

Great British Railways H.Q. Competition

Tamworth EOI

1. Context

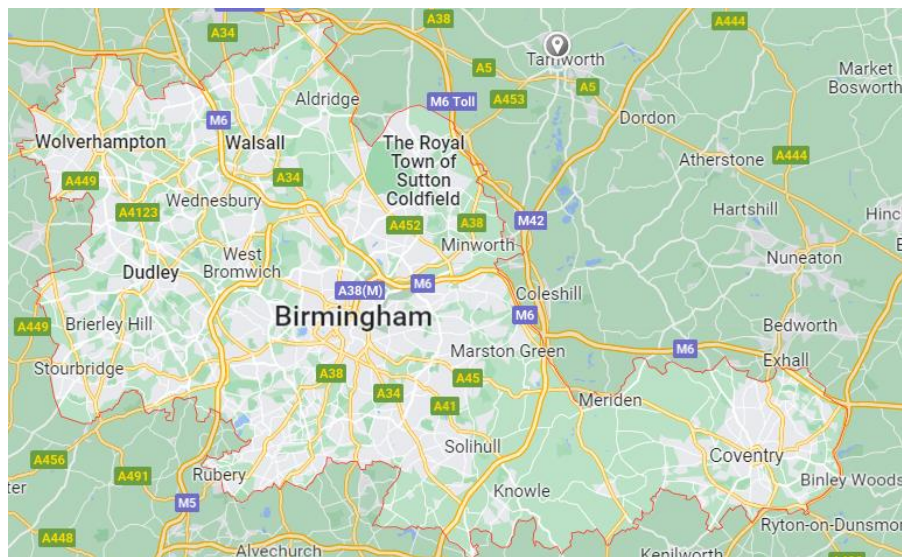
Describe the location of your application and your proposed headquarters site

Describe the geographical area covered by the application and why it should be considered for hosting the headquarters?

- Tamworth is a market town in South East Staffordshire, 14 miles north-east of Birmingham, located within the heart of the UK's road and rail transport network to the north-east of the West Midlands, right in the centre of the U.K.



- Tamworth is an urban town with a population of 76,500 people, with a working age population of 47,700.



A further 25,000 residents are located on the municipal boundaries in Lichfield District and North Warwickshire with a total retail catchment population of 624,166 people.

Tamworth has a compact, level town centre, with all amenities within a 10 minute walk of the railway station, including retail, leisure, accommodation and 11 car parks.

- Tamworth has a split level railway station which provides an interchange between two main lines, the Cross Country Route and the Trent Valley section of the West Coast Main Line. It has 4 platforms, two low level on the WCML and two high level served by the CCR.
- Tamworth, the 'leisure capital' of the Midlands, so much to do –
in the centre of town –
SnowDome, Odeon 10 screen cinema, Tamworth Castle, Namco Funscape including ten pin bowling, Bannatynes Gym, The Gym Group, Anytime Fitness, Ventura Retail Parks, Tamworth F.C.
And on the doorstep –
Drayton Manor Theme Park including Thomas Land, Jump Extreme, Daytona Karting, Statfold Barn Railway, Planters Skytrail Adventure, Dosthill Diving Centre, Cliff Lakes, Middleton Hall, Ash End House Farm, Nation Paintball Fields, The Belfry, Kingsbury Water Park.
- Tamworth is about to commence a £40m major transformational, redevelopment project as part of the Future High Streets programme.
- Tamworth is destined to receive financial aid as part of Government Levelling Up and has been listed as one of 109 places identified for Cultural Levelling Up.
- Tamworth has multiple brown field development ready sites.
- It has an ambitious local authority working to make things happen.
- Tamworth is geographically located right in the centre of the U.K., right at the beating heart of the rail network and significant transport development.
- Tamworth has an immense cultural and heritage offer.
- With no administrative rail function, it is a blank canvas waiting to be transformed into the new home of Great British Rail.

Who else is involved in developing and supporting your application?

- Staffordshire County Council
- Staffordshire LEP
- Greater Birmingham Chambers of Commerce
- M.P. Chris Pincher
- West Midlands Combined Authority

Describe the proposed site(s) for the national headquarters

Tamworth has ready available brownfield sites all within easy access of the railway station



- Gungate North – 2.116 acres**
 Town centre brown field site currently owned by Staffordshire County Council and Tamworth Borough Council. The site is a 5 minute walk from Tamworth Railway Station.
- Gungate South – 4 acres**
 In the heart of the town centre, fully owned by Tamworth Borough Council, with surface car parks ready for development, 5 minute walk from the train station.



- Marmion House – 0.2 hectares (0.49 acre)**
 A town centre brownfield site, currently occupied by a 9 storey office block owned by Tamworth Borough Council, due for demolition in the next 2 years. This site is a 10 minute walk from Tamworth Railway Station.

What benefits do you expect your town/city will gain from accommodating the headquarters?

- Raising the profile of Tamworth as the new prestigious home of Great British Rail.
- Improving perception and pride of place
- Supporting Tamworth to level up
- To seek and leverage greater private investment to support sustainable town centre regeneration and stimulate economic growth
- Increased skills training & employment opportunities in growing sectors
- Increased town centre footfall supporting both daytime and night time economies
- Opportunities to deliver a sustainable, seamless integrated public transport system
- Opportunities to refurbish and improve Tamworth Railway Station, befitting the home and brand of the Great British Rail.
- Collaboration opportunities for business and community to work with Great British Rail and other partners.
- Opportunities to promote Tamworth's rail heritage and connect to the wider industrial heritage story.

What do you think makes your town/city best suited as the location for Great British Railways' national headquarters?

- An ambitious town wanting to be the home of Great British Rail, a new flagship rail destination.
- Tamworth is a blank canvas with no existing rail administration function, it is open and able to support the vision and future of the new rail industry.
- Superb access & facilities i.e. leisure, retail, accommodation, hospitality and transport, all within a 10 minute walk of the railway station and brownfield development sites, all via flat, well lit, level access.
- Availability of multiple highly suitable brownfield development ready sites in sustainable town centre locations.
- Its vision for the Levelling Up
- Opportunities to invest, develop and contribute to placemaking as part of town centre regeneration and Levelling Up.
- Tamworth's geographical location at the beating heart of the U.K. and its proximity to rail industry infrastructure & partners such manufacturing hubs, rail supply chain, rail research and innovation facilities, rail education centres as well as superb connectivity by rail across the 5 rail regions of the U.K. as well as rail development such as HS2.
- Tamworth is within easy access by train to the wider West Midlands with a 1million plus working population.

2. Levelling Up

Alignment to Levelling Up objectives: Applicants will need to demonstrate how they are currently and plan in the future to support delivery of the government’s levelling up missions and reducing regional disparities across the UK, as set out in the Levelling Up White Paper.

We aim to choose a location that will deliver effective synergies with other levelling up initiatives, while also ensuring that opportunities and benefits are shared fairly between and within regions. We will look at any similar rail and public sector projects and headquarters plans linked to a location as a consideration within the selection process.

When selecting the location of the headquarters we will consider appropriate alignment of the applicant with the government’s Places for Growth programme.

Describe how your application will align with and demonstrate Levelling Up

What is your vision for levelling up your local area?

- An integrated, seamless, sustainable public transport network.
- To transform Tamworth town centre back into the beating heart of the community, generating an overwhelming sense of pride.
- To bring town centre buildings back to life and fit for future use, offering opportunities for both residential and business to aid stimulate economic growth.
- To ensure Tamworth’s vast and immense heritage is preserved and conserved with increased access to heritage and cultural opportunities.
- Increase employment opportunities
- Increase access to skills and training
- Strong local leadership to steer direction & drive change to deliver services that people want.
- An ambitious authority responding positively to all opportunities to generate wealth and prosperity for the town.

What is currently underway to deliver this?

- £40m redevelopment of Town Centre, with £21.65m of Future High Street Fund monies to create a new build South Staffs College onto a former Co-op department store site, create new fully serviced workspace for small and growing businesses, refurbish a number of heritage buildings bringing them back into use on the high street, demolishing and building entrepreneurial space.
- £100m Gungate masterplan programme – working with partners to deliver a mixed use development of housing, commercial and leisure space. Currently at the land assembly stage across both Gungate North and South sites although the local authority owns large parts of this area.

What levelling up opportunities do you believe could be created for your town/city that are linked to the headquarters?

- **Transport investments**

Improvements and enhancements to Tamworth Railway Station creating a building which is visibly attractive within its surroundings and sustainably connected to the wider environment providing an exceptional customer experience and opportunities to grow passenger numbers. Provide & extend all-weather canopies to all 4 platforms and the forecourt area to the entrance. Improve vehicular access for cars and buses and waiting area for taxis. Station Car Park improvements to include electric vehicle charging points, electric bike hire and increased bike storage. Improve lighting, wayfinding and branding to promote Tamworth and a station befitting the home of the new Great British Rail HQ.

- **Regeneration and town centre investment**

Collaboration with the local authority to design & develop new town centre creative, agile working space for both the Great British Rail HQ and Tamworth Borough Council, providing a prestigious, accessible location within one, purposeful, sustainable eco-designed building within a ready available brownfield development site.

To leverage greater private investment opportunities, particularly hospitality, leisure and cultural amenities, supporting placemaking and town centre regeneration to stimulate economic growth and revitalise the high street. Collaboration with the new Tamworth College Campus to provide skills and training opportunities to develop tomorrow's diverse and creative Great British Rail workforce.

- **Cultural investment**

Increase access and encourage greater participation and engagement in culture and heritage, with potential additional funding via Cultural Levelling Up.

Create a rail heritage centre within the public areas of the new Great British Rail HQ, focusing on the unique and exciting stories appertaining to Tamworth, a space which is educational, informative, visually stimulating and digitally interactive, accessible and open to all.

Explore and identify opportunities to connect with Tamworth's wider industrial heritage working in partnership with Tamworth Castle Museum, community heritage groups and wider heritage partners across the region.

3. Connected and easy to get to

Connected and easy to get to – Locations should be easy to get to by rail and other sustainable modes and well connected to the nations and regions of Great Britain. Applicants should also demonstrate a location's ability to support social and economic ties between towns and cities across the UK.

Describe how your location is well connected to the rest of Great Britain and how people will access your site

How would employees and visitors be able to access the National Headquarters, via rail routes and other sustainable modes?

- **On foot**
 Tamworth town centre is easily accessible on foot from anywhere in the Borough. All footpaths are on the level with multiple sensory dropped curbs at pedestrian crossings for people with mobility assistance. Tamworth is easily navigable with an abundance of wayfinding, there is also a Visitor Information Centre in the foyer of Tamworth Assembly Rooms, located in Corporation Street, providing assistance with local information, maps, etc.
- **By Bicycle**
 Tamworth has 33km of designated level cycle paths around the Borough which lead directly into the town where there are several cycle parking racks. There are also cycle hire facilities in the town centre.
- **By Bus**
 Arriva buses service the whole Borough including hourly direct services to and from Birmingham.
 There are 2 x town centre bus terminus's, both, within a 10 minute walk of the railway station and provide electronic timetable information.
- **By Road**
 There are 8 motorway junctions situated within 20 miles of the town including the M6 and M1 and J10 M42. The A5 runs through the town connecting to the A38 and M6 Toll.
 The town centre is serviced by 11 car parks including additional disabled parking facilities.
- **By Air**
 Birmingham International Airport - 17.9 miles (24-35 mins) from Tamworth via M42
 East Midlands Airport - is 24.1 miles (33-45 mins) from Tamworth via M42, A42, B5493
- **By Train –**
Direct daily trains to and from Tamworth
 (The stations shaded grey are not direct routes)
 Tamworth railway station is a 10 minute walk to the town centre.

OFFICIAL

From Tamworth to	No. of direct trains per day	Journey time	To Tamworth From	No of direct trains per day	Journey time
London Euston	31	1hr 5min	London Euston	30	1hr 2 min
Derby	56	18min	Derby	61	17 min
Nottingham	44	47min	Nottingham	37	54 min
Birmingham New Street	69	16min	Birmingham New Street	60	15 min
Birmingham International	1	39min	Birmingham International		
Birmingham Intl. Change B'ham New St	71	1hr 47min	Birmingham Intl. Change B'ham New St	42	1hr 11min
Edinburgh	11	4hr 39min	Edinburgh	9	4hr 40 min
Bristol Temple Meads	19	1hr 39min	Bristol Temple Meads	14	1hr 43 min
Plymouth	9	3hr 55min	Plymouth	5	3hr 51 min
Crewe	37	34min	Crewe	25	37min
Manchester Piccadilly	4	1hr 9min	Manchester Piccadilly	2	1hr 7min
Cardiff Central	16	2hr 17min	Cardiff Central	17	2hr 20min
Carlisle	2	2hr 25min	Carlisle	34	2hr 50min
Glasgow Central	6	3hr 44min	Glasgow	30	4hr 19min
Liverpool Lime St	1	1hr 10min	Liverpool Lime St	5	1hr 9min
Leeds	24	1hr 42min	Leeds	18	1hr 37min
Reading	2	2hr 6min	Reading Changes 1 BNS	0 16	2hr 2min
Guildford Change Euston, Waterloo	4	3hr 6min	Guildford Change Waterloo, Euston	5	3hr 1min
Milton Keynes	20	46min	Milton Keynes	20	46min
Rugby	28	31min	Rugby	29	26min
York	19	2hr 27min	York	18	2hr 25min
Exeter	10	3hr 2min	Exeter	8	2hr 52min
Doncaster	10	1hr 29 min	Doncaster	34	1hr 18min
Goole Change Sheffield	10	2hr 28min	Goole Change Sheffield	10	3hr 32min

How connected is your location to and from other nations and regions of Great Britain?

- Tamworth Borough is situated within the county of Staffordshire.
- Tamworth is situated in the heartland of the rail network including its new premier service, HS2.
- A large proportion of people living in and around Tamworth commute across the wider West Midlands area for leisure, education & employment purposes.
- Birmingham New Street and London Euston are particular key daily commuter destinations for local people. (direct rail routes as per table above)
- Tamworth is extremely well connected, via the rail network, both North-South and East-West, across all nations and regions of the U.K., the table above shows details of a number of key stations within the rail network with daily direct trains to and from Tamworth,

Some include direct access to:

- 5 U.K. Regional Rail Centres, Eastern, North West & Central, Scotland, Southern and Wales & Western
- 20 Network Rail Managed Stations
- 17 Network Rail Training Centres
- 13 Network Rail Operating Centres
- 3 Midlands Rail Innovation and Development Centres
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How will your suggested sites be equally accessible to all members of society, in line with Public Sector Equality Duties?

- Tamworth is committed to working with and proactively managing all government guidelines and laws appertaining to Public Sector Equality, zero tolerance to all form of bias and discrimination appertaining to age, disability, gender reassignment, pregnancy/maternity, race, religion/belief, sex, sexual orientation.
- Tamworth supports and promotes DDA Compliance and Standards ensuring rights and responsibilities regarding equal access and opportunities for people with disability.
- Tamworth applies good practices to support the local economy, ensuring sustainable environmental stewardship and impeccable social justice.

Demonstrate how your location has supported successful collaboration between local authorities, business and other organisations across the UK to further social, economic and transport objectives.

- West Midlands Combined Authority currently provides CCTV monitoring provision for Tamworth town centre.
- Tamworth is currently working with partners to support West Midlands Growth Company to promote the regional tourism offer in support of the Commonwealth Games Birmingham 2022.
- Tamworth sits between Lichfield & North Warwickshire and is currently working with both local authorities as each have plans to build a potential combined total of 5514 additional dwellings on Tamworth's borders resulting in an increased impact on Tamworth's infrastructure, services and amenities, with the closest railway station being Tamworth.

Lichfield

Arkall Farm – outline consent for 1000 properties, primary school, local centre, vehicle & pedestrian accesses. There is a 'monitor & manage' approach to Highways issues at each build stage.

Browns Lane – 210 dwellings, application under consideration

Fazeley – 924 dwellings identified within LDC's Local Plan

North Warwickshire

Robeys Lane – 1540 dwellings including 100 bed extra care home, employment use and primary school, determination awaited

Rush Lane – 165 dwellings + 1.3ha of commercial development, application refused, appeal lodged.

Polesworth - 1675 dwellings identified within NW's Local Plan.

- Tamworth has worked collaboratively with Staffordshire County Council to improve highways & public transport connectivity across the town centre.
- Tamworth worked with Staffs LEP and Staffs CC to develop an Enterprise Centre providing 16 facilitated office spaces with meeting room provision and parking.
- Tamworth is currently working with government and external partners including Tamworth Co-operative Society, The Peer Group, Staffordshire County Council and South Staffs College on a £40m town centre redevelopment project, with £21.65m of FHSF monies to include-
 - The transformation of St Editha's Square into a new-look, multi-purpose outdoor space.
 - An improved entrance between the town centre and the Castle Grounds by enhancing the Castle Gatehouse area
 - Refurbishment and improvements to Middle Entry including a new semi-permanent structure for start-ups and niche businesses
 - Refurbishment of the locally-listed part of the Tamworth Co-operative Society department store into a new enterprise centre for small businesses
 - The relocation of Tamworth College, part of South Staffordshire College, to a new building on the site of the Tamworth Co-operative Society department store

4. Opportunities for Great British Railways

Opportunities for Great British Railways – Applicants should demonstrate how the location can effectively enhance engagement with customers, the private sector and the wider rail industry. This includes proximity to the supply chain and access to the existing sector workforce. Applicants should also demonstrate opportunities for Great British Railways to engage beyond the rail industry, including wider transport, social and economic links.

Showcase the opportunities your location offers Great British Railways

How will your location enable Great British Railways to engage with customers, the private sector and wider transport industry?

- Collaboration supporting launch of Tamworth as the new home of Great British Rail
- Collaboration with regional governing bodies such as West Midlands Combined Authority, Greater Birmingham and Solihull LEP, Staffordshire County Council and Stoke & Staffordshire LEP, who are co-ordinating regional transport investment & development improvements.
- Tamworth's proximity and easy access to large conference and event facilities such as Birmingham National Exhibition Centre, the Birmingham International Convention Centre and Long Marston Rail Innovation Centre supporting rail industry events such as Railtex, World Congress on Rail Research and Rail Live.
- Tamworth is located at the heart of the rail network, close proximity to Birmingham and wider West Midlands with excellent access and engagement opportunities to areas of large population.
- Tamworth's proximity and easy access to major rail development :-
 - the Great North Rail Project & The Transpennine Route Upgrade in the North
 - East West Rail and Cross Rail in the South,
 - The Midlands Rail Hub, HS2 and The Integrated Rail Plan in The Midlands.
- Tamworth's proximity within the U.K. and particularly the wider West Midlands with easy access to:

Regional transport and logistic hubs

- **Mercia Park – 7.8 miles (14 mins) from Tamworth via B5493**
- **Magna Park, Lutterworth – 36.4 miles (46 mins) from Tamworth via M6**
- **SEGRO Logistics Park East Midlands Gateway (SLPEMG) Derby - 24.2 miles (31 mins) from Tamworth via B5493 and A43**
- **SEGRO Logistics Park Northampton (SLPN) – 55.9 miles (1hr 4 mins) from Tamworth via M6 and M1**
- **G-Park, Ashby de la Zouch – 17.3 miles (23 mins) from Tamworth via M42.**

Midland Rail Freight network including –

- **Birmingham International Freight Terminal / Birch Coppice – ½ mile (5 mins) from Tamworth via J10 M42 / A5**
- **Daventry International Rail Freight Terminal - 40.3 miles (45-60 mins) from Tamworth via M6, M42, A5**
- **Hams Hall Rail freight Terminal – 10.6 miles (23 mins) from Tamworth via A51 or M42**

What opportunities does your location offer for working with the rail supply chain, manufacturing hubs and institutes?

- The West Midlands has a growing creative sector, Tamworth's location provides easy access to explore new working partnerships in order to harness this potential and drive future innovative solutions for Great British Rail.
- Tamworth's location provides access to a large, diverse population looking for opportunities in skills training and employment, tomorrow's Great British Rail workforce.
- Tamworth's location to access the entrepreneurial SME network of the West Midlands and grow local supply chains.
- Tamworth's location within the U.K., particularly its proximity within the West Midlands, provides superb access & connectivity to existing:-
 - Rail supply chain
 - **Unipart Rail Crewe** - 57.6 miles (1hr 9 mins) from Tamworth via M6 (**37 trains per day**)
 - **Unipart Rail Doncaster** – 78.6 miles (1hr 27 mins) from Tamworth via M1 (**10 trains per day**)
 - **Unipart Rail Southport** – 115.4 miles (2hrs 16 mins) from Tamworth via M6
 - Manufacturing Hub
 - **Siemens Rail Manufacturing Hub based in Goole, East Yorkshire**
96.6 miles (1hr 43mins) from Tamworth via M11 and Ma8 (**10 trains per day**)
 - Institutes
 - **Siemens Rail Accelerator and Innovations Solutions Hub for Enterprise (RaisE)** based in Goole, East Yorkshire 96.6 miles (1hr 43mins) from Tamworth via M11 and Ma8 (**10 trains per day**)
 - **UK Rail Research and Innovation Network (UKRRIN)** Universities – (Birmingham, Lancaster, Imperial College London, Swansea, Hull, Huddersfield, Newcastle, Loughborough, Cambridge Bristol, Brunel, Nottingham, Southampton, Sheffield & Heriot-Watt)
 - **Birmingham Centre for Railway Research & Education (BCRRE)** – (University of Birmingham) – 21.4 miles (43 mins) from Tamworth via M6 (**71 trains per day**)
 - **Birmingham Metropolitan College Rail Engineering Campus**
Matthew Bolton College – 18.2 miles (35 mins) by road from Tamworth via A4091 & M6 (**71 trains per day**)
 - **INFRA Skills Training Centre** – 20.4 miles (31 mins) by road from Tamworth via M42
 - **University of Derby** – collaborative research and innovation projects with rail supply chains. 26.7 miles (37 mins) by road from Tamworth via A38 and A513 (**56 trains per day**)

What opportunities exist for collaboration with the retail, economic and environmental sectors?

- Property acquisition and commercial letting supporting new retail, hospitality and leisure facilities.
- Working with local authority to design and develop brownfield site(s) to support and contribute to Tamworth's Levelling Up agenda
- Collaboration opportunities with renewable energy sources and environmental organisations.
- GBR brand alignment supporting marketing & promotional activities
- Collaboration with transport partners to deliver a sustainable, integrated, customer focused public transport system
- Working with Tamworth College Campus to develop skills and training opportunities.

How could Great British Railways benefit from these links?

- Increase and expand property portfolio
- Income generation opportunities
- Investment and engagement with stakeholders from the outset ensuring maximum economic and social benefits
- Promote & increase brand awareness
- Supporting Government targets appertaining to carbon net-zero and Levelling Up.
- Great British Rail championing sustainability and bio-diversity.
- Great British Rail positively contributing to placemaking and providing a catalyst for Tamworth town centre regeneration.
- Creation of a ready available future skilled workforce.

What opportunities does/do the site(s)/building(s) itself offer Great British Railways to develop as an organisation?

- With no existing rail administration or operational functions, the opportunity to develop the identity and brand of Great British Rail in a new, unique location right at the beating heart of the rail network and the heartland of the U.K.
- The opportunity to orchestrate an eco-design, premier flagship location, considerate of the environment and its surroundings, championing sustainability.
- The ambition and determination of the local authority to support Great British Rail achieve their vision and locate in Tamworth.
- Access to a large population providing opportunities to engage and attract a younger, diverse pipeline of available skills and talent for future employment with Great British Rail.
- Collaboration opportunities with other service providers

5. Railway heritage & links to the network

Railway heritage and links to the network – The competition will recognise towns and cities with a rich railway history that are strongly linked to the network. Applicants should demonstrate current and historic importance for railway employment, innovation and heritage.

Demonstrate the location's railway heritage and current network links

Demonstrate your railway heritage and the benefits it offers to Great British Railways.

- See Appendix 1 – Tamworth's Railway Heritage
- Cultural Levelling Up has identified Tamworth as one of 109 places within the U.K. for additional investment to generate more opportunities and better access to cultural activities outside of the capital.
- Opportunity to raise the profile of Tamworth aligned to the Great British Rail brand to showcase its heritage story within a flagship location, increasing access to culture and supporting pride of place.
- Supporting Levelling Up

What links are there with existing rail employment, innovation and sector bodies, such as regional or local offices?

- Tamworth is one of the 571 stations that form the North West & Central Rail Region equating to 24% of Britain's railway.
- The North West & Central region has 8000 employees.
- Proximity and easy access to: HS2 rail network and INFRA Skills Training Centre, The Midlands Rail Hub, North & Midlands Integrated Rail Plan, West Midlands Interchange, East West Rail and Great North Rail Project.
- Proximity and easy access to:
 - Rail Innovation and Development Centres
 - **Long Marston Rail Innovation Centre** - 44.9 miles (1hr 6 min) from Tamworth via M42
 - **Tuxford Rail and Innovation Centre** – 77.7 miles (1hr 34 min) from Tamworth via M1
 - **Melton Mowbray Rail and Innovation Centre** – 44.6 miles (1hr 6 min) from Tamworth via A6006 and A42
 - Midlands Rail Operators
 - **Avanti West Coast** – Birmingham
 - **West Midlands Trains** – Birmingham
 - **Cross Country Trains** – Birmingham
 - Midlands Rail Offices:
 - **The Quadrant, Milton Keynes** - Network Rail National Operations Centre
 - **Baskerville House, Birmingham** – Network Rail Birmingham Office
- Proximity and easy access to Birmingham's 3 principal train stations, Birmingham New Street, Snow Hill and Moor Street catering to more than 52m passengers each year.
- Proximity and easy access to HS2 Interchange Station, Solihull and HS2 Station Curzon Street.

How could you use the headquarters to preserve and enhance your railway heritage?

- To facilitate a permanent, educational, informative, visual and digitally interactive permanent rail heritage centre within the public spaces of the new Great British Rail HQ, further supporting and enhancing heritage and cultural facilities within Tamworth, inspiring pride of place and encouraging community engagement and volunteer opportunities.
- Collaboration with local and regional heritage partners to raise the profile of Tamworth and the new prestigious home of Great British Rail.

6. Value for Money

Value for Money: Applicants should demonstrate how they can maximise efficiency and affordability, including through use of the existing publicly and/or railway owned estate, to deliver value for money for taxpayers and customers.

Describe how your location will offer Great British Railways good value for money

How will your location offer financial efficiency to Great British Railways?

- Attract and leverage private investment
- Potential leverage of government money through opportunities for levelling up
- Ready available brownfield sites saving time and money
- Cost effective land value compared to wider region
- Eco-design building with sustainable efficiencies from the outset.

How does the proposed site allow Great British Railways to make good use of public money and keep costs down?

- Collaborative working with local authority to create innovative and flexible working solutions.
- Procurement economies of scale
- Advertising and marketing opportunities
- Income generation opportunities such as rental income
- Use of sustainable and energy efficient resources.

How does your location generate public value including economic, social and environmental impacts?

- Strong leadership to solve societal problems, delivering value for money and delivering results efficiently and effectively.
- Open and transparent engagement & communication
- Regeneration of inactive and dormant areas of the town centre, being environmentally aware whilst providing innovative, sustainable solutions to stimulate economic growth
- Opportunities for residential and commercial use
- Opportunities to increase skills training and employment.
- Heritage conservation and preservation with increased access to cultural activities

7. Public Support

Public Support: Applicants should demonstrate the importance of the national headquarters to their local communities, identity and values. This can be shown through existing community links to rail and the current importance of rail as a transport service locally and regionally.

Demonstrate how the national headquarters will be welcomed by the local public

Demonstrate the importance of the railways to the local community and your region.

- A clean, reliable, cost-effective, stress-free, green way to travel,
- An efficient, effective way to move people and freight
- Provides national integration, connecting people and communities to places.
- Positive economic and social benefits, acts as a catalyst for job creation, investment and prosperity.

How do your intentions for the national headquarters tie in with the needs of your local communities, your identity and values?

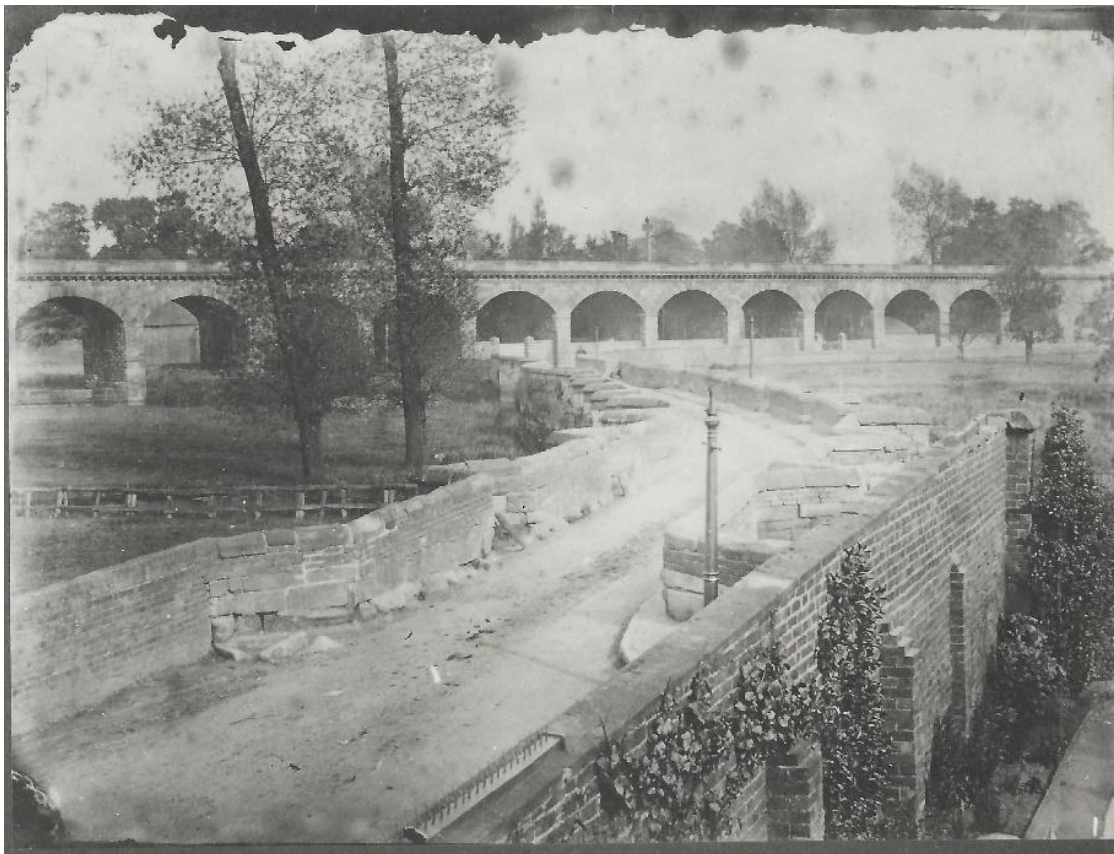
- Raise the profile of Tamworth, increase community aspiration, belief and pride in Tamworth as a place to live, work and raise a family.
- For Tamworth to reach its full potential as the new home of Great British Rail, connecting the U.K.
- Increase opportunities for community engagement and participation in heritage and cultural activities
- Increase opportunities and access to skills training and employment
- Investment and support for town centre regeneration and Levelling Up
- Opportunity to grow passenger numbers using Tamworth Station.
- Opportunities to engage, work and collaborate with Great British Rail

Appendix 1

Tamworth's Railway Heritage

The first railway line in Tamworth was opened on 12 August 1839, built by the Birmingham and Derby Junction Railway.

'The Father of the Railways', George Stephenson, who in a locomotive aptly named Tamworth, drove the first train of six carriages containing railway company directors and local gentry across Tamworth's great Nineteen Arches railway viaduct, regarded as one of the marvels of the age and which remains one of the town's most imposing landmarks today, a monumental reminder of the nationally famous railway pioneers who built it.



The Trent Valley Line was opened on 26 June, 1847, built by the London and Northern Western Railway at a right angle beneath the original Birmingham to Derby line, to give a more direct route from London to the North West of England, bypassing the existing route via Birmingham. Construction of the line commenced in November 1845, the first sod being cut ceremonially at Tamworth by Sir Robert Peel.

A new joint station was built, largely at the instigation of Sir Robert Peel, designed by John William Livock, to befit a great statesman.



Since Tamworth was a crossing of two major rail lines, Bristol to Newcastle & Euston to Aberdeen, it served for over a century as one of the most important transfer stations in the country for the Royal Mail, with upwards of 2000 bags of mail being transferred between the two lines every night by the 1950's. Mail lifts were provided to facilitate the transfer between the low

Further discussion on Railway heritage removed for being over word limit