

The background of the page is a vibrant, abstract collage. It features a map of the United States in shades of orange and yellow. Overlaid on this map are various images: a house with a red roof, a car, and a building with a red roof. The collage is composed of many small, overlapping images, creating a sense of movement and energy. The text 'THE REDCAR | CLEVELAND STORY' is positioned in the bottom left corner, in a bold, dark blue font.

**THE  
REDCAR | CLEVELAND  
STORY**





**Redcar, close to the Tees estuary in the north east of England, originated as a fishing town but expanded rapidly with the discovery in 1850 of iron ore in the Eston Hills.**

The surrounding towns of Eston, Loftus and Skinningrove made the area one of the most important iron ore mining districts in Victorian England and the subsequent extension of the Stockton and Darlington Railway allowed Redcar to further prosper, as 'seasides' became highly fashionable and hugely popular. The town began to draw tourists attracted by its eight miles of sands stretching from South Gare to Saltburn-by-the-Sea.





**Visitors are vitally important for the local economy and there is potential to further develop this sector.**

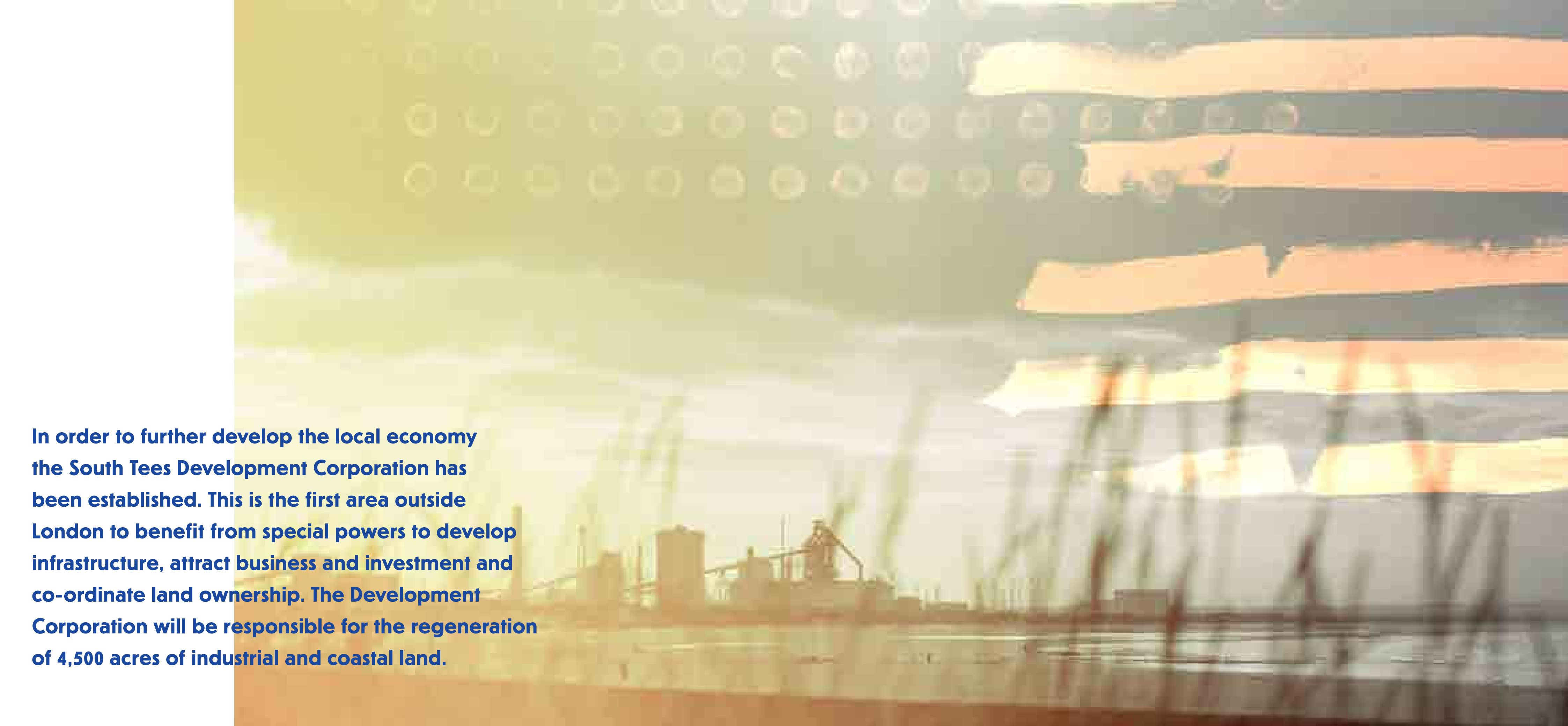
**To the west is the large town of Middlesbrough and to the south is the North York Moors National Park and the Yorkshire coastline. This is a place of incredible variety and diversity ranging from coastline and countryside to industry both past and present.**





Redcar has historically been known for steel making and the closure of the SSI steel plant in 2015 was a setback. However, there are some extremely successful businesses and brands in

Redcar|Cleveland ranging from PD Ports and British Steel to Cleveland Potash; the area is proud to have industry writ large within its DNA.



**In order to further develop the local economy the South Tees Development Corporation has been established. This is the first area outside London to benefit from special powers to develop infrastructure, attract business and investment and co-ordinate land ownership. The Development Corporation will be responsible for the regeneration of 4,500 acres of industrial and coastal land.**



**WHY  
REDCAR | CLEVELAND  
IS SPECIAL**





**We've carried out a thorough appraisal to highlight what's special about our place. We have identified how we are different and what we need to focus on in order to attract growth and investment.**



**Our story explains what Redcar | Cleveland has to offer, captures the spirit of the area and will be what puts us 'on the map' for all the right reasons.**



The words we use to represent this thinking are unlikely to be seen by our 'customers' – they're not marketing slogans but instead describe the essence of the place. They will determine how we develop our offer through the way we communicate, what we build, the environment we create and the way we behave.

Whilst some elements describe what we have and the way we are now, they also reflect what we want and need to be in the future; so our approach is both aspirational and based on the reality that can be experienced today.



# THE THEMES OF THE REDCAR | CLEVELAND STORY



# INDUSTRIAL TOURISM

**Redcar | Cleveland already attracts many visitors to the area to enjoy its varied offer. This includes the more traditional seaside experience at Saltburn and the beautiful landscape of the North York Moors National Park.**

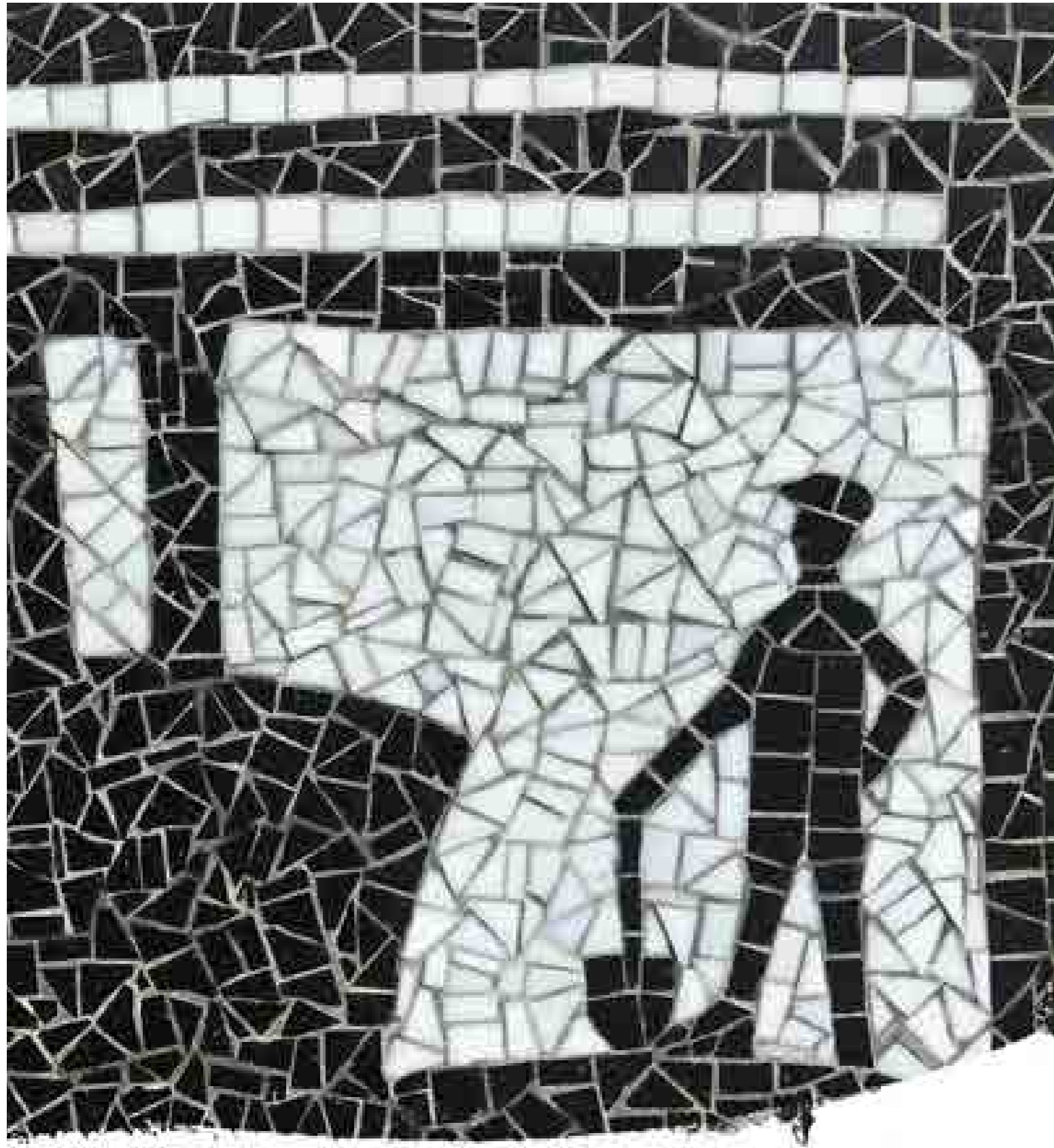




**However, the area has got something a little different for the visitor to enjoy and that's industry. Whether celebrating an amazing and important heritage or looking at industry of the future we have a story to tell that has shaped people and places the world over.**

We have a wealth of industrial history and heritage to share through our museums and attractions. The Cleveland Ironstone Mining Museum at Skinningrove and the Ironstone Heritage Trail celebrate the iron and steel history of the Borough; the Zetland Lifeboat Museum houses the world's oldest surviving lifeboat first stationed in 1802.





Saltburn-by-the-Sea still operates the oldest water balanced cliff tramway in Britain, and retains its Victorian pier, built from local iron, the first and last remaining pleasure pier on the north east coast.

Only slightly further afield are the historically significant Tees bridges and the site of the Stockton and Darlington railway; this is an area brimming with industrial heritage.



**However, there is also considerable interest in the industrial landscape of today and tomorrow with people being fascinated by the potash mine and South Gare which is owned by PD Ports. Whilst there are challenges in opening up some of these locations to the public, they are of interest to visitors and have an educational value.**







**There are also the real opportunities which present themselves through the South Tees Development Corporation.**

The South Tees site is an important piece of our past and will act as a major catalyst for growth and investment in the future. The site can still retain its heritage identity and this has been achieved successfully in other places such as Ostrava and Duisburg.



# VALUE AND VARIETY



**Just 20 minutes away from the South Tees industrial area the towns and villages in Redcar | Cleveland offer an outstanding quality of life; low house prices are complemented by a wonderful variety of life enhancing features.**



**Proximity to the coast with all that the beach and sea can offer, and the magnificent countryside including the North York Moors National Park, gives everyone the opportunity to find space for relaxation or indulge in a myriad of outdoor activities on offer.**



**In addition to the traditional seaside charm of Redcar and Saltburn-by-the-Sea, Guisborough and its Priory, there are also a variety of museums celebrating the area's rich and diverse heritage.**

Alongside this there are modern facilities where you can swim, surf, dance, cycle and work out, or you can have a flutter at Redcar Racecourse, play a round of golf at a top class golf course or visit a motorsports park.



**As everyone searches for that elusive work/life balance where better to live than in a place where the conurbations of the North East and Yorkshire are in easy reach? You can find excellent job opportunities and leisure pursuits here – you can be strolling on a beach or in wide open countryside in the blink of an eye.**






There are so many attractions and facilities to make living in Redcar|Cleveland stimulating, varied and fun. These range from a National Trust property at Ormesby Hall, to a National Park, from farmers markets to a great quality sports

and events programme. It's no surprise that the number of housing options is increasing by the day as more and more people want that high quality yet low cost liveability.

# SURF AND TURF





An aerial photograph of a coastal town, likely Redcar in Cleveland, England. The town is built on a hillside overlooking the sea. In the foreground, a large, dark stone monument is visible, with the words "ORMESBYA" and "HEATH" inscribed on it. The town features a mix of residential buildings and industrial structures, including a large building with a distinctive roof. The sea is visible in the distance, and the overall scene is captured in a high-angle, wide shot.

**Redcar | Cleveland can justifiably lay claim to being the outdoor capital of the North East due to its accessibility to the sea and to the wide open spaces and stunning landscape. The urban centres and surrounding area offer an abundance of leisure activities for residents and visitors to enjoy.**

**The coastline has one of the longest stretches of sandy beaches in the UK. This provides the perfect setting for a wide range of outdoor pursuits, from traditional bucket-and-spade fun to surfing. You can also experience the thrills of boogie boarding, surf skiing or windsurfing; sailing or fishing. In fact the waves are so good in this area that it really is 'surf central' for the North East.**



There are opportunities to either hike for miles or stroll for an hour, through unspoilt landscapes and beside scenic beaches. Guisborough is the gateway to the North York Moors National Park, giving access to footpaths and bridleways

stretching across moorland to picturesque villages like Skelton, Loftus and Skinningrove. Guisborough Forest offers mountain biking and cycling routes, and is an ideal place to explore and view the surrounding landscape.





**The heritage rich and majestically beautiful Eston Hills present unrivalled views of the Tees Valley and all that it has to offer. Enjoy a round of golf or horse riding, birdwatching or dog walking whilst enjoying the wide open countryside. Of course you may well fancy a flutter on a horse as they race around some of our finest turf at Redcar Racecourse.**





Whilst there are already many outdoor events, the intention is to build on this programme with a range of options that are all linked to activity, whether that be triathlons, runs, tough mudder or kite and land surfing.

**This will open up the area to a whole new generation of visitors and provides a huge opportunity for the visitor economy.**

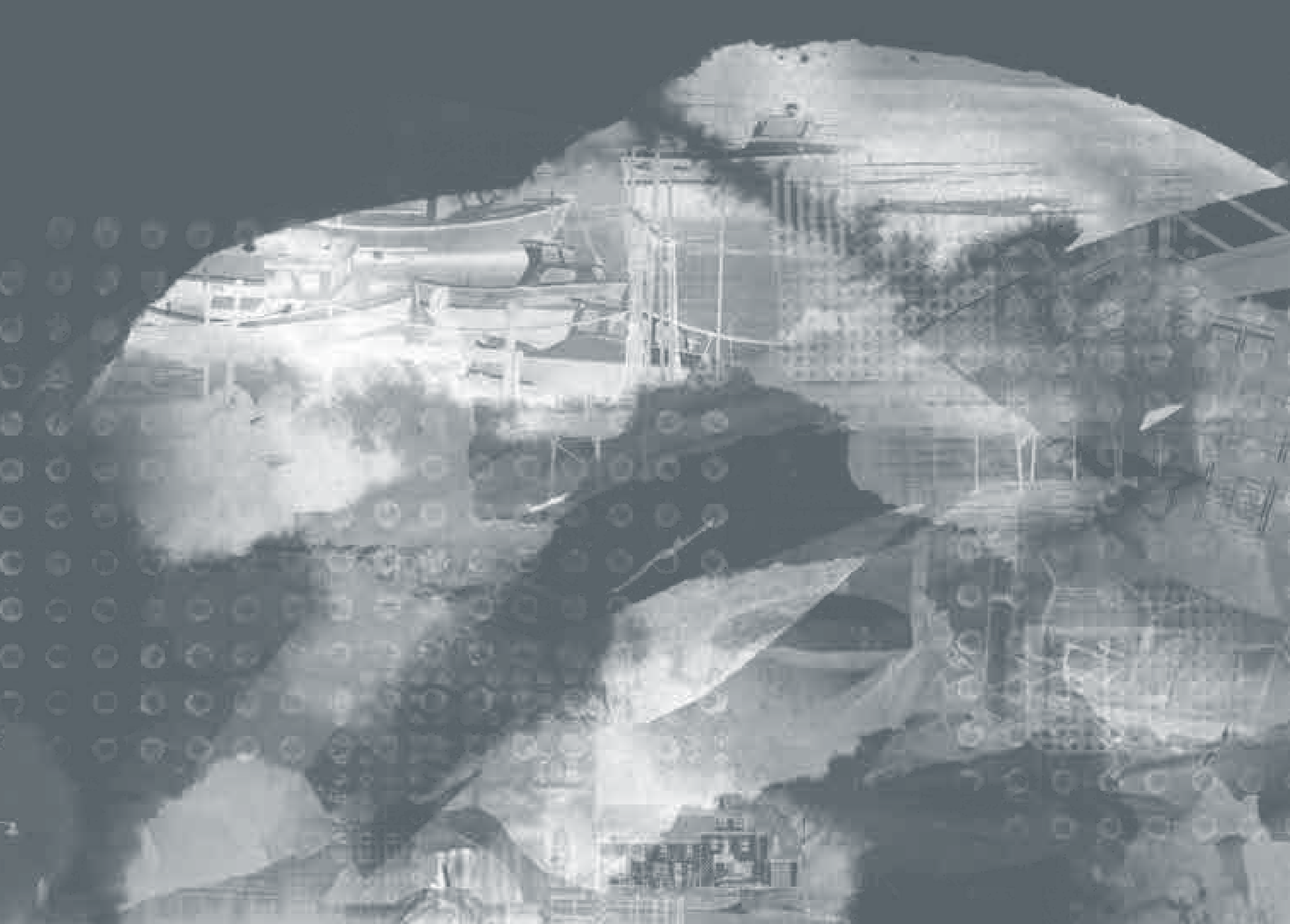
**This will spark demand for different types of accommodation, eating establishments and the night time economy offer.**



# ENERGY FOR INDUSTRY

A collage of industrial and energy-related images. The background features a large, semi-transparent globe on the left. Overlaid on the globe and extending to the right are several images: a power plant with smokestacks emitting smoke, a cityscape with buildings, a power line tower, a wind turbine, and a power substation with a sign that reads 'POWER GARE'. The overall color palette is dark and monochromatic, with the text 'ENERGY FOR INDUSTRY' in bright yellow.

**Redcar | Cleveland is the 'engine room' of the Tees Valley and has always been proud of its industrial role, performance and contribution to the UK economy. This is a place that has always invented things, made things and sent its products around the world especially steel that has been used in many significant buildings and bridges.**





**The Wilton International site in Redcar is one of the UK's most important locations for process manufacturing. It provides low cost, low carbon, secure supplies of power which are a main attraction for rapidly growing energy intensive industries such as biofuels, green energy and plastics recycling operations.**





Also nearby is the industrial heartland of the South Tees Development Corporation, which has first class credentials in the petrochemical and steel industries and is also home to Teesport, the second largest port in the UK.

**South Tees Development Corporation provides a home for process industries, utilities and services, port and logistics, steel manufacturing, supply chain and ancillary businesses and light industrial.**



Firms relocating to the area benefit from the strengths and shared economic ambition of the Tees Valley Combined Authority. Whilst there is incredible inventiveness and innovation across the area, the real opportunity is the potential for so

much more. The universities of the region can play a significant role in driving business start-ups and in creating the skill base to power this growing and changing economy.





Cleveland Potash, the only potash mine in the UK, is a major industry in the area, producing and supplying high quality potash for agricultural fertiliser, glass making and uses in the chemical and pharmaceutical processes. Sirius Minerals are developing a £2.3 billion potash mine in the area which will have a 23 mile tunnel to the South Tees area. The mine will produce 10m tonnes of polyhalite which is processed to make fertiliser and employ 2500 people starting in 2021.

**MGT Teesside have commenced development of the largest sustainable bio-mass power facility in the world and the South Tees Development Corporation continues to attract national and international investment enquiries.**





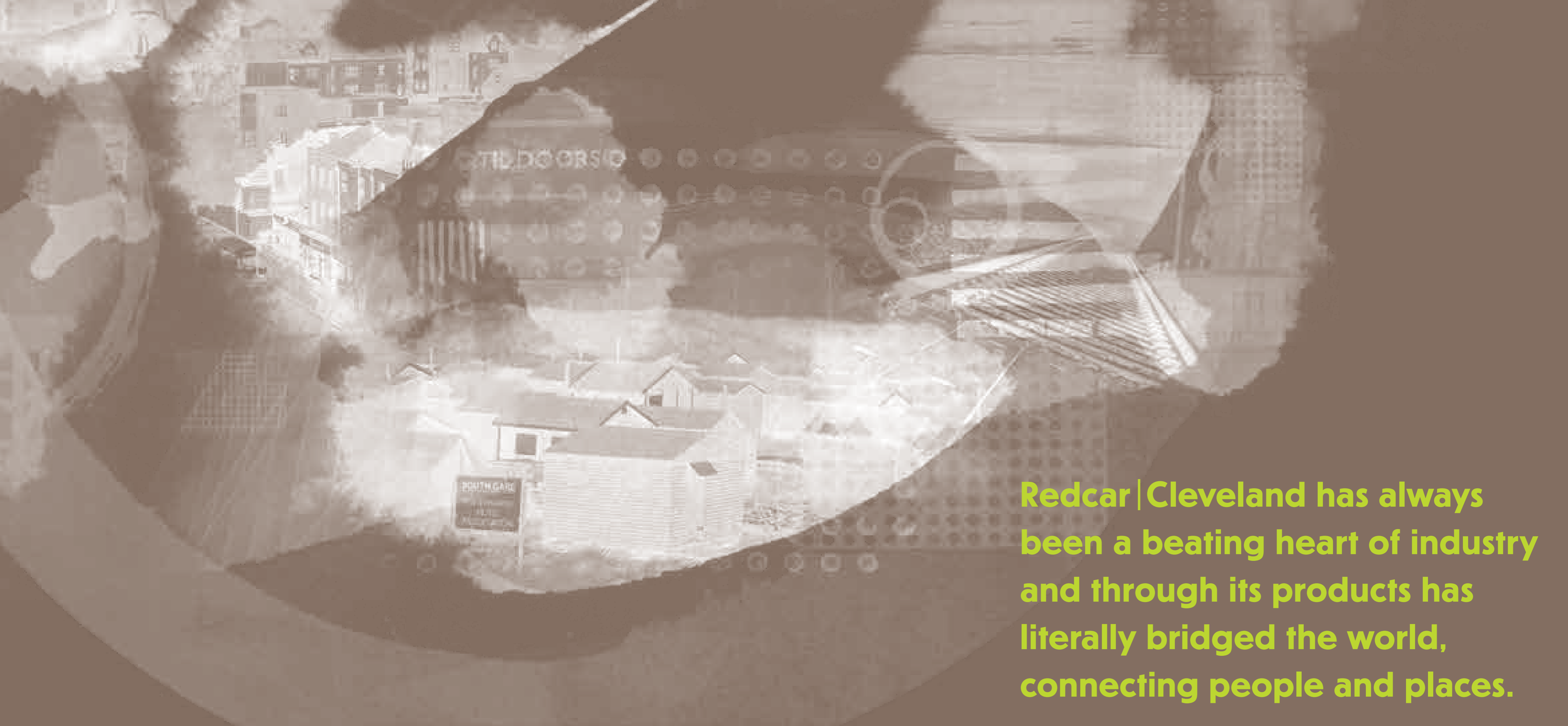
**THE 'BIG IDEA'  
FOR THE  
REDCAR | CLEVELAND  
STORY**

**The 'big idea' is an emotional statement of intent for the area that sits above and alongside the themes. It projects what the place is about, what it stands for and what matters. This is not a strap line or marketing message it is a 'strategic signature' for Redcar | Cleveland.**





**REDCAR | CLEVELAND:  
FORGING BRIDGES**



**Redcar | Cleveland has always been a beating heart of industry and through its products has literally bridged the world, connecting people and places.**

**Steel from Redcar | Cleveland  
has been used around  
the world, from the  
Sydney Harbour Bridge to  
the Indian Railways and  
British Steel continue to  
add to this global steel  
making story today.**







Our businesses created and continue to create things that are strong, successful and enduring and that spirit and ethos must be central to the place's future. Redcar|Cleveland forged the steel that transformed cities and communities and now it must forge a new future for itself by creating new links and connections; building its bridge to the future.





**Redcar|Cleveland has to be confident in its new economic role within the Tees Valley, the wider North East region and as part of the Northern Powerhouse.**

This means telling its story to the audiences that matter, reaching out to form new relationships and thinking and acting bigger and wider. Looking further afield, Redcar|Cleveland has always had a very strong international perspective and that is a strength that continues. The excellent port and many international businesses puts the place at the forefront of a post-Brexit trading future.

Redcar|Cleveland has to build on its industrial heritage and the skills and innovation that made it a world leader to create a new industrial future based on its port, potash, renewables and steel amongst others. This is a place that celebrates its industrial past but is excited about its industrial future.





To succeed, Redcar|Cleveland has to make the best connections and that means business and other organisations coming together. This means being a central part of a push for prosperity, using their links and skills to further grow the economy; we want more place leaders.





**Redcar | Cleveland is a collection of communities both urban and rural that are all important, that all have a crucial part to play in creating a successful place; it's vital that everyone can come behind a shared view of the future whilst still celebrating their own identity.**

**REDCAR | CLEVELAND:**

**CONNECTING,  
COLLABORATING,  
COMPETING**





[www.redcarcleveland.co.uk](http://www.redcarcleveland.co.uk)

