

# News

17.05.18

## New development partner gives boost to Gainsborough's regeneration plans



West Lindsey District Council has announced a new partnership with Muse, to accelerate the regeneration of Gainsborough.

The Lincolnshire council has selected Muse as preferred partner on an initial deal for up to five years, but could stretch to 12 years to make sure there is sustained investment in the district.

The initial phase of the development will focus on the historic Gainsborough town centre and will seek to develop a cinema with restaurant outlets to create a vibrant new destination on the western end of the town centre, creating a new public square. There will also be extensive public realm improvements to the riverfront.

It is set to create over 100 net new jobs in construction and a further 100 plus jobs during the operational phase of the development programme, contributing circa £14m overall to the economy.

Cllr Sheila Bibb, chairman of the Prosperous Communities Committee said: "Attracting a partner to West Lindsey District Council with excellent regeneration credentials, gives the council real confidence that its growth plans are on target to deliver not only for Gainsborough but the wider economic benefits for the district.

"The council's prospectus for Invest Gainsborough has been a great showcase, presenting the scale and range of development opportunities. It has been supported by Homes England and the Greater Lincolnshire Local Enterprise Partnership (GLLEP) which has been instrumental to our success."

Muse is a national developer with regional operations in Manchester, London, Leeds and Glasgow. They transform the urban landscape through partnership working, creating exceptional commercial, residential and mixed-use regeneration schemes.

David Wells, regional director at Muse Developments said: “We are both proud and excited to partner with West Lindsey District Council on the regeneration of Gainsborough, which will bring real, sustainable change to the town.

“We are at the start of a long journey with the council and are very much looking forward to working with them, the community and other stakeholders, to achieve the ambitions set out in the Invest in Gainsborough document.”

Cllr Jeff Summers, leader of West Lindsey District Council said: “This will lead to the total transformation of Gainsborough over the next five years to rebalance the town’s economy. Combined with a range of other initiatives through out the town we hope to breath new life into both day and night time economy. Creating an atmosphere every one seeks to enjoy.

“This long term strategy to create a sustainable place, will refocus the minds of local business people and visitors alike creating a vibrancy we should all aspire to. After all this is our town and we all need to strive in creating something to be proud off. I am delighted we are seeing the fruits of our labour.

“I look forward to working with Muse in helping to deliver the renaissance of Gainsborough.”

Ruth Carver, director of the Greater Lincolnshire Local Enterprise Partnership praised the council’s ‘clear strategy for growth’.

She said: “The Greater Lincolnshire LEP has allocated £4 million through its Growth Deal to support West Lindsey District Council’s aspirations for growth in Gainsborough.

“This funding allocation will help to bring forward a diverse range of new housing schemes and promote job creation.

“Support for the housing has already generated interest in the town centre, with the private sector providing new leisure facilities including a cinema and restaurant.

“The council has a clear strategy for growth in Gainsborough and we are delighted to be able to support these initiatives through the Single Local Growth Fund.”

Cllr Colin Davie, executive member for Economy and Place at Lincolnshire County Council said he hoped the benefits would be felt across wider Central Lincolnshire. He said: “This deal will be a real shot in the arm for Gainsborough.

“There are ambitious plans for the future of the town and this is an important step towards making them a reality.

“This partnership promises to greatly improve Gainsborough's evening and leisure-based economies, and I hope those benefits will also be felt across the wider Central Lincolnshire area.”

Eve Fawcett-Moralee, executive director of Economic and Commercial Growth said: “Attracting Muse, a first rate developer, is a real vote of confidence in Gainsborough and our regeneration agenda as well Central Lincolnshire. Continuing the regeneration Gainsborough town centre with a new leisure and evening economy uses will drive the renaissance of the historic retail core around the Market Place and river front. A quality town centre and public realm is key to the wider delivery of the town’s planned 4,350 new homes. This, clearly signals we are in delivery mode”.

A second phase of projects are under review and will announced later this year aimed to further regenerate the riverside area, brownfield land and sustainable urban extensions.

The quality of these developments will follow that of Marshalls Yard to create a whole town offer and be capable of attracting and supporting the planned 4500 new homes for the town.

The development will compliment and create a second phase to the regeneration work already underway at the east of the town and Marshalls Yard.