesbrough to be the UK's most creative place for young people to live, learn and realise their future. Together, we are working to make Middlesbrough a thriving, confident, and future-ready town that is digitally driven, powered by creativity and is unapologetically ambitious.

LEARN MORE ABOUT
MAJOR DEVELOPMENTS

Vision for Middlesbrough

Middlesbrough has the energy and ambition to be one of the best places in the country to live, work and raise a family.

We want to offer great careers, better housing and accessible transport. We need brilliant amenities, beautiful spaces and safer streets. And with Middlesbrough's concentration of major education, training and research institutions, this offers people a chance to advance their skills. All together these create happy communities.

Delivering all this matters because it helps us improve Middlesbrough, strengthen the local economy and give people in our town the best possible life chances.

They are worthy priorities but don't set Middlesbrough apart from any other place. We are no clone town, we've always done things differently.

Our proud industrial heritage saw us build the world - now as a town we're putting culture and creativity at the heart of everything we do and forging ahead to become an international leader in the digital and tech sector.

That is why the Place Leaders Partnership has steered the development of a Place Strategy informed by the real-world challenges, ambitions and experiences of our businesses, institutions, communities and public services.

The conclusion is clear: we must make the most of the opportunities in front of us and make the bold shifts needed to achieve our ambition to make Middlesbrough the UK's most creative place for young people to live, learn and realise their future.

Young people need a reason to build their future in Middlesbrough. So this strategy looks through their eyes at the town they need Middlesbrough to become – a place where they can have a great career, find a decent home, enjoy a high quality of life and feel confident about their future.

But the strategy doesn't exclude anyone. If we build this Middlesbrough, we create a better town for everyone. The choices we make now strengthen our communities, grow our economy and give future generations every reason to stay, return or make their home here.

There is already significant work under way across the Tees Valley to respond to these changes, with Middlesbrough's future role partly shaped by the strategic direction set out in documents such as the Tees Valley Local Growth Plan.

This vision cannot be delivered in isolation. Every business, stakeholder, institution and community has a role to play. The Place Strategy provides a clear way to connect our efforts, focus on what matters most and have a greater impact on our future.

The voice of young people

To inform the development of this Place Strategy, a wide-ranging consultation exercise listened to the views of younger people, their families and carers, young professionals and advocates.

Over 1,300 people took part and we can be confident that the voices and ambitions of the people of Middlesbrough have been captured.

There is a strong sense of pride and affection for Middlesbrough among young people, parents and carers

Headline findings

- There is a strong sense of pride and affection for Middlesbrough among young people, parents and carers
- There was evidence of optimism about the future, but these views differ between younger people and adults
- Many felt that Middlesbrough possesses significant untapped potential and could become a more attractive place to live, work and build a future if existing strengths are better promoted and celebrated
- The town centre was regularly described as unattractive, neglected and, in some cases, unsafe, particularly during the evening
- Crime, anti-social behaviour and drug use emerged as recurring concerns across both young people and parents and carers
- There was a widespread perception that career and educational opportunities are limited, leading many young people to believe they may need to leave the area to fulfil their ambitions. Parents and carers often reinforced these concerns
- A perceived lack of affordable leisure activities and safe spaces for young people, contributing to a sense that there is 'not enough to do' locally – particularly in the 16 to 18 age range
- Together, these challenges risk undermining confidence in Middlesbrough and limiting young people's aspirations unless addressed through visible action and investment.

Celebrating Digital, Culture and Innovation

Developing New Neighbourhoods

Driving Investment and Connectivity

Key Themes

Turning shared ambition into practical change

The Place Strategy provides a framework for decision making, investment and delivery. It connects place-based priorities with the policy levers that shape everyday life: transport, housing, skills, education, employment, land use, digital infrastructure, culture, public safety and the environment.

The strength of the strategy lies in connecting all these elements together. The future prosperity of Middlesbrough depends on all of these priorities being tackled together. Residents, businesses, organisations and public bodies all have a stake in our collective success.

Uniquely, this strategy brings together the factors required for prosperity both now, and in the future. By shaping the Place Strategy around the wants and needs of younger people and future generations, we ensure that we are on a path for sustainable transformation, to ensure Middlesbrough is a place fit for everyone who lives here. By looking at growth and development through the eyes of the younger person, we do not neglect the needs of our other residents. Instead, we have a unique perspective and work towards a package of interventions which benefit everyone.

The strategy is organised around six interconnected themes:

Prioritising Skills, Education and Employment

Reshaping our Town Centre

Creating Safe, Green and Vibrant Spaces

Developing New Neighbourhoods

More homes. More choice. More reasons to stay.

Middlesbrough's ambition is not simply to build more homes. It is to create places where people want to live depending on their lifestyle choices.

We will increase the availability of affordable, flexible, high-quality and sustainable homes that appeal to young professionals, graduates, families and people at different stages of their lives.

We will support the development of new neighbourhoods that are connected, distinctive and designed around the needs of their communities. That means neighbourhoods with access to green space, local services, education, employment, culture and transport. It means creating a strong sense of identity and belonging. It means designing places that are adaptable, sustainable and ready for the future.

Developing new neighbourhoods does not solely rely on newbuild development. It is critical to address the need to balance new development with additional infrastructure investment in existing communities and neighbourhoods. The strategy therefore distinguishes between:

New Neighbourhoods - Creating new homes, mixed-use development and future-focused communities in areas with the capacity to support growth. This will include supporting the development of urban locations to bring forward affordable and flexible co-working hubs, innovation spaces and creative workspaces. This will help attract and retain young entrepreneurs, freelancers, start-ups and early-career professionals; and build businesses and careers in Middlesbrough.

Neighbourhood Renewal - Investing in established communities will improve housing, public spaces, local facilities and connectivity, while capitalising on the powerful strengths and identities that already exist. Local areas have unique and specific needs. The people who know how best to address the needs of their areas are those that live in those areas. The Pride in Place programmes in Park End and Thorntree provide huge resources to improve neighbourhoods. More importantly, these programmes are designed, led and decided on by the local communities. This approach provides a great test-case for the establishment of more localised-decision making and investment in our communities.

Our ambition is to ensure that new housing and neighbourhoods meet the current and future needs of all Middlesbrough residents.
In doing this, we will:

1. **Support and enable the delivery of the £40m Pride in Place programmes in the Park End and Thorntree areas of East Middlesbrough**
2. **Prioritise a new Urban Community in Middlehaven and redevelop the Old Town Hall**
3. **Deliver sustainable housing sites with community infrastructure and amenities**
4. **Enable the redevelopment of The Crown and wider Gresham site**
5. **Bring services to communities through neighbourhood hub investment.**

Celebrating Digital, Culture and Innovation

A town where ideas become opportunities

Middlesbrough is positioning itself as a modern, connected and forward-thinking town with creativity and innovation at its heart. The town has rapidly transformed into one of the UK's most dynamic hubs for digital technology, games development, creativity and innovation.

Once defined internationally by heavy industry, Middlesbrough is now building a new reputation through digital media, software development, games, immersive technology, creative production and advanced manufacturing. This transformation is not about leaving our industrial heritage behind. It is about applying the same spirit of invention, skill and enterprise to the industries shaping the future. We built the physical world, so why not build the virtual one?

We have a great head start and will build on the strengths of the Boho Zone, Teesside University, the town's other education institutions, creative businesses and growing technology community. Located within the UK's only dedicated Digital and Creative Investment Zone, Middlesbrough provides a uniquely funded, fast-growing ecosystem for top talent. This status brings with it £160m of investment over the next decade with a sole focus on infrastructure investment, business support, placemaking and commercial spaces.

Our success in digital and creative sectors is massive. Major titles, international platforms and some of the biggest names in the sector, have roots in Middlesbrough. If we can better tell the story of what we achieve, and what we have created, we have a powerful recruiting magnet for incoming talent but, more importantly, the ambition of our children and young people who are embarking on their career paths.

Our ambition is for Middlesbrough to be a place where talent is developed, new ideas are tested and innovation creates high-value opportunities for our businesses and residents.

In doing this, we will:

1. **Lever the power of Investment Zone status to support digital and creative businesses to start, scale and remain in Middlesbrough**
2. **Create affordable and flexible innovation, creative and co-working spaces**
3. **Connect education and industry to develop the skills employers need**
4. **Support entrepreneurship and young people's access to digital and creative careers**
5. **Encourage innovation across manufacturing, health, clean technology, culture and public services**
6. **Improve digital inclusion so that the benefits of technology are accessible to all communities**
7. **Strengthen Middlesbrough's reputation as a place where creative businesses can grow.**

Driving Investment and Connectivity

Connecting people to opportunity

Investing in our future must be more than creating new buildings and rejuvenating public spaces. We need to provide the conditions where it is simple for investment to occur. Our plans must connect businesses and residents to the opportunities we create.

Middlesbrough will invest in advanced infrastructure to improve physical, digital and social connectivity. This is fundamental to ensure that businesses, residents, students, visitors and investors can easily navigate our town and connect to the wider world and access the places and opportunities that matter to them both physically and virtually.

Middlesbrough already benefits from good transport connectivity such as a direct rail link to London and expanded rail services. The A66 and A19 dual carriageways, central bus services and a bus network spanning the entire Tees Valley connects Middlesbrough to the rest of the region, and airport links and Teesport on our doorstep, provide an exceptional foundation to connect Middlesbrough more widely. But we can do more.

We need to better link our transport modes by expanding bus super stops and interchanges across the town centre; supporting additional services and a third platform at Middlesbrough Railway Station; developing centralised taxi hubs; vehicle network improvements across suburban areas; and more opportunities to walk and cycle.

Businesses and residents also demand the highest form of digital connectivity and infrastructure. Market-leading broadband capacity is rapidly becoming a non-negotiable. Failure to keep pace will undermine all other regeneration efforts in our area.

The next step is to turn confidence into visible progress: investment that improves the town, creates opportunity and reinforces Middlesbrough's reputation as a place ready for the future.

In doing this, we will:

1. **Improve public transport connections within Middlesbrough and across the Tees Valley**
2. **Invest in bus super stops and distribute bus connectivity across the town centre**
3. **Support better rail connectivity and support the expansion of Middlesbrough Railway Station**
4. **Improve wayfinding so that people can connect to, and navigate, the town more easily**
5. **Strengthen digital infrastructure and high-quality data connectivity**
6. **Create safer, clearer and more accessible walking and cycling routes**
7. **Support the needs of students, start-ups, entrepreneurs and digitally-connected young people**
8. **Deliver the power and network infrastructure to be primed for the digital age**
9. **Work towards making Middlesbrough a Smart City, with data-led amenities and IOT technology.**

Reshaping our Town Centre

A destination with more to do and more reasons to stay

The town centre is the primary location for employment, education, business, transport, retail, leisure, entertainment, tourism, food and beverage

The future of our town centre is integral to this entire Place Strategy. Improving perceptions and increasing use of our town centre will bring benefits to the whole of Middlesbrough.

The town centre is the primary location for employment, education, business, transport, retail, leisure, entertainment, tourism, food and beverage. Much of the rest of Middlesbrough is suburban and our town boundary means we don't have vast swathes of land available to bring alternative, land-hungry employment options to our economy.

Our geography means we must derive the highest amount of employment and activity from the limited space available. We can use this to our advantage by concentrating a huge amount of economic activity in a relatively compact area.

Businesses, employment and attractions get great benefits from clustering together. As they trade together, footfall increases, a buzz is generated and consumers know the areas they need to visit to get the product or service they want.

The potential benefits are why the town centre justifies a specific and targeted approach.

The Changing Role of the Town Centre

Town and city centres can't rely on traditional retail alone. Consumers have changed. We value speed, convenience, services to our doorstep and affordability. All are best delivered through online outlets and it is difficult for bricks-and-mortar retailers to compete.

Retailers have changed too. They are responding by consolidating in out-of-town outlets and clustering with like-minded brands. They are rejecting buildings which are older, more complex and more expensive to run. They now favour modern, compact, efficient and purpose-built units in suburban areas and retail parks.

It's not time for town centres to surrender though. They have a major advantage which suburban centres and retail parks can't compete with. They have character, interesting architecture, connectivity, businesses, workers, events, public spaces, entertainment and heritage.

If Covid-19 taught us anything, it was that consumers want experiences. We all flocked back to entertainment, hospitality and leisure activities as soon as we could. People value their free time and travel far and wide to experience new things. Out-of-town outlets will always struggle to deliver the experiences that town centres can, and it is why any talk of the death of the high street is premature and greatly exaggerated.

Transforming our town centre won't be cheap. It won't be simple or achieved overnight, but it is absolutely necessary. Middlesbrough town centre has the foundations to reinvent itself.

We have made great strides in transforming Captain Cook Square into a major leisure site. New offices and business accommodation in Centre Square and the Boho Zone are driving employment. The Live Well Centre and Employment and Skills Hub have repurposed former retail spaces. Bohouse North, Boho Village, Church House (Vertex) and Union Village have demonstrated that there is a market for urban living in central Middlesbrough.

A Common Vision

To make a major shift in the fortunes of the town centre it is critical to have a common, strategic focus which all major stakeholders can buy into. Having a clear set of priorities and ambitions gives certainty to businesses and investors. It ensures that public funding and investment is aligned to the correct purposes and instils confidence for existing businesses that there is a coherent plan for positive change.

We need to tackle oversupply of floorspace, vacancy rates, perceptions, safety and security, tackling blight buildings and finding alternative uses for our large-scale department store formats. However, reshaping the town centre is not only about physical regeneration. It is about creating energy, confidence and belonging.

Critically, we need to address negative perceptions of Middlesbrough by tackling antisocial behaviour, better promoting our strengths and successes and reclaiming spaces for people to enjoy.

Our town can become a mixed-use, active and inclusive urban destination where people can live, visit, work, learn, create and spend time. Our ambition is to create a town centre with a stronger, universal and more distinctive offer that is vibrant during the day, welcoming in the evening and active throughout the year.

The town centre is a place of possibility. A place where a young person can meet friends, discover something new, study, start a business, experience culture, access services and imagine a future.

Town Centre Priorities

The main objectives of Middlesbrough's Town Centre Strategy are set out below:

TOWN CENTRE DIVERSIFICATION

We will work to make a shift in our overreliance on the retail economy by:

- Diversifying with a broader mix of shops, food, leisure, culture and entertainment
- Bringing more public services to the town
- Continuing to make Captain Cook Square a primary leisure destination
- Developing stock to bring Out of Town shopping back into town
- Focusing premium shopping towards the Hill Street Centre
- Consolidating the town centre estate and major retail assets under a property partnership
- Supporting the growth of a stronger evening and night-time economy.

CLEAR AND REPURPOSE SURPLUS PROPERTY

Where properties are end-of-life or surplus, we will prioritise the acquisition and clearance of these sites to make way for new public spaces, redevelopment or repurposing. Commitments include:

- Tackling vacant, unattractive and redundant buildings, which attract blight
- Acquiring and demolishing redundant properties to make way for public spaces
- Improving public spaces and streetscapes to encourage people to stay longer
- Creating better connections between key destinations, neighbourhoods and transport hubs
- Working to deliver the right commercial space to meet demand of growing businesses
- Investing in the future of our employment and industrial areas with a programme of stock renewal and investment
- Helping creatives and entrepreneurs use vacant space to test new ways of doing things.

PUBLIC SPACES, EVENTS AND ANIMATION

We will capitalise on existing and new assets to create fun and imaginative spaces. This will include:

- The development of a new major theatre facility, entertainment attractions and creative content
- Supporting creative and cultural activities and events that bring people together
- Providing more free and affordable experiences that appeal to young people and families
- Making our streets safer and reclaiming public spaces for everyone to enjoy by investing in interventions designed to enhance safety and security
- Creating flexible spaces for events, pop-ups, markets and independent businesses
- Delivering a town centre that is accessible, inclusive and welcoming to everyone.

URBAN COMMUNITIES

People living and working in a town centre increases footfall and consumer demand. Residential developments will be driven forward to enliven the town centre with residents and workers living nearby. Priorities will include:

- Developing a new residential neighbourhood in Middlehaven
- Supporting the redevelopment of Gresham and The Crown site
- Bringing forward development of brownfield areas, with the clearance and remediation of sites
- Supporting the completion of the new secondary school at Middlehaven
- Enabling development by working to secure power and data network capacity.

INVESTMENT ZONE

Being part of the only Digital and Creative Investment Zone in the UK unlocks up to £160m of investment. This funding can drive the growth of businesses and build a new commercial economy in the heart of Middlesbrough. We will maximise impact of this programme by:

- Working in partnership to enhance our digital and creative sectors through support and innovation grants of the Investment Zone programme
- Bringing our digital and creative businesses into the high street
- Investing in the reuse of unique town centre spaces for sector accommodation (such as the former House of Fraser Building)
- Providing business support capacity to develop the strengths of our digital and creative sectors
- Showcasing Middlesbrough as a major player in the digital and creative eco-system by enabling and hosting specialist conventions and events
- Better telling our story and using digital and creative successes as a recruitment sergeant for these career paths
- Increasing the number of business start-ups in these sectors, to assist in attracting and retaining talent.

Creating Safe, Green and Vibrant Spaces

Places where people feel welcome, confident and connected

Public spaces are a major factor in how people experience a town. Great public spaces can inspire people, evoke pride in an area, influence how people feel about their town and are a huge part of how an area presents itself to the wider world.

From parks and informal green spaces, sports pitches and play areas, to town centre gateways, carparks and thoroughfares, each of these areas are an opportunity to create activity make places look great and animate our town with vibrancy and spirit.

We will create safe, bright, accessible and youth-friendly spaces that encourage people to spend time in the town – not simply move through it. We will animate these spaces with movement and creativity, bringing attractions, relaxing areas and spaces for everyone to enjoy, regardless of budget. We will create a greater sense of pride in our town and celebrate our heritage, culture and communities.

Safety and security is fundamental. A lack of confidence can undermine all of the great things happening in Middlesbrough and our opportunities for growth. People must feel confident using the town centre and public spaces during all times of the day and at night. We will make sure that spaces are well lit, secure and observed when people are moving about Middlesbrough.

As a partnership of communities, businesses, cultural organisations, public services and Cleveland Police, we will work together to improve visibility, confidence and perceptions of safety. We will deliver measures to discourage anti-social behaviour and reclaim public spaces for people to enjoy together.

Middlesbrough is a place with safe, green and vibrant spaces, where people feel welcome, confident and connected.

In doing this, we will:

1. **Improve safety, lighting and accessibility of our streets and public spaces**
2. **Create welcoming spaces for young people to meet, socialise and be active**
3. **Provide affordable public spaces and activities for everyone**
4. **Increase access to green infrastructure and nature**
5. **Support physical activity, play, sport, relaxation and recreation**
6. **Create stronger connections between neighbourhoods and the town centre**
7. **Improve the appearance, utility and maintenance of public spaces**
8. **Support events, culture and community activity in parks, streets and public spaces**
9. **Reimagine vacant spaces and clear disused or blight property to create new public spaces for sport, leisure, culture, creativity and community use**
10. **Creating inclusive environments that are welcoming to people of all ages and backgrounds.**

Prioritising Skills, Education and Employment

Every young person should be able to achieve a great future here.

Too many younger people, skilled workers and graduates believe they must leave the area to achieve their professional ambitions. This is not the case.

Middlesbrough has great international businesses who are world-leaders in their sectors. We create some of the biggest household names in tech and games. We excel at advanced manufacturing, process industries, professional services, engineering, technology, digital sciences, creative arts and STEM careers.

Middlesbrough has an incredible concentration of major education, training and research institutions on our doorstep. Teesside University, Middlesbrough College, the Northern School of Art, local schools and specialist training providers create opportunities for people to develop skills across academic, technical, vocational and creative disciplines.

The challenge we are determined to overcome is ensuring those skills connect directly to opportunities for local businesses and residents as a foundation to build our local economy.

We will strengthen partnerships between education providers, employers, public services and sector leaders to create clearer pathways into meaningful careers in Middlesbrough.

Education is one of Middlesbrough's greatest strengths. Our ambition is to turn that strength into a lasting advantage for the town.

Talent should not have to leave Middlesbrough to find opportunity.

In doing this, we will:

1. **Connect young people with careers, employers and real-world opportunities**
2. **Expand access to apprenticeships, placements, internships and work experience**
3. **Support progression from school to college, university, training and employment**
4. **Align education and skills provision with growth sectors**
5. **Support talent retention and help graduates build careers in Middlesbrough**
6. **Developing skills in digital technology, creative industries, advanced manufacturing, health, clean technology and professional services**
7. **Support our academic institutions to grow and provide excellent education, including a new secondary school at Middlehaven**
8. **Support the creation of an Academic Centre of Excellence in Surgery**
9. **Support business start-ups, entrepreneurship and self-employment**
10. **Improve access to careers information, advice and guidance**
11. **Support employers to attract, develop and retain local talent**
12. **Create opportunities for people to reskill and progress throughout their working lives.**

Education is one of Middlesbrough's greatest strengths. Our ambition is to turn that strength into a lasting advantage for the town. Talent should not have to leave Middlesbrough to find opportunity

What Success Looks Like

Achieving real change for Middlesbrough is about much more than words on a page. The work we will prioritise must make a tangible difference to the lives of businesses and residents in Middlesbrough.

In terms of Middlesbrough town centre and the ambition to be the UK's most creative place for young people to live, learn, and realise their future, we will measure success based on the outputs and outcomes people can see and feel.

We will aim to:

- Increase employment rates. More importantly, we want to see employment increase for Middlesbrough residents, not just see jobs filled by those commuting to our town
- Increase youth employment rates by increasing access to good training, apprenticeship and work experience opportunities
- Increase business start-up rates by support budding entrepreneurs to develop their ideas and start a business
- Reduce vacancy rates by diversifying the town centre, adapting stock and removing redundant space
- Increase the number of activities and events we hold in the town centre annually
- Demonstrate improved perceptions and satisfaction in the town, measured through surveys
- Demonstrate growth in the number of people visiting and working in Middlesbrough – monitored via footfall count data
- Deliver measures which will increase average weekly incomes for the residents of Middlesbrough – to demonstrate a tangible impact on people's lives and the cost of living.

STRATEGIC CONTEXT Middlesbrough's Place Strategy establishes a collaborative strategic framework for the town as it approaches its bicentenary in 2030/2031. It is closely aligned with all relevant local and national strategic frameworks and policy drivers. This ensures potential access to major funding programmes in order to deliver the ambitions of the strategy.

TEES VALLEY LOCAL GROWTH PLAN 2026 – 2036 is the ten-year plan for growth and regional prosperity.

DEVOLUTION BY DEFAULT Devolved funds will be a principal source of the resources to deliver these ambitions.

THE HOMES ENGLAND STRATEGIC PLAN (2025-2030) establishes the UK's housing ambitions and the initiatives scoped to deliver 1.5m new homes.

THE PRIDE IN PLACE PROGRAMME is a hyper-local, community-led programme provides long-term investment.

MIDDLESBROUGH COUNCIL STRATEGIC PLAN AND MAYOR'S VISION sets out the core themes for improving Middlesbrough. These objectives align with those of the Place Strategy. The core objectives are:

- A Successful and Ambitious Town: Boosting the local economy, rethinking the town centre, and driving sustainable growth
- A Healthy Place: Improving life chances, addressing health inequalities, and helping residents live longer, healthier lives
- Safe and Resilient Communities: Strengthening neighbourhood hubs, investing in local play areas and safety, and protecting vulnerable residents
- Delivering Best Value: Modernising Council operations to ensure financial sustainability.

We are a group of organisations and individuals working together to make Middlesbrough the most creative place for young people to live, learn and realise their future.

A.V. DAWSON
ROAD RAIL LAND SEA

bE HAVIOUR

Cleveland Police

Middlesbrough Football Club 1876

North East Chamber of Commerce

mvda supporting voluntary and community action

MIMA

MC Middlesbrough College

Investing in People & Culture

NHS North East and North Cumbria

Teesside University

The Auxiliary

Tees Valley

Creative Factory

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Invest in Middlesbrough

We are Middlesbrough