

# Clay Cross Town Deal Programme Report

September 2025



# PROGRAMME UPDATE

## SEPTEMBER 2025

### SUMMARY

The second first quarter of this financial year has seen the following progress being made on the programme.

#### Clay Cross Active:

- Successful opening of the new Clay Cross Active leisure centre.
- Membership increase of 196%

#### Town Centre Regeneration:

- Several units in the process of securing tenants.
- The first phase of the highways connections works (Bridge Street) have been completed.
- Temporary access routes into the Adult Ed building completed in readiness for the demolition works to start on the former youth centre.
- Library design progressing well.

### Overview

- Total programme budget of £24.1m.
- Programme to be financially completed by March 2026.

### Aims

- **Urban Regeneration:** Thriving town and town centre for people to live and work.
- **Skills and Infrastructure:** Supporting investment, development of businesses and creating opportunities for training and skills development.
- **Connectivity:** Improving local transport links and improved connectivity.

### Projects

- **Clay Cross Active:** new leisure centre and community hub.
- **Town Centre Regeneration:** transport and connections improvements, new community/social spaces, learning hubs and business enterprise units.
- **Low Carbon Challenge Fund:** programme of support to help stimulate the transition to a low carbon economy.
- **Low Carbon Local Area Energy Plan:** outlining how Clay Cross can achieve net zero carbon by 2050.
- **Rail Station Feasibility:** identify the viability of a train station in Clay Cross.

# CLAY CROSS TOWN DEAL

## KEY MILESTONES

### KEY

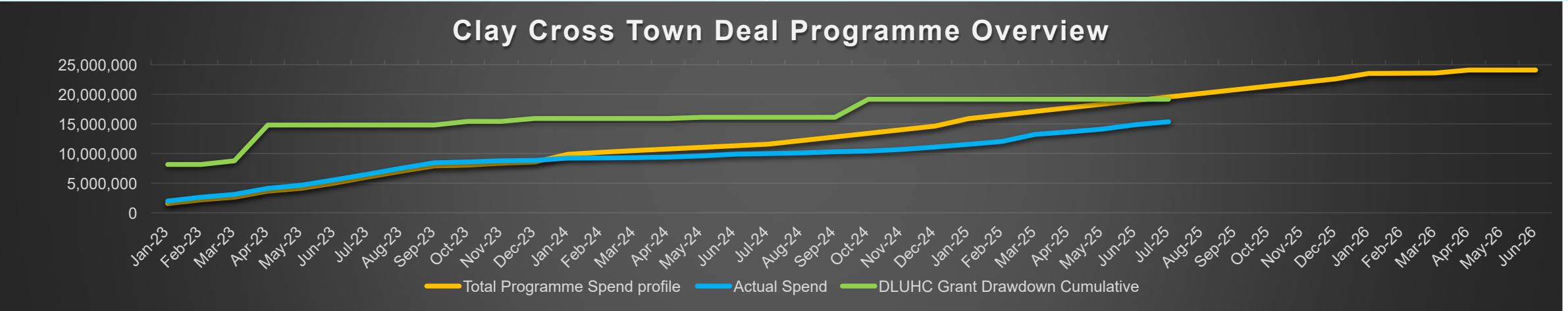
- Achieved
- On Target
- Overdue
- ▲ Unlikely To Meet Target



Project	£	2025/26			2026/27
		Apr-Sept H1	Oct-Dec Q3	Jan-Mar Q4	Apr-Sept H1
<b>Town Centre Regeneration</b> Start: Jan 2023 End: Mar 2026	£15.3m	<ul style="list-style-type: none"> <li><span>●</span> Bridge St works complete</li> <li>Construction continues</li> <li><span>■</span> No 1 Baileys Sq Baileys Sq units</li> <li><span>■</span> Baileys Units landscaping works start</li> <li><span>■</span> Market St works start</li> <li><span>■</span> Block B prelim works start</li> </ul>	<ul style="list-style-type: none"> <li><span>■</span> No 1 Baileys Sq works complete</li> <li><span>■</span> Baileys Sq units complete</li> <li><span>■</span> Baileys Sq landscaping works complete</li> <li><span>▲</span> Market St works complete</li> </ul>	<ul style="list-style-type: none"> <li><span>■</span> A61 works start and complete</li> <li><span>▲</span> Block B/library works complete</li> <li><span>■</span> Market St works rescheduled start</li> </ul>	<ul style="list-style-type: none"> <li>Block B/library works rescheduled completion</li> <li>Market St works rescheduled completion</li> </ul>

# PROGRAMME – RISK AND FINANCE

Top Programme Risks	Mitigation
Delay to agreeing both temporary Wayleaves and Permanent Easement (allowing National Grid access to site) could impact on the programme timeline and delay practical completion of Block B and library build. Could also impact on the project financially.	Temporary Wayleaves with DCC to approve as soon as possible to ensure start on site can commence to undertake initial works e.g. ducting. Possible escalation DCC senior leaders to ensure timely completion. For NEDDC to ensure ongoing discussion to approve Permanent Easement (agreement between National Grid, DCC and NEDDC) is in place to ensure timely completion.
Main incoming electricity supply to the new library and Adult Education building is located within the demolition area impacting continuity of Adult Education provision whilst re-siting.	Work with utility providers to find alternative solutions. Project team are engaging with Adult Education staff to keep informed and minimise disruption to service delivery.
Delay to DCC issuing Highways approval S278 for Market St works which could impact on the programme timeline and delay practical completion.	Proactive and regular updates to be provided between NEDDC and DCC. Awaiting confirmation from DCC of recalculated 278 fees to enable approval.



# CLAY CROSS ACTIVE – MHCLG OUTPUTS AND OUTCOMES

Outputs and Outcomes	Target	To be achieved by	Actual	Progress
New/upgraded protected sports centre	1	June 2025	1	Centre now open.
New /upgraded cycle/walking path km/Total length of pedestrian paths improved	3	March 2026	474m	CCA – External pathways excluding the rear. Additional monitoring to take place once the 3G pitch construction reaches completion..
Amount of new 'other' enterprise space (m <sup>2</sup> )	4,800	June 2025	5,202.50	Total floor space ground floor - 3782, 1st floor 1420.5. Overall total 5202.50
Number of full-time equivalent (FTE) permanent jobs safeguarded through the projects	20	June 2025	20	Achieved.
Number of full-time equivalent (FTE) permanent jobs created through the projects	5	June 2025	6.04	6.04 FTE jobs permanent jobs created. 26 casual jobs created on a permanent 0 hours contract, to cover sickness, AL and general demand.

# CLAY CROSS ACTIVE – OTHER OUTCOMES

Indicative figures, new data collection methods are in the process of being tested.

Outputs and Outcomes	Progress
Overall increase in the number of attendances at Sharley Park Community Activity Hub	Sharley Park LC July 2022 (pre closure) = 16,222 visits/month Clay Cross Active July 2025 = 28,187/month
New participants engaging with the Community Activity Hub – both actively and through the social opportunities.	Monthly direct debit memberships Sharley Park LC at July 2023 = 919 members Clay Cross Active at July 2025 = 2720 <b>Increased members by 1,801</b>
Increased everyday use of outdoor active environments around Sharley Park e.g. Pitches, walking and cycling routes	Outdoor activity has improved through regular use of the new play park located at the side of the new facility and outdoor seating provision. The opening of the 3G pitch in Jan 2026 will increase outdoor activity further.

# TOWN CENTRE REGENERATION - UPDATE

Timeframe	Budget	Project Summary	
Start: Jan 2023 End: March 2026	£15.3m	The Town Centre Regeneration project is supporting several changes being made to revitalise the centre of Clay Cross. Four key elements include transport and connections to enhance connectivity by foot and car, enhancement of the learning and skills hub in the Clock Tower building, create a community space and social area through a new town square and refurbished heritage building and utilising the Broadleys area (now known as Baileys Square) to provide flexible accommodation for businesses.	
Current RAG	Key Achievements	Progress Summary	
Amber	<ul style="list-style-type: none"> <li>Several Baileys Sq units in the process of tenants being secured.</li> <li>Bridge Street works have completed.</li> <li>Block A steels have been erected.</li> </ul>	All Baileys Square units are complete. Groundwork/landscaping works have commenced.	
PREVIOUS RAG		Block A steel frame erected and structural works commenced. Scaffolding to be removed end of September to allow drainage works to continue.	
Amber		<p>The detailed library designs are being finalised. The project manager is working with DCC Adult Education staff to ensure there is as little disruption to the learning provision as possible during the Adult Ed refurbishment and library construction.</p> <p>Next Skills Workshop to be held on 18<sup>th</sup> September progress to be reported at Board.</p> <p>Bridge Street works have completed, Market Street works expected start date is from January 2026.</p> <p>The Temporary Wayleaves delays will impact on the overall project completion date.</p>	

# TOWN CENTRE REGENERATION – LOOKING AHEAD



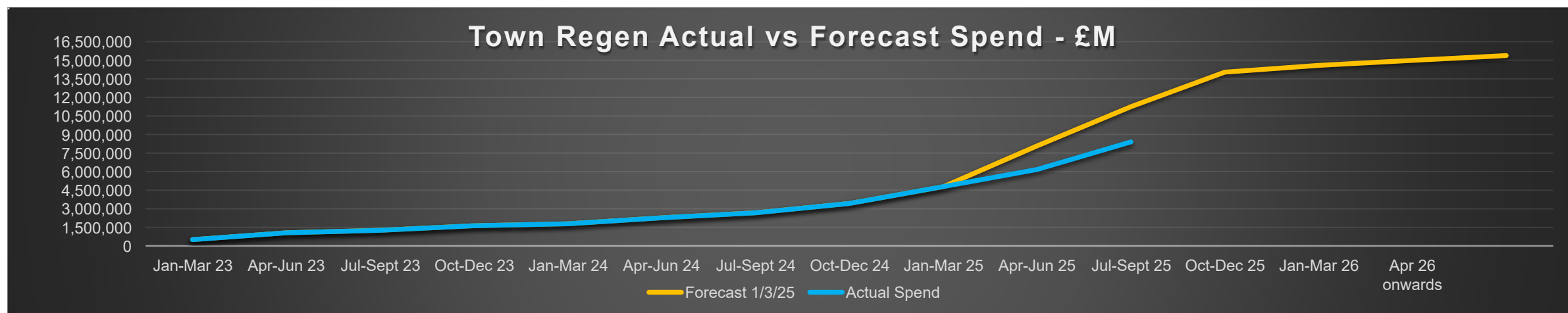
OCT 25	NOV 25	DEC 25
<p><b>No 1 Baileys Square</b></p> <ul style="list-style-type: none"><li>• 1<sup>st</sup>/2<sup>nd</sup> floor sub structure construction starts</li><li>• Roofing works start and complete</li></ul> <p><b>Baileys Square Units</b></p> <ul style="list-style-type: none"><li>• Internal works continue</li><li>• Landscaping works start</li></ul>	<p><b>No 1 Baileys Square</b></p> <ul style="list-style-type: none"><li>• Internal works continue</li></ul> <p><b>Baileys Square Units</b></p> <ul style="list-style-type: none"><li>• Internal works continue</li><li>• Landscaping works continue</li></ul> <p><b>Baileys Square</b> Landscaping works to commence</p>	<p><b>No 1 Baileys Square</b></p> <ul style="list-style-type: none"><li>• Internal works complete</li></ul> <p><b>Baileys Square Units</b></p> <ul style="list-style-type: none"><li>• Internal works complete</li><li>• Landscaping works complete</li></ul> <p><b>Baileys Square</b> Landscaping works complete</p>



# TOWN CENTRE REGENERATION – RISK AND SPEND



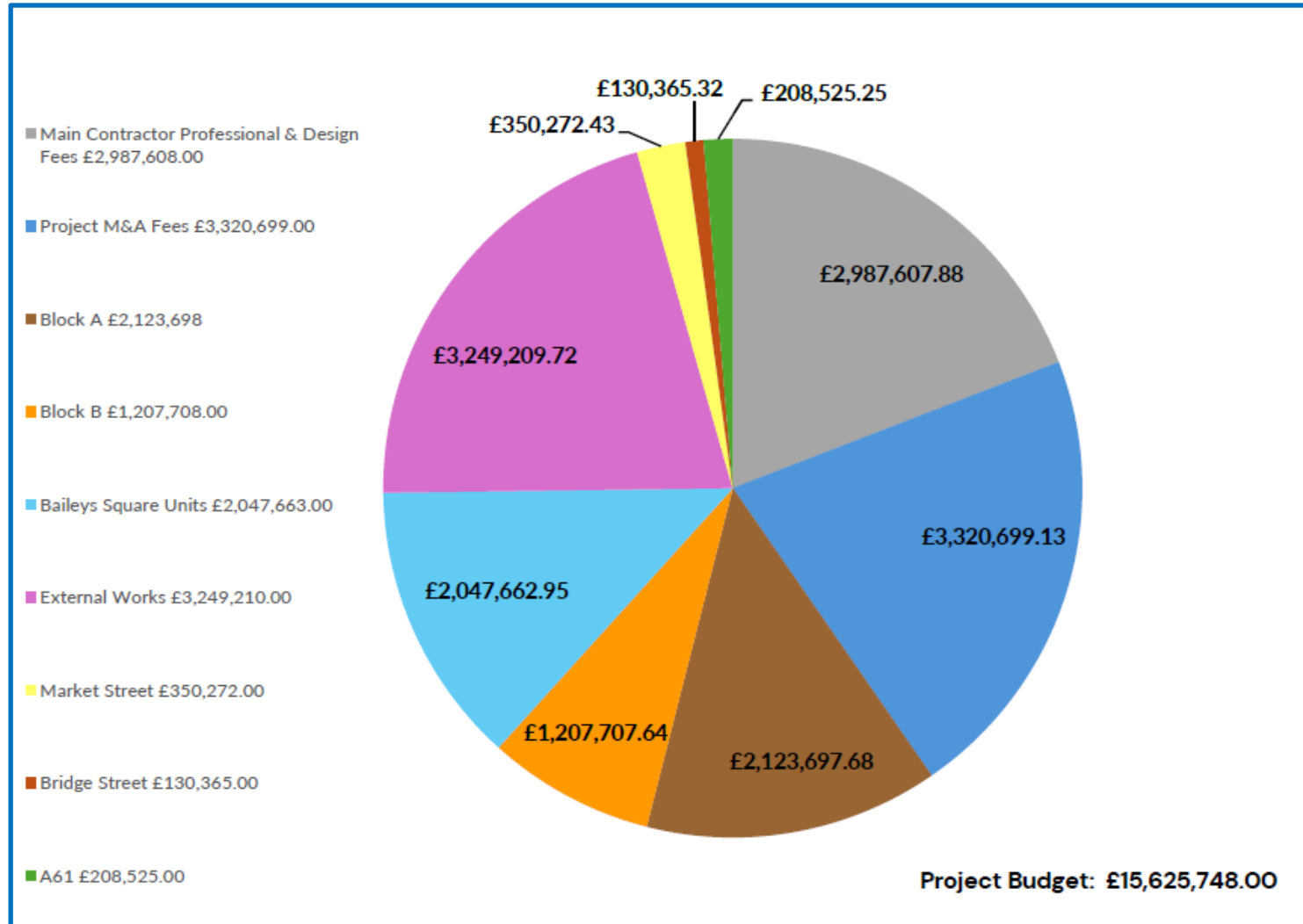
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# TOWN CENTRE REGENERATION – BUDGET

The pie chart illustrates current budget allocations to various elements of the project.

These figures are subject to adjustments due to ongoing value engineering exercises currently taking place.



# TOWN CENTRE REGENERATION – MHCLG OUTPUTS



Outputs	Target	To be achieved by	On target to achieve?	Progress
Community Hub/ F&B (m <sup>2</sup> )	367	Mar 2026	Yes	Refurbishment of No 1 Baileys Square will achieve this output.
Skills Hub & Library (m <sup>2</sup> )	1,394	Mar 2026	Yes	Refurbishment of Block B/new Library will achieve this output.
Workspace/Retail Units (m <sup>2</sup> )	420	Mar 2026	Yes	Creation of business/commercial units and refurbishment of No 1 Baileys Square will achieve this output.
New net additional jobs (FTE)	55	Mar 2029	Yes	The creation of the Community hubs/F&B, workspace and retail units will achieve this output.
New public realm (m <sup>2</sup> )	3,241	Mar 2026	Yes	The Baileys Square development and Market Street improvements will achieve this output.
Wider public realm improvements (m <sup>2</sup> )	9,490	Mar 2026	Yes	The new Leisure Centre, improved traffic/pedestrian spaces and event space will achieve this output.
Enterprises using commercial spaces	14	Mar 2029	Yes	The new business units on Baileys Square and No 1 Baileys Square will achieve this output.



# TOWN CENTRE REGENERATION - MHCLG OUTCOMES



Outcomes	Target	To be achieved by	On target to achieve?	Comment
Capacity of new/improved training facilities	544	Mar 2026	Yes	Refurbishment of learning space and Library will achieve this.
Additional number of learning/students/trainees completing courses	252	Mar 2029	Yes	Learning through the Adult Education Centre and Library will achieve this outcome.
Number of learners enrolled in new education and training courses	224	Mar 2029	Yes	Learning through the Adult Education Centre and Library will achieve this outcome.
Number of close collaborations with employers	5	Mar 2029	Yes	Collaborations with employers at key sites including Block B and Library will achieve this outcome.

# LOW CARBON CHALLENGE FUND

## MHCLG OUTPUTS AND OUTCOMES



Outputs and Outcomes	Revised Targets	To be achieved by	Achieved	Comment
New houses with improved (exemplar) energy consumption	60	March 26	11	No further opportunities to achieve this output have been identified.
Enterprises receiving grant support	37	March 26	23	Total number businesses/enterprise receiving grant funding.
Enterprises with improved energy consumption (production process)	37	March 26	23	Total number businesses/enterprise receiving grant funding.
Floor space with improved carbon performance (m <sup>2</sup> )	6,000	March 26	15,321	Target exceeded.
Sites generating electricity from renewable sources	2	March 26	10	Target exceeded. 10 projects received LCCF support to generate electricity via renewable sources.
Innovative projects developed	5	March 26	1	Global Brands: installation of HVO refuelling station and other energy efficient interventions including lighting, solar panels and battery storage.

## FOR THE BOARD TO NOTE:

**Clay Cross Active:** Project has reached the practical and financial completion. Ongoing monitoring to continue until MHCLG outputs/outcomes have been achieved.

**Town Centre Regeneration:** Project is progressing well, though the Wayleaves delay has impacted on timescales of practical completion. Discussions being held with the contractor to understand what, if any cost implications there are.

**Low Carbon Challenge Fund:** Has now closed and the remaining funds moved to support the CCA and Town Centre Regeneration projects.

**Rail Feasibility:** Maintaining a watching brief.

