



**Meeting Quorums :- 16+= 5 Members; 10-15=4 Members; 5-9=3 Members; 5 or less = 2 Members.**

Officers will be in attendance prior to the meeting for informal discussions on agenda items.

**ECONOMIC DEVELOPMENT AND ENTERPRISE OVERVIEW AND  
SCRUTINY COMMITTEE**

Tuesday, 17th December, 2013

**Present:-** Councillor David Stringer – in the Chair

Councillors Miss Baker, Clarke, Holland, Jones, Loades, Matthews and Olszewski

**1. APOLOGIES FOR ABSENCE**

Apologies were received from Cllr Cairns and Cllr Wilkes.

**2. DECLARATIONS OF INTEREST**

There were no declarations of interest.

**3. MINUTES OF THE PREVIOUS MEETING**

**4. ASPIRE BOARD MEMBERSHIP**

The Group Secretary of Aspire Housing stated that it was currently a time of immense change. Part of the challenge for Aspire was to make sure that it was running to its best effect. The challenges that Aspire were facing included welfare reform, financial pressures, households changing and changes in the banking environment. To meet the growing demands it was felt that change was required to the Board. New skills sets were required on the Board including specific competencies and experience in finance, health, housing, development, customer service and more. The current Housing board size of 12 was considered heavy in the context of effective governance and because 50% of the Board was recruited from a narrow range of candidates, 3 customers and 3 councillors, it was more difficult to recruit for specific skills and experiences under such constraints. It was therefore proposed to reduce the size of the Board from 12 to 9, with an additional space for an Independent Non-Executive. The change in the composition of the Board would not affect the Council's 33% vote which could be used on key issues at the AGM whereby a 75% majority vote was required. Aspire were looking to widen the ways which it engaged with the Council. They were currently planning an open day on an annual basis which all Councillors would be invited to attend.

A member suggested that it should be a Member of the Executive as the Council's representative on the Board. Members felt strongly that the Borough Council's representative on the Board should not receive the remuneration that was being proposed for Board Members. If any remuneration was to be paid it should be paid to an Officer supporting the Member in their work for Aspire.

A Member stated that it was important that the Council's representative should receive adequate training.

**RECOMMENDED:**

1. That the Council's representative on the Aspire Board should be a Member of the Executive and that they are able to nominate a substitute.

2. That adequate training be given to the Council's representative on the Board.

**5. HOUSING CAPITAL PROGRAMME**

The Head of Housing and Regeneration stated that the Council considered the Housing Capital Programme every year to ensure that the housing investment priorities were up to date. With limited funding available from national fund streams it was appropriate for the Council to continue using the New Homes Bonus for housing purposes. A range of options were proposed regarding how the money could be best spent. The Committee were asked to consider the potential scheme for 2014/15 utilising the planned £515,000 from the New Homes Bonus together with £100,000 valued land to be disposed of for delivering affordable housing, to give a total investment of £615,000.

**RECOMMENDED:** That funding be allocated as follows:-

**Priority Schemes**

DFGs - £350,000

Health & Safety - £50,000

Home Improvement Agency - £13,000

**Optional Schemes**

Additional support for Health and Safety - £30,000

Energy Efficiency measures through the Energy Service Provider - £20,000

Empty Homes - £20,000

Accredited and Licensed Landlords Support - £32,000

Affordable Housing - £100,000

Stock Condition Survey - £0

After discussion about the use of virements, if a particular funding allocation was being under used, it was:-

**RECOMMENDED:** That the Portfolio Holder be given the power in conjunction with officers to authorise virements for use of the New Home Bonus funding together with the £100,000 valued land to be disposed of for delivering affordable housing.

A Member suggested that the credited landlord scheme should be scrutinised in the future.

**6. RYECROFT**

The Executive Director Regeneration and Development introduced a report on the Ryecroft Led Regeneration and Re-Development Scheme. The report highlighted the main issues, with the intention of identifying some of the work streams in the future. Essentially there were two projects, the Ryecroft Development and the relocation of Civic Offices. This meant there could be two work streams for Scrutiny to consider. He was certain that the other scrutiny committees would have specific areas they would wish to scrutinise. One area which he thought Scrutiny could consider was the tracking of the development selection process, which would add value to the ultimate decision by Cabinet or Full Council.

The Executive Director Regeneration and Development stated that the advice from the consultants was that the area would be suitable for a medium scale department store and a food store. An independent study, joint with the County Council, had concluded that the former St Giles and St Georges School was considered to be the best site for the re-provision of the Civic Offices.

A Member stated that the report before the Committee was excellent. A Member commented that it was important to take note of the fact that the City Central development had to be scaled back. He therefore had some concerns over the deliverability of the Ryecroft project. He felt that housing should be considered as an option, which was in line with one of the priorities for the Council to deliver. He believed some form of housing would be beneficial to the Borough. The Portfolio Holder in response stated that if the Developer could make housing or even a leisure scheme work then he too could see the benefits. There was potential for having some flats over retail units. Keele University students and key workers at the University Hospital North Staffordshire could potentially stay in the accommodation. There was also potential for housing suitable for older people.

The Chairman stated that the report referenced the potential for meeting Cushman and Wakefield who had been advising the Council on the scheme at its next meeting on 12 March. It was agreed that if this did prove to be an appropriate time to meet the consultants then the commencement time of the meeting could be at 6pm.

**7. WORK PLAN**

The Chairman reported that the Constitution Review Working Group was currently giving consideration to the remits of each of the Scrutiny Committees and they were keen to hear from Members of any suggested changes to the remits. The Group was Chaired by Cllr Elizabeth Shenton.

A Member suggested that the credited landlord scheme should be scrutinised in the future.

**8. URGENT BUSINESS**

There was no urgent business within the meaning of Section 100B (4) of the Local Government Act 1972.

**9. PART 2**

10. **EXCLUSION OF THE PUBLIC**

**RESOLVED:** That the public be excluded from the meeting during consideration of the Asset Management Strategy, because it is likely that there will be disclosure of exempt information as defined in paragraph 3 in Part 1 of Schedule 12A of the Local Government Act 1972.

11. **Asset Management Strategy**

**COUNCILLOR DAVID STRINGER**  
**Chair**

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

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## Report to the Economic Development and Enterprise Overview and Scrutiny Committee

12<sup>th</sup> March 2014

### Report from the HS2 Working Group



**Report Author:** Julia Cleary  
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#### Introduction

At a meeting attended by Leaders and Chief Executives of all Staffordshire Local Authorities held on the 29<sup>th</sup> January 2014, the Leader of the City Council gave a briefing on the alternative proposal for the HS2 route which had been developed by his Council.

At the Cabinet meeting held on 5<sup>th</sup> February 2014, the following was resolved:

- That the HS2 Working Party be asked to meet with representatives of the City Council to receive details of the City Council's proposals and to give full consideration to the possible implications of this alternative proposal for the Borough and to then report back to Council.

#### Background

The HS2 Working Group met on 19<sup>th</sup> February 2014 and 24<sup>th</sup> February 2014 to consider to alternative proposals.

At the meeting held on 19<sup>th</sup> February representatives from the City Council attended to give a presentation on the alternative proposals and to discuss the way forward with members of the working group. A copy of the slides and the minutes of this meeting are attached at appendices A and B.

The working group were clear that there should be a cautious approval in relation to the proposals and agreed that the City Council should re employ the consultant to look at specific areas including the station at Kidsgrove. Issues relating to Kidsgrove included the required re opening of the Harecastle tunnel as the current tunnel would not be sufficient for the new trains.

Members of the group were also in agreement that existing London Midland train services should not be disrupted or lost.

It was confirmed that the proposals were in alignment with the existing spatial core strategies of Newcastle under Lyme and Stoke.

### **Outcomes and Questions to be addressed.**

That the following comments and concerns are reported back to Cabinet:

1. That specific issues relating to Kidsgrove and Newcastle under Lyme are addressed by the consultant.
2. That existing London Midland train services from Crewe should not be disrupted or lost - evidence is required to show that existing services will be maintained.
3. That the increase in traffic on the line should not prejudice the large employment scheme located along the line in terms of ability to carry freight.
4. That further work be carried out in terms of environmental assessment specifically for Kidsgrove (noise from the proposed construction and subsequent operation of the trains).
5. That additional local work be carried out in relation to the future environmental impact on properties along the line.
6. That clarification also be sought in relation to the assertion that there would be no compulsory purchase orders and that housing would not be affected.
7. That clarity be provided in relation to land exchange and costs.
8. How much disruption will there be and for how long.

### **Supporting Information**

Slides from the first meeting are attached

Minutes from the meeting held on 19<sup>th</sup> February are attached

### **Invited Partners/Stakeholders/Residents**

Members of the HS2 Working Group

### **Conclusions**

- That the proposal showed a bold move that would ultimately bring benefits to the area if successful. The proposals offered the opportunity for the North Staffordshire urban area to become a core centre in the UK and focus for regeneration.
- That cautious approval be given.

### **Relevant Portfolio Holder(s)**

Economic Regeneration, Business and Town Centres

### **Background Materials**

Slides from the initial meeting

Minutes from the meeting held on 19 February 2014

### **Appendices**

**Appendix A:** HS2 presentation slides

**Appendix B:** Minutes from the meeting of the working group held on 19 February 2014

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# Mandate for change

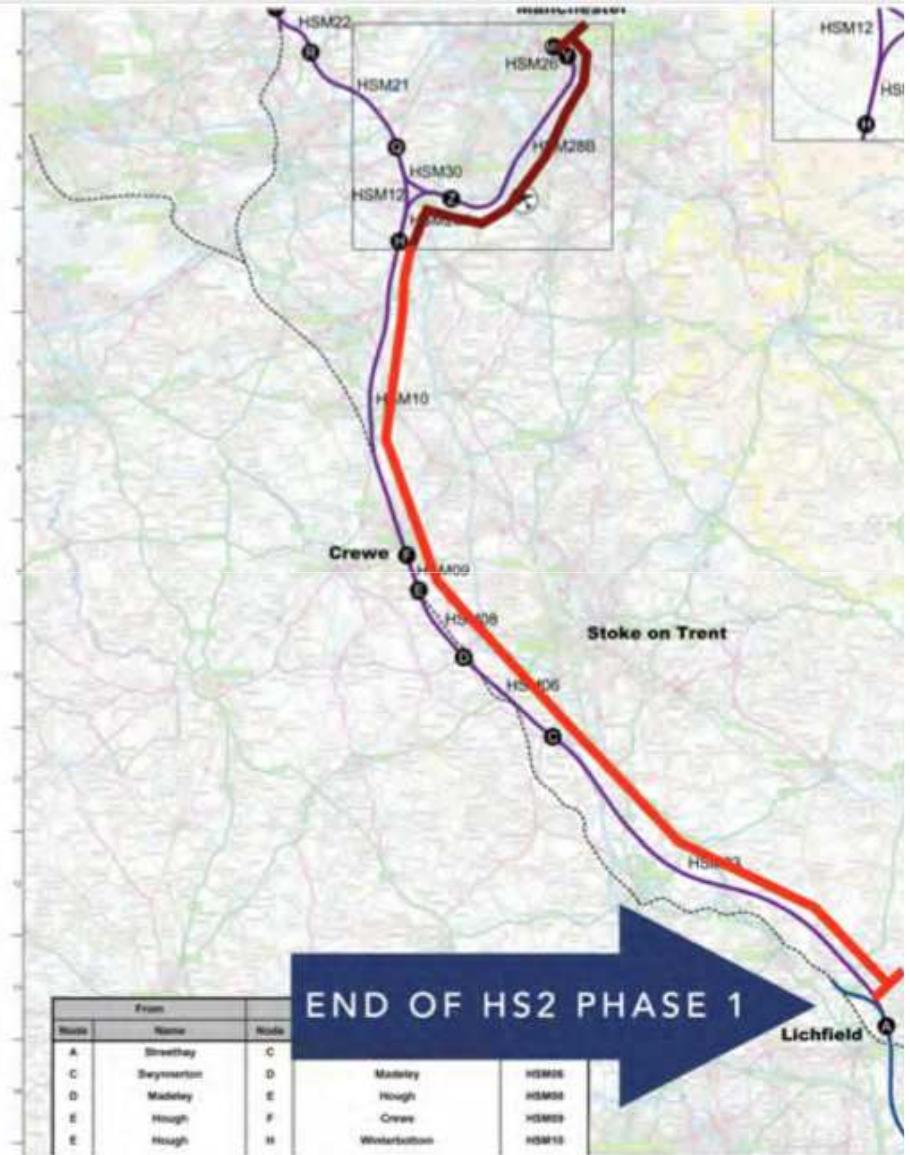
## Stoke-on-Trent City Council response to HS2 Phase 2 Consultation

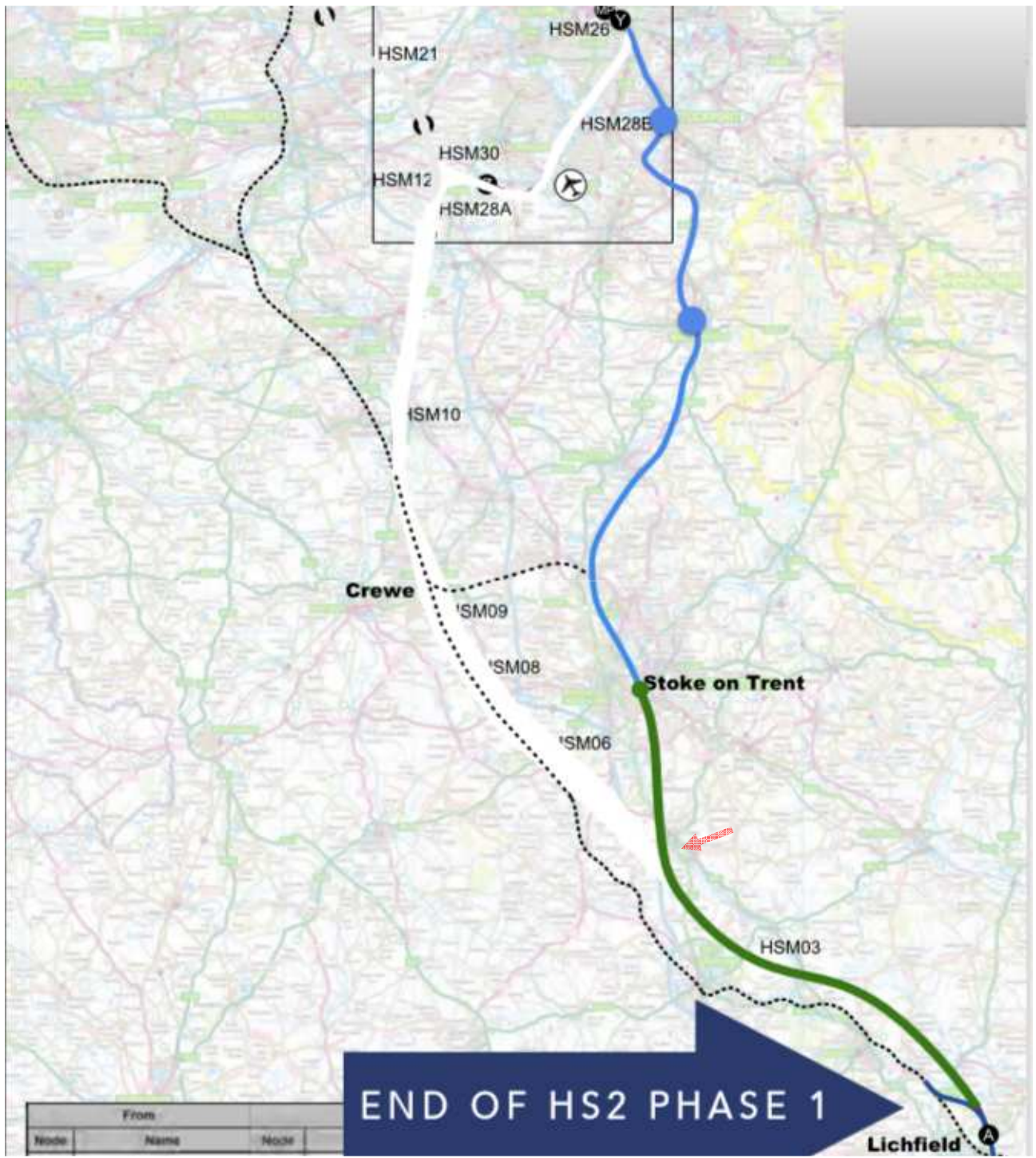


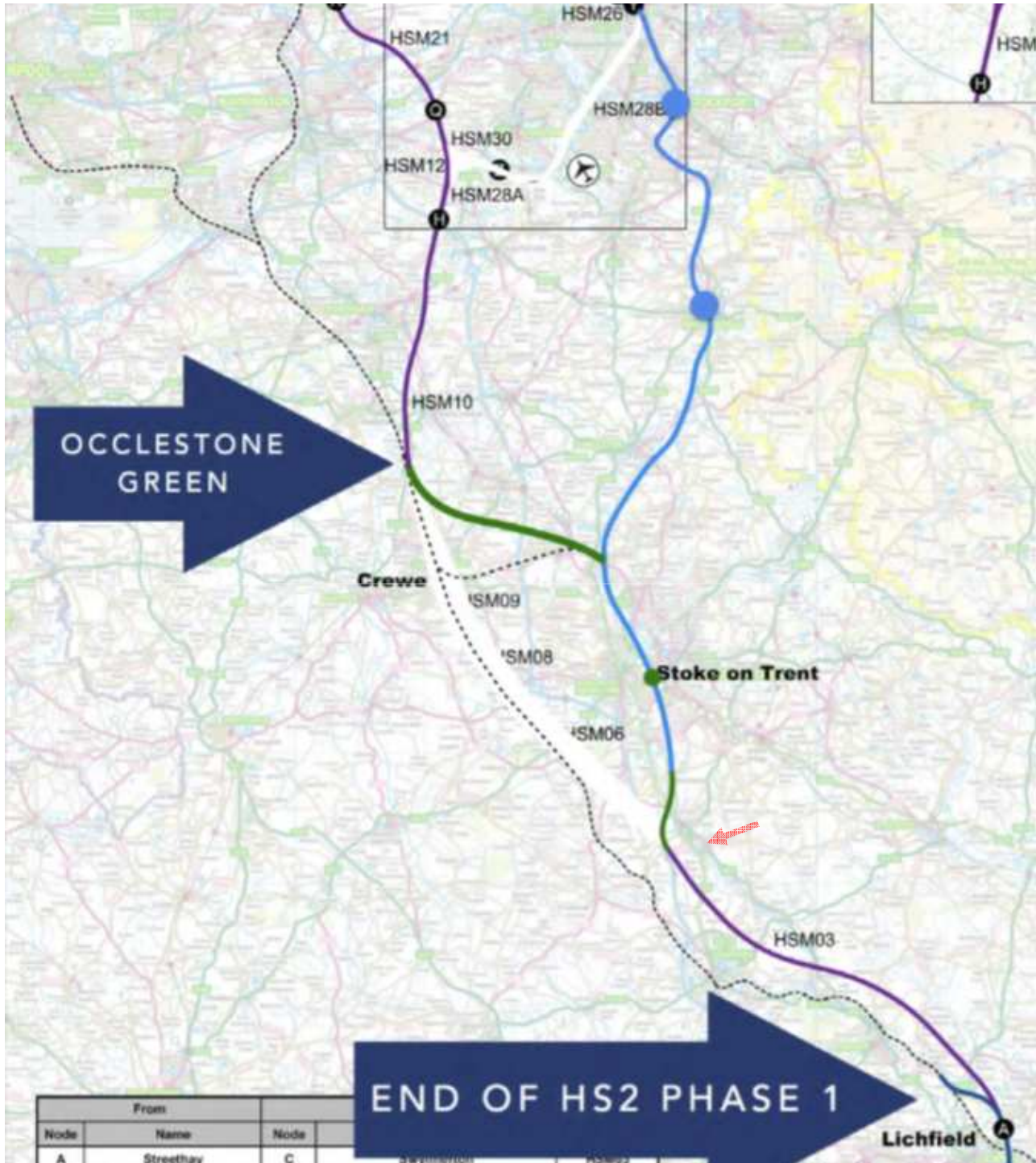
# HS2 Phase 2 to Manchester Consultation Route

Completion target **2032 / 33.**

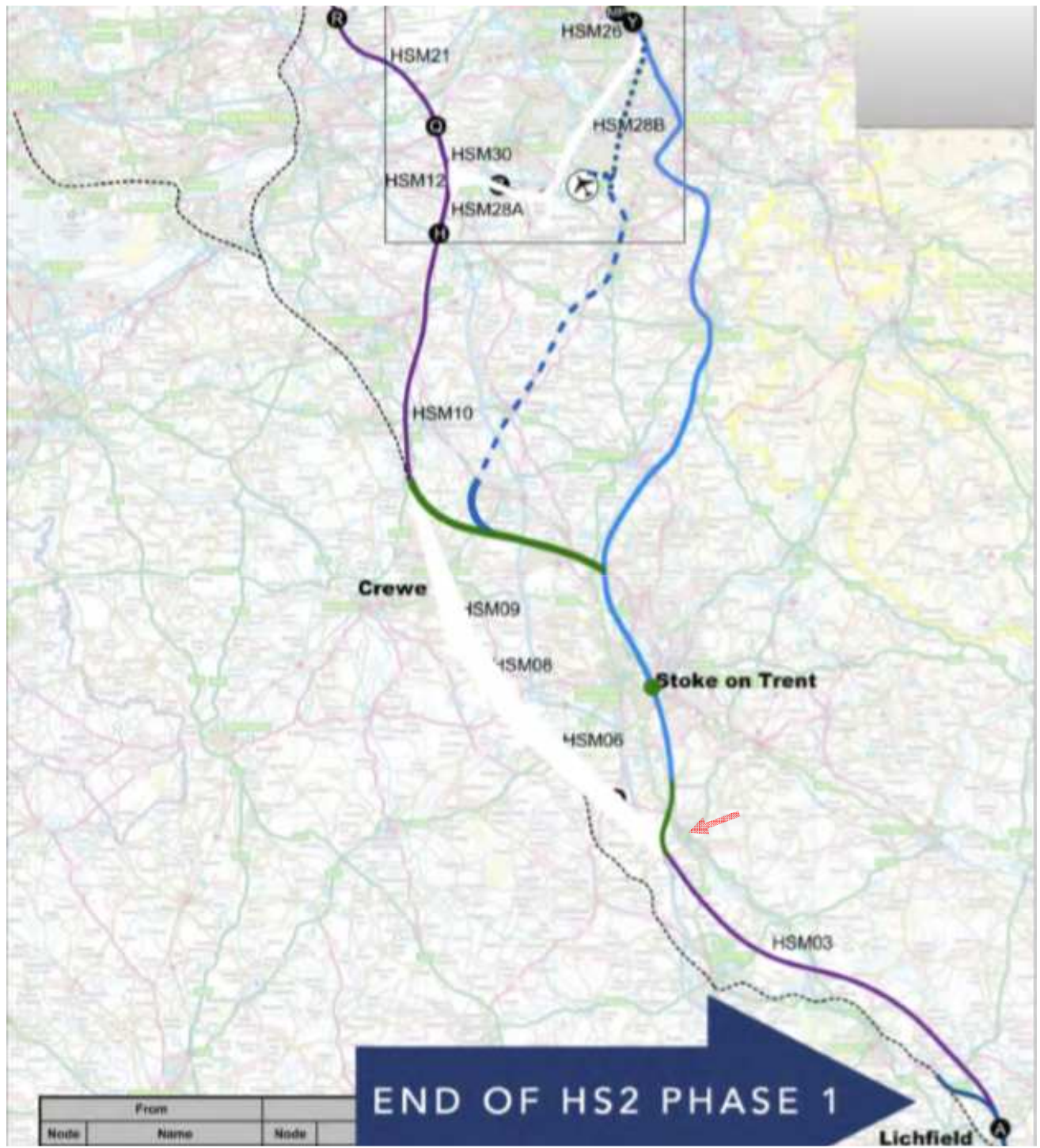
- 87.52 km new-build HSL from Lichfield (end of Phase 1) to triangular junction NW of Knutsford.
  - Includes 3.5 km tunnel under Crewe.
  - Plus 3.4 km junction lines South of Crewe.
- 28.28 km branch line into Manchester, 11.8 km of which is in tunnel, design speed only 230 km/h.
- Estimated capex: ~ £8.4 bn
- Trip time (non-stop): ~ 26.1 mins
- Trip time (1 stop): ~ 31.1 mins

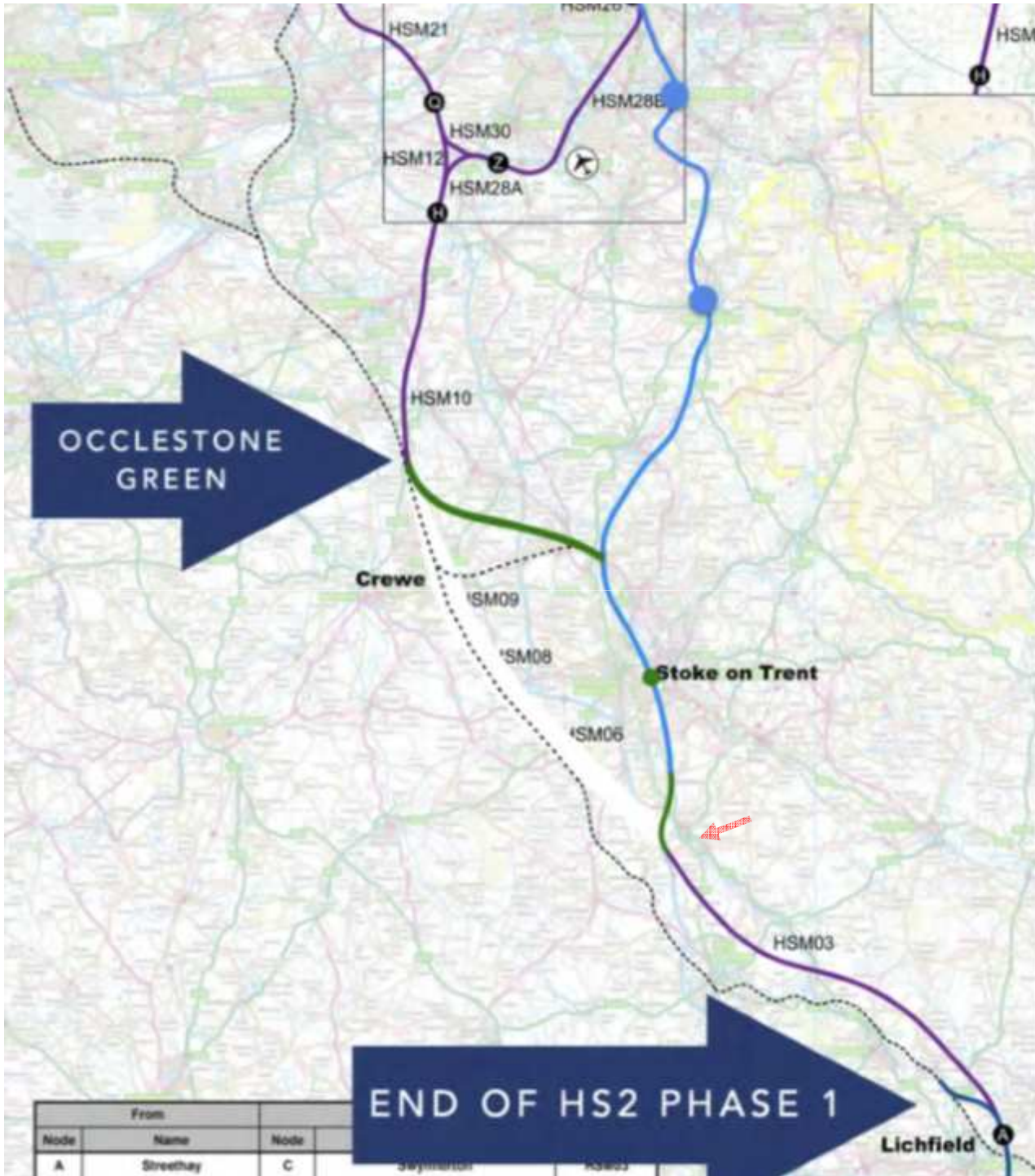












## Key

HS2 Phase 2 route  
as originally planned.



Connector line from HS2  
route to existing railway.

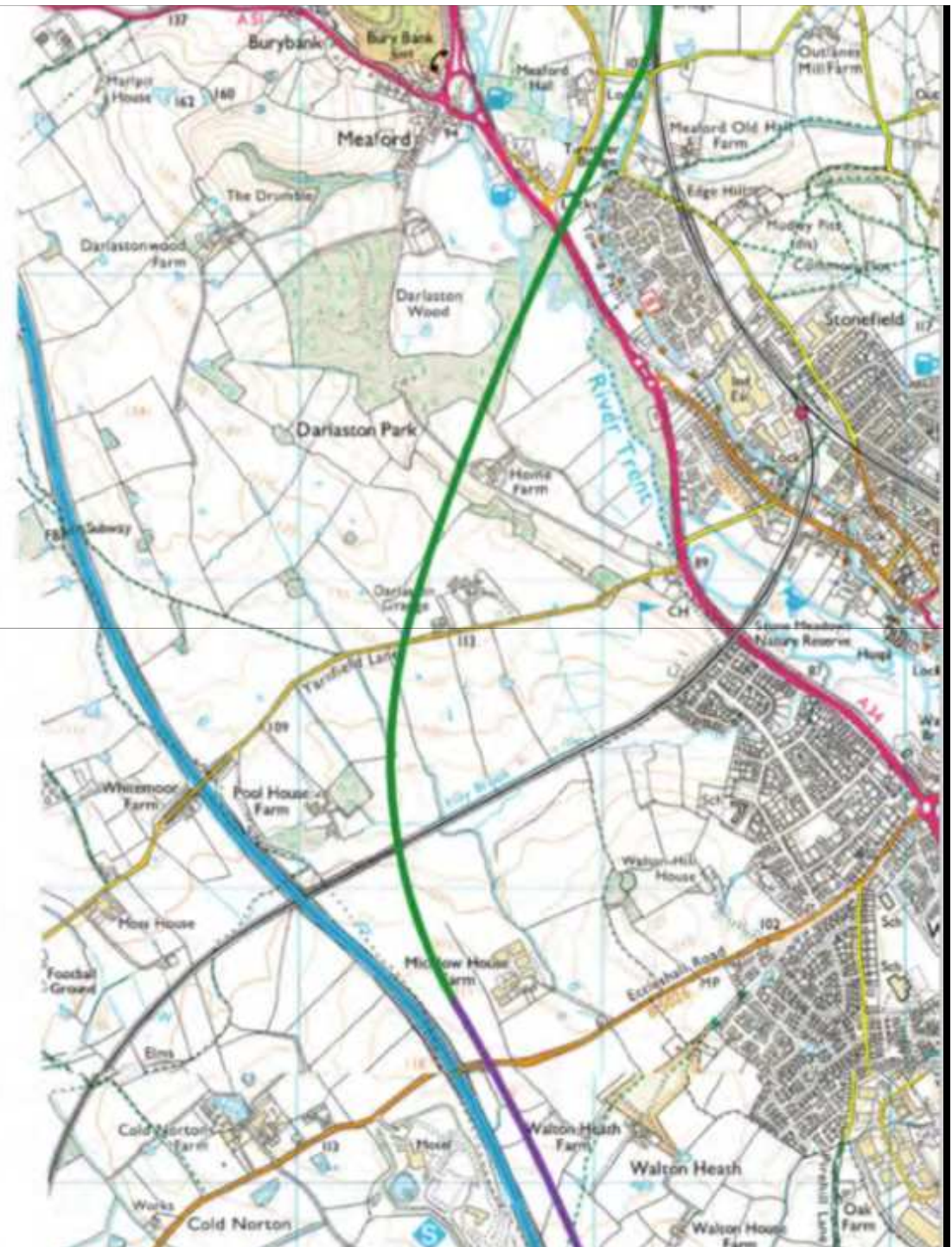


(indicative alignment only)

## Note

Existing line from north of connector via Stoke-on-Trent to Manchester to be upgraded from 200 km/h (125 mph) to 230 km/h (144 mph).

Upgrade to proven Hamburg – Berlin standards will include environmental measures which will make the railway quieter than today.



It is important to note that **this route is a benefit for Stone**, as set out in the following paragraphs.

In 2026, under HS2's 'interim' service plans, when Phase 1 is completed, Classic Compatible high speed trains to Manchester would travel through the heart of Stone, on unimproved existing railway, and proceed to their destination *without stopping* in Stoke-on-Trent.

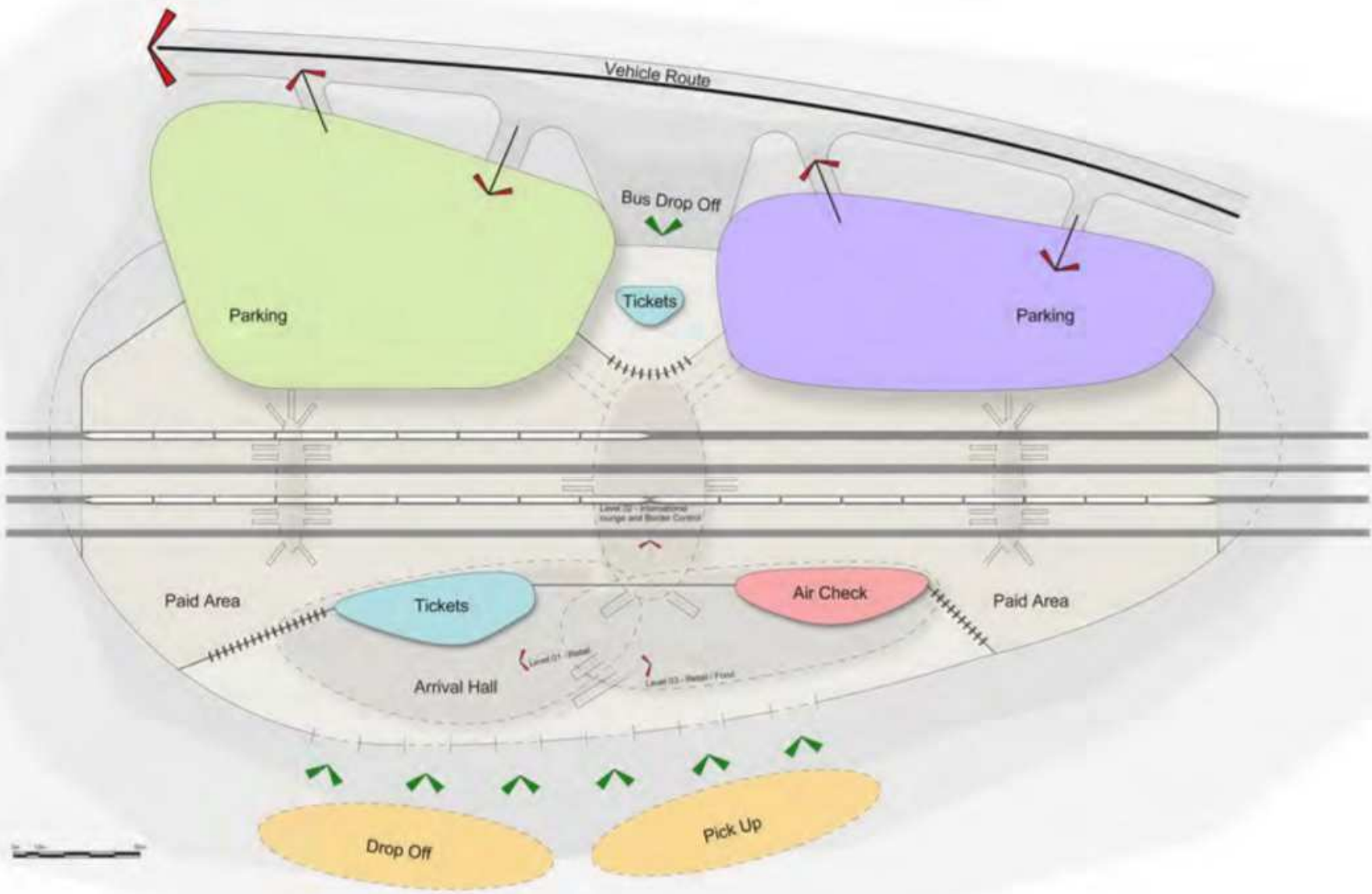
Some of these trains may take the Norton Bridge to Stone route (SE to NW on the map). This line is highly curved where it joins the Colwich line at Stone station. Wheel flanges on this section are likely to produce considerable noise. By contrast, the new build line will be engineered to the far gentler curve parameters permissible for a section of line to be traversed by high speed trains travelling at 230 km/h (at the north end) and accelerating to HS2's operating speed of 330 km/h as they pass south along it. (By the same token, northbound trains will be decelerating as they traverse the connector line.)

Under the Stoke Route proposals, trains will *bypass* Stone to the west and north. The new connector link will be built to the environmental standards of the 21st Century, not the 19th, as is the case with the existing line. Both the connector and the upgrade line to the north of Stone will be *quieter* than the existing railway.

It is worth emphasising that Stone residents will be able to access Stoke HSR station in a matter of minutes, either by train or car, and then enjoy a 55 minute journey to London, and around 25 to Manchester and Birmingham.

**With commuting times slashed to Buckinghamshire / Bedfordshire / Oxfordshire durations, Stone residents are certain to see a substantial *increase* in property values.**

The same benefits apply to residents of Barlaston and Wedgwood too: further clear examples of how the Stoke HSR station benefits the wider area *around* Stoke-on-Trent, not just the city itself.



# Goodwin PLC

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23rd January 2014

Mr. John van de Laarschot  
The Chief Executive  
City of Stoke on Trent  
Civic Centre  
Glebe Street  
Stoke-on-Trent  
ST4 1RN

Dear Mr. van de Laarschot

We write in total support of Stoke on Trent's proposal to have a High Speed Rail Integrated Hub railway station in Stoke-on-Trent that increases the efficiency of current road and rail transport and off loads current capacity issues.

We support the need to service the larger population of this area and its business and commerce over and above that of Crewe.

We support the need to reduce project costs and time scales which we are told will materialise by adopting the Stoke-on-Trent plan and proposal.

We consider transport efficiency essential to our future business in Stoke on Trent. Our group employs in excess of 1,000 people and has a turnover of £126 million, of which approximately 80 % is exported. We consider that without good transport we and our subcontractors in Stoke-on-Trent will be disadvantaged.

We believe the Government has a duty to consider the Social Value in its public sector procurement and to consider its Social Return on Investment. In our opinion, the current plan leaving Staffordshire and, more particularly, the area of Stoke on Trent out of this equation requires serious re-evaluation.

Yours sincerely



J. W. GOODWIN  
Chairman



# Rob Flello MP

*standing up for Stoke*



23 January 2014

To whom it may concern

## **Stoke-on-Trent City Council's alternative proposals for the High Speed 2 route**

I wish to place on record my full support for the alternative proposals for the High Speed 2 (HS2) route submitted by Stoke-on-Trent City Council.

The proposed route for HS2 as it stands would be a disaster for Stoke-on-Trent. If this route was ultimately agreed upon then it would seem inevitable that there will be a negative impact on the City and, indeed, a report by KPMG suggests that the Stoke-on-Trent and Staffordshire North area would lose out to the tune of a decrease of 0.9% of GDP per annum. There would be a reduction in existing train services, the environment around Stoke-on-Trent would be damaged by the proposed new line, and it would be extremely difficult to attract businesses to the area when other nearby cities such as Manchester, Sheffield and Nottingham are either on the HS2 line or have their connectivity to London greatly improved. According to the KPMG report, Stoke-on-Trent would be the only city in the West Midlands to suffer a negative impact from HS2 and after the economic shocks suffered by the city in the last few decades this is a further blow that the city simply cannot take.

On the contrary, the proposals put forward by the City Council make a great deal of sense. A hub station in Stoke-on-Trent and a HS2 route which follows the current West Coast Mainline would provide enormous benefit, not least in terms of cutting many billions of pounds from the already inflated HS2 budget. The impact on the environment from there no longer being a requirement to take the line through the countryside to the west of Stoke-on-Trent to Manchester will be greatly reduced, as will the impact on residential property.



Making Stoke-on-Trent  
a great working city

**Mandate  
for change**

## In summary

- **£5bn cheaper**
- **7 years sooner**

### **High Speed Rail for Stoke-on-Trent will deliver the following benefits to the city and the region:**

- A massive stimulus to the North Staffs economy creating thousands of new jobs
- Put the city's hub station within just 55 minutes of London
- Put the region's businesses directly online to European markets
- Less environmental impacts – slashing the length of the proposed new high speed line through Staffordshire/Cheshire countryside
- Deliver the London - Manchester link 7 years early (by 2026)
- Deliver journey times to Manchester and Liverpool around 25 minutes faster than the published HS2 plan
- Free up capacity on the west coast mainline to allow better services to Stafford (including classic compatible HS2) and other regional destinations
- Cost the tax payer £billions less than other options



## In summary

- **£5bn cheaper**
- **7 years sooner**
- Supports earlier completion of Manchester Piccadilly
- Still allows HS2 connections to north and Manchester Airport in line with published proposals
- Net economic, environmental, social and health benefits to UK compared to published proposals
- Prevents the devastating impact of published proposals on N Staffs economy
- **Removes blight from land from north of Stone onwards**
- **Removes HS2 trains from line through Stone in proposed 'interim' phase**
- **Reduces net noise impacts in Stone Town**

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**Notes of HS2 Working Group - Joint Meeting with Stoke on Trent City Council**

**Held at the Civic Offices, Newcastle under Lyme on 19 February 2014 6pm -7 25pm**

**Present**

**Elected Members**

Councillors Stringer (Chair), Becket, Loades and Peers,

Councillor Ruth Rosenau, Cabinet Member for Regeneration, Planning and Transportation Stoke on Trent City Council

Apologies were received from Councillor G Cairns

**Officers**

Guy Benson (Head of Planning Services), Nesta Henshaw (Head of Environmental Services) Pete Price (Assistant Director Place Management) Stoke on Trent City Council, Austin Knott (Planning and Transportation Policy Team Manager) Jayne Briscoe (Democratic Services )

The Chair welcomed Councillor Rosenau and the officers from Stoke on Trent City Council to the Working Group.

Pete Price (Assistant Director Place Management) emphasized the once in a century opportunity that HS2 could bring to the region in terms of economic, social and urban transformation. He delivered a presentation which had been informed by Alan James an internationally renowned rail planner who had been commissioned by Stoke on Trent City Council.

During the presentation he explained the key benefits of the Stoke proposal:-

- Saving of £5.2 bn
- 80km less new-build HSL
- Urban brownfield route via Potteries, less rural land taken
- 19km shorter overall
- Better for the environment – Less CO2

Manchester would benefit 7 years earlier than HS2 Phase 2 plan, and trip times would be

- 30 mins faster than today
- 12 mins faster than HS2 2026
- Only 4.5 mins slower than HS2 2032/33

**Members Comments and Questions**

It was confirmed that the current alignment required minor changes. The trains were quieter than the pendolino and would stop at Stockport. The station was not costed. It was confirmed that the double decker trains travelling at 330 kilometres per hour would use the green/purple line via Stoke.

The proposed route would deliver a noise benefit to Stone. It was suggested that Newcastle under Lyme should be shown on the diagram.

Pete Price confirmed that the proposals offered the opportunity for the North Staffordshire urban area to become a core centre in the UK and focus for regeneration. The proposals were in alignment with the existing spatial core strategies of Stoke and Newcastle.

Members viewed conceptual drawings of the proposed station. With improvements to the road network, the station would be able to handle international travel and parking facilities for 10,000 cars.

A delegation from Stoke on Trent Co meet with Manchester, Liverpool and Birmingham Councils to explain the benefits of the North Staffordshire bid.

Pete Price confirmed that there would be no realignment on the blue track, there would be no compulsory purchase and it would not affect housing. The issue lay with the second tunnel. In terms of noise impact Austin Knott referred to the modelling carried out in Germany where environmental measures were stern, the services were quiet.

Members felt that more specific localised work was needed particularly in relation to

- Blight
- Effect on train services from Kidsgrove, where did the existing services run from if this additional capacity was utilised?

There was concern for the future of the London –Midland line from Crewe which currently had the cheapest rail fare to London.

Pete Price referred to potential conflict but was reassured by the expert consultant who had given assurances that there were sufficient passing places and with minor adjustments the 16-20 trains per hour would not conflict with the HS2 trains.

Pete Price confirmed that a mass of improvements in and around Etruria Valley would be needed and that localised rail links were critical. Local people wanted a really good local service.

There were some concerns about the amount of work required in Macclesfield. It was confirmed that an adjustment would be needed at Elworth.

The information on land exchange was not concise enough and costs were not sufficiently tied down.

The need to find a large voice was recognised. Councillor Rosenau asked for support for the HS2 bid and for it to be vocal. Stoke on Trent City Council would be lobbying hard and asked for supporters to do the same. At the current time Staffordshire County Council would not come out in support of the bid. Members agreed that a bigger voice in Parliament was needed, the next 3 months were critical in the decision making process. It was suggested that a copy of the presentation be sent to Phil Bennion MEP.

Nesta Henshaw asked that further work be carried out in terms of environmental assessment specifically for Kidsgrove. Guy Benson required more comfort that the increase in traffic on the line would not prejudice the large employment scheme's located along the line. Austin Knott stated that the scheme would not prevent freight being moved along this line and the consultations included proposals to transport smaller packages via TGV. Future increases in demand for rail freight were anticipated.

Pete Price referred to arrangements to reacquire the rail expert consultant to be able to continue on with a number of work streams, including further work covering the Kidsgrove area

Guy Benson summoned up the proposals as a bold move by the City which would ultimately bring benefits to the area if it was successful.

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Classification: NULBC UNCLASSIFIED

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL**  
**REPORT TO ECONOMIC DEVELOPMENT AND ENTERPRISE**  
**SCRUTINY**  
**COMMITTEE**  
**12 MARCH 2014**



**NEWCASTLE ECONOMIC DEVELOPMENT STRATEGY 2012-17:  
DRAFT YEAR THREE ACTION PLAN AND YEAR TWO REVIEW**

**Report author: Simon Smith, Regeneration Manager**  
**Email: [simon.smith@newcastle-staffs.gov.uk](mailto:simon.smith@newcastle-staffs.gov.uk)**  
**Telephone: 01782-7460**

## **Introduction**

This report is made in order to provide Scrutiny Committee with the opportunity to comment on the Economic Development Strategy Draft Year Three Action Plan in advance of its consideration by Cabinet.

## **Background**

In May 2012, the Borough Council approved a five year Economic Development Strategy (2012-2017) in order to focus its efforts for stimulating growth and bringing jobs to the Borough (both directly and through working with partners). An annual action plan is also provided each year to show what actions are being taken to take this forward. These actions are grouped under the following four broad headings:

- Promoting enterprise and supporting local businesses to grow,
- Improving the skills of the local workforce
- Marketing and development, and
- Strengthening the vitality and appeal of the town centres.

Appended to this report is the draft Year Three Action Plan (2014-15), which also contains a summary of progress made in Year Two (2013-14). This is due to be reported to Cabinet (at its meeting on April 2<sup>nd</sup>, or the following meeting if necessary), together with any comments made on the Plan by Scrutiny Committee.

## **Questions to be addressed**

The Action Plan proposes action in four main priority areas (see above); members of the Committee are asked to comment on the actions proposed and to consider what other actions might be undertaken (by the Council or by its partners) in the context of these objectives.

## **Outcomes**

That members of Scrutiny Committee consider the content of the Year Three Action Plan and identify any additions or modifications they wish to see made by conveying these to Cabinet.

### **Supporting information**

Please refer to the Appendix to this report which contains the Draft Plan.

### **Constraints**

The constraints on the Borough Council's efforts to stimulate the economic regeneration of the Borough are largely resources (both financial and staff), the strength of (and wider trends in) the national and local economy, and the influence which the Council is able to bring to bear on its partners to work together to deliver joint objectives.

### **Conclusions**

The Year Three Action Plan will be reported to Cabinet on April 2<sup>nd</sup> or the following meeting if necessary. Prior consideration by this Scrutiny Committee allows members of this Committee to convey comments on the Plan and support for The Plan in advance of Cabinet consideration and allow these to be taken into account as part of the Cabinet decision making process..

### **Relevant Portfolio Holder**

Councillor Terry Turner, Portfolio Holder for Economic Regeneration, Business and Town Centres.

### **Background Materials**

Corporate Policy: The Economic Development Strategy 2012-17, from which this Action Plan takes its lead, has been developed in the context of the Borough Council's Vision and Values and of its priority to be 'A Borough of Opportunity'.

### **Appendices**

The draft version of the Year Three Action Plan, on which comments from Members are sought, is appended to this report. Commentary is also made on progress made in this current year (Year Two).



## Newcastle Economic Development Strategy 2012-17

### Year Three Action Plan 2014-15

In May 2012, the Borough Council approved a five year economic development strategy (for the period covering 2012-17) to focus its efforts for stimulating growth and bringing jobs to the borough (both directly and through working with partners). An annual action plan is also prepared to show what actions are being taken to take this forward. The EDS Year Three Action Plan (2014-15) sets out a number of actions which are planned to be taken over the coming 12 months in pursuit of the strategy. These actions are grouped under four broad headings:

- **Promoting enterprise and supporting local businesses to grow**
- **Improving the skills of the local workforce**
- **Marketing and development, and**
- **Strengthening the vitality and appeal of the town centres**

(Note, More detail on context, background and links with other initiatives can be found in the strategy itself.)

In each of the four following sections, a summary is provided on action taken in Year Two (2013-14) and this is followed by action proposed in Year Three (2014-15).

#### Promoting enterprise and supporting local businesses to grow

Action taken in Year Two (2013-14)	Action proposed in Year Three (2014-15).
<ul style="list-style-type: none"> <li>- Worked with partners and co-sponsors to deliver the 'Newcastle Business Boost' competition (awards ceremony October 2013), twelve businesses supported through help with business planning and receipt of awards.</li> <li>- Newcastle Town Centre Partnership (NTCP) engaged landlords, including the Borough Council, and ran an 'Enterprize' initiative to encourage new retail start-ups incentivised by free rents in vacant town centre shop units. Three businesses supported.</li> <li>- NTCP, in conjunction with the Staffordshire Chambers of Commerce, organised a mystery shop and training programme for town centre businesses, fifteen town centre businesses took part.</li> <li>- Organised a number of events with local schools to promote enterprise including four 'job carousels' and schools markets in which three schools took part..</li> <li>- we introduced the 'Trade for a Tenner' scheme on Newcastle market, as part of the national 'Love your local market' initiative, which gave three home based entrepreneurs the chance to test-market their ideas.</li> <li>- Promoted and signposted the LEP sponsored full time, 6 day a week single telephone contact point (Stoke &amp; Staffordshire Business Helpline) for local business support, run by Winning Moves.</li> <li>- In partnership with Stoke-on-Trent City Council and Business Enterprise Support (BES), recruited a Newcastle Business Enterprise coach to work with unemployed people based centrally at the Civic offices, the Guildhall and Newcastle Library, who engaged with 175 people of which 26 have gone on to trade as self-employed.</li> <li>- Produced a 'route map' guide to setting up a business (see NBC web site Business Pages).</li> <li>- Continued to actively manage the business pages on the Council's website to facilitate up-to-date advice and guidance.</li> </ul>	<ul style="list-style-type: none"> <li>- to work with partners to set up an Education Business Partnership (EBP) – see also section 2 on improving the skills of the local work force.</li> <li>- to continue to grow and develop the Newcastle 'Business Boost' competition, including looking for new sponsors and introducing new prize categories. The competition will launch in May / June with an awards ceremony in October 2014.</li> <li>- to support the Newcastle TCP in exploring a second 'Enterprize' competition to encourage new retail start-ups in Newcastle Town Centre and also possibly in Kidsgrove Town Centre (with the KTCP). This may develop into a biennial, rather than an annual competition. (See also section 4 'Strengthening the appeal and vitality of the town centres').</li> <li>- to run further schools / youth markets in Newcastle Town Centre and explore the possibility of a youth market in Kidsgrove. As part of the 'Love your local market' fortnight, the 'Trade for a Tenner' scheme will be reprised in May 2014 with the emphasis on getting more young people involved.</li> <li>- support for the Newcastle TCP to introduce a town centre business awards scheme, celebrating the 'best of Newcastle' in a variety of categories.</li> <li>- continue the management of the Business pages on the Borough Council website to ensure that businesses are provided with up to date relevant information.</li> <li>- continue signposting businesses to sources of assistance, in particular via the Stoke-on-Trent and Staffordshire Local Enterprise Partnership (LEP) business helpline and the 'Make It' Inward Investment Service.</li> <li>- collaborating with the Aspire Group and the County Council to provide standard tender documents, the first one being a common pre-qualification questionnaire (PQQ) to be used by all three organisations. The next stage will be that once a provider has completed the standard PQQ it will be entered on to a single</li> </ul>

<ul style="list-style-type: none"> <li>- Worked in partnership with the County Council to deliver a faster and more reliable broadband across Staffordshire, the BDUK Superfast Broadband project is underway; the BDUK allocation of £7.44m has been match-funded by the County Council and a project manager appointed.</li> <li>- Worked with local businesses to develop proposals for funding from the Regional Growth Fund giving support in meeting BIS requirements and town planning matters, resulting in successful bids for both JCB and GE Power Conversion at Blue Planet and Butt Lane respectively.</li> <li>- Worked with partners on the development of emergent knowledge intensive sectors, specifically the FE and HE sectors through the Business and Innovation Group (BIG) to help high growth companies.</li> <li>- Continued to work with Finest as the region's leading professional services network to help the development of the professional and business services sector. Including a comprehensive programme of lectures, talks and seminars to encourage B2B (Business to Business) activities and collaborations and to promote training at all levels including senior management.</li> <li>- Encouraged local procurement of goods and services through the development of the 'Bravo Solutions' contracts portal which allows the Borough Council, the City Council (+ 3 other neighbouring Districts) to advertise tender opportunities, which can be accessed by local SMEs. NBC staff are currently being trained in its use.</li> </ul>	<p>data base that can be accessed by all partners to avoid the company having to complete the same form for every new tender. We will also ensure that such procurement opportunities are publicised adequately so that local businesses know about the tenders and where to find out more. Opportunities for consortium bids are also being explored.</p> <ul style="list-style-type: none"> <li>- continue to provide active support for Finest, including the popular 'Meet the Chief Exec.' event.</li> <li>- work with the LEP to secure investment from the European Union (EU) for funding for business support and development.</li> <li>- continue to support the Newcastle Enterprise Coach to encourage unemployed people into self-employment.</li> <li>- an EU-funded project worth £214,000 across Staffordshire and Shropshire is to be developed to provide training and support to ensure that small firms are well place to take advantage of superfast broadband in increasing productivity.</li> <li>- introduce improved support for new market traders and provide support for upskilling existing market traders to improve the overall performance of the outdoor market.</li> </ul>
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**Improving the skills of the local workforce**

Action taken in Year Two (2013-14)	Action proposed in Year Three (2014-15).
<ul style="list-style-type: none"> <li>- Worked with the LEP Education Trust to improve links between business, schools and education and training providers.</li> <li>- The recruitment of 11 shared apprenticeships with local partners – the largest intake the Borough Council has ever taken on.</li> <li>- Schools markets held in June / July and December to encourage young entrepreneurs to develop early 'business skills'.</li> <li>- worked with the Coalfields Regeneration Trust to provide a programme of support and training back into work to reduce worklessness, the Family Employment Initiative (FEI) worked with people across the Borough until June 2013 when funding for the programme ceased. Since the start of the programme in 2009, 1195 people have been engaged, of which 408 have since gone into training and 328 into work.</li> <li>- Worked with Newcastle College to equip young people and adults with basic employability skills required by local businesses based on research into local employers' needs, and securing 118 apprenticeship opportunities through the successful '100 in 100' campaign.</li> <li>- Memorandum of Understanding established with PM Training and the Aspire Group to encourage closer working with the Council on employment, apprenticeships, procurement and opportunities for joint working.</li> <li>- successful joint supplier event between the Council and PM Training at Keele University to encourage</li> </ul>	<ul style="list-style-type: none"> <li>- the Borough Council, Keele University and Newcastle College will work together to set up an Education Business Partnership to improve links between schools and employers in order to raise aspirations and skills and to increase awareness of employment opportunities in the area.</li> <li>- work with the LEP and local partners to establish a Newcastle Employment and Training Service delivered across the borough, funded through the EU, based on successful previous initiatives such one to one support, advice and guidance and whole family approach. The service will focus on people furthest away from the jobs market.</li> <li>- continue to implement the 'memorandum of understanding' (MOU) actions with PM Training and the Aspire Group to promote opportunities for apprenticeships through the Council's supply chain, explore joint procurement for delivery of goods and services, investigate opportunities for PM Training learners to access structured work experience placements and continue to support the work of Social Enterprise West Midlands.</li> <li>- continue to work with the LEP Education Trust to establish initiatives to develop a skilled workforce by delivering higher level and employability skills, improving careers advice and guidance, increasing business engagement in learning and skills and developing high quality education and training facilities..</li> <li>- work with Talent Match to identify alternative routes such as mentoring, community buddies and creative routes such as digital media, performance and participatory arts into training and employment for those</li> </ul>

<p>128 more apprenticeship opportunities.</p> <p>- Support for the Talent Match project designed to encourage more 18-24 year olds who have been unemployed for 12 months into training or employment. A Newcastle-based worker is now in post.</p>	<p>who are not in employment, education or training ('NEETs').</p>
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## Marketing and development

Action taken in Year Two (2013-14)	Action proposed in Year Three (2014-15).
<ul style="list-style-type: none"> <li>- Marketed the Borough for inward investment by working with the 'Make It Stoke and Staffordshire' Inward Investment team to prepare promotional copy about the area and with the Make It team and consultants Mickeldore to identify prospective growth sectors which North Staffordshire has a realistic prospect of success and developed marketing strategies to target these.</li> <li>- Responded to development enquiries, sharing market intelligence, matching property and enquiries to meet clients' requirements (recent successes, JCB, Mice and Dice, Smyth Toys, Phones 4U expansion, Intellipac, Movehut, Advanced Packaging, J. van Uliet and Overclockers).</li> <li>- Made use of the outstanding environmental standards attained by the Blue Planet building (and the JCB name) to promote good news about the area.</li> <li>- worked with partners to promote the further development of Keele Science and Business Park, including further Innovation Centres (in talks with an anchor tenant re the planned IC5), and marketing of the Science Park for inward investment of further high tech businesses.</li> <li>- Keele Science Park successfully attracted 16 small companies to its Nova Centre designed to accommodate nascent graduate enterprises and other businesses.</li> <li>- Promoted the Borough's qualities to existing and potential visitors and residents, Including a significant revamp of the tourism pages on the website. Use of the NTCP managed Facebook sites to keep people apprised of events (over 2200 'friends' and 900+ 'likes' for the Community Page). Developed a new town centre map for Keele University 'Freshers Week' to promote Newcastle to the new student intake.</li> <li>- Delivery of the Town Centre website <a href="http://www.visitnewcastleunderlyme.co.uk">www.visitnewcastleunderlyme.co.uk</a> funded by the Borough Council and managed by the NTCP which contains business listings alongside details of events and special offers.</li> <li>- Development of the new £1.2 million community and sporting facility on part of the site of the former Silverdale Colliery ('Kents Lane'), now complete, funded through s.106 contributions from the adjacent housing development and additional HCA investment. Officially opened by John Prescott in February 2014. Management arrangements agreed with Silverdale Athletic FC.</li> <li>- Supported the development of North Staffordshire's experience economy', working with the Destination Management Partnership (DMP) to encourage more tourists and business visitors to the area.</li> </ul>	<ul style="list-style-type: none"> <li>- continue to work with the Make It inward investment team to attract prospective investors and employers to the area and secure more jobs including the publication of new 'North Staffordshire development sites' brochure specifically aimed to publicities investment opportunities in Stoke and Newcastle.</li> <li>- lobby the Government (BIS) to ensure that the new Assisted Areas Map is drawn in such a way as to help promote the Borough's industrial development sites effectively for both inward investment and to encourage local growth.</li> <li>- support the City Council's efforts to persuade Government to bring HS2 through Etruria with a station in the heart of the City.</li> <li>- market the Ryecroft development opportunity in the town centre to secure interest from a number of developers prepared to bring forward a significant retail scheme in the town centre and help select the candidate which will bring most appeal and business to the town.</li> <li>- provide help to local firms seeking to expand with advice on land and sources of available public funding.</li> <li>- work with the LEP to secure investment in the Borough through European funding and Government funding such as the Regional Growth Fund (RGF), the Growing Places Fund (GPF) and the Local Growth Fund (LGF).</li> <li>- undertake feasibility studies for 5-8 sites within the A500 Corridor to help identify a preferred 60 ha employment site to be put forward in the new Local Plan.</li> <li>- bring forward an appropriate scheme for redeveloping the site of the former Knutton Rec. with the help of public consultation, re-siting current leisure uses and attracting a suitable house builder.</li> <li>- work with Keele University, the HCA and Staffordshire County Council to attract further technology-based companies to the science park.</li> <li>- work with partners in the LEP to identify projects in the borough which could benefit from EU funding (this activity applies across the range of physical development projects, business support and skills)</li> <li>- Promoting Keele University as an exemplar of an environmentally aware and sustainable campus to demonstrate the expertise offered and to grow the low carbon and environmental sustainability expertise in the Borough.</li> <li>- work with developers and landlords to encourage more use of space over shops in the town centre to be used for housing.</li> </ul>

	<ul style="list-style-type: none"> <li>- identify means of bringing landmark town centre buildings* back into use and good repair and work with property owners, developers and funding bodies to this end. (* Property currently in private ownership is not specifically identified here for reasons of commercial sensitivity).</li> <li>- market Kidsgrove Town Centre through the Kidsgrove Town Centre website (expected completion March / April 2014).</li> <li>- greater promotion of the canal through Kidsgrove to both visitors and to local people as part of the wider Kidsgrove Waterfront project (ongoing from April 2014).</li> <li>- re-launch of Newcastle Market following completion of the public realm improvements to be accompanied by a suite of events and promotional products.</li> <li>- continue to support the DMP to promote Staffordshire as a tourist destination, particularly for short breaks, promoting the accommodation offer via the 'Enjoy' website, business tourism via the Conference Bureau and using the DMP PR agency to promote town centre events.</li> <li>- work with Groundwork and other local partners to secure funding for the siting of the Miners' wheel on the Apedale County Park on the former Silverdale Colliery site.</li> </ul>
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#### Strengthening the vitality and appeal of the town centres

Action taken in Year Two (2013-14)	Action proposed in Year Three (2014-15).
<ul style="list-style-type: none"> <li>- Worked to bring forward suitable business accommodation in Newcastle Town Centre (including plans for potential relocation of office workers from the Civic Offices to another town centre site, dissemination of 'seeing is believing' brochure to market Newcastle Town Centre for new office development, and sharing market and enquiry intelligence with agents).</li> <li>- worked to bring forward the development of a major new retail-led scheme for the Ryecroft site. An expert commercial advisor has been engaged to help secure a development partner for the site and a marketing plan for the scheme has been agreed.</li> <li>- Worked with key partners to explore, through an outline business case, the potential development of a new Civic Hub to co-locate public services and bring outlying staff into the town centre.</li> <li>- Worked with Morston Assets to bring Blackburn House back into use (successful bid for funding from the LEP's Growing Places Fund), which, if all goes to plan, will lead to the creation of 93 new self contained apartments in the town centre.</li> <li>- Ongoing marketing of the second floor of Lancaster Buildings for office occupation (first floor let).</li> <li>- Newcastle Town Centre Partnership was established as a CIC and a full time Town Centre Manager appointed. In parallel, a Kidsgrove TCP CIC was also set up (September 2013).</li> <li>- Supported the NTCP to improve the cultural offer within the town centre including the 'Lyme light' music festival and the Jazz &amp; Blues Festival in May, Global Groove in July, Bread Beer &amp; Buskers festival in Aug 2013 as a prelude to larger festival in 2014 and the week-end long Christmas lights switch-on event which</li> </ul>	<ul style="list-style-type: none"> <li>- market the Ryecroft scheme and appoint a development partner.</li> <li>- support the Newcastle TCP and other partners to build on previous successful events programmes, such as the Lymelight Festival, Paint the Town Pink and the Christmas lights Switch-on and introduce new events.</li> <li>- completion of the Newcastle Town Centre Public Realm project and the re-launch of the Market, including training and support for existing market traders and improved support for those who are new to market trading.</li> <li>- extension of the 'Enterprize' competition for new business start-ups being explored in Newcastle Town Centre, and encourage the Kidsgrove Town Team to consider extending this to Kidsgrove Town Centre.</li> <li>- Kidsgrove Town Team to formally launch its business plan (March 2014) including the development of an events programme to encourage further footfall; also to develop an action plan for the Kidsgrove Waterfront project and to apply for HLF funding for canal-related heritage projects.</li> <li>- work with the NTCP and Appetite Arts to apply for funding from the Arts Council to deliver high quality art and cultural animation in the town centre summer 2014.</li> <li>- work with the NTCP and KTCP to support local arts and cultural providers to apply for HLF funding for town centre based projects.</li> <li>- work with Newcastle College and local arts organisations CANS to complete the Bridge Street</li> </ul>

included specialist markets, music, dance and performance.

- Worked with the NTCP to produce marketing material for the latter events and other town centre assets, promoting town centre events, such as the Lymelight festival through the DMP. Marketing now expanding into social media.

- Applied to the Arts Council for a town centre cultural animation programme

- Launched a town centre newsletter in conjunction with the Town Centre Manager for Newcastle and a business newsletter for Kidsgrove town centre businesses.

- Supported NTCP to work with Keele University and Keele University Students' Union to bring more students into town including re-introducing student nights on a Thursday in the town centre and a RAG parade in March and student participation in the Christmas Lights switch on, the Lyme light Festival and the preparation of a student map of the town centre, a Keele band performing in town.

- Newcastle College established a design outlet in Lancaster Building (M.A.D.E.) for existing and past students to display and sell their goods.

- supported the NTCP with the Dragon's Den style 'Enterprize' competition launched in July 2013 with the three new businesses winning space in empty shops in Newcastle town centre plus a support package and mentoring from local business gurus. One winner is already trading, a second is to start before Easter 2014 and a third contestant was offered a job with a competitor on the strength of the post competition publicity (which included coverage on Midlands Today)..

- Supported independent shops and start up businesses through the 'Independents Month', 'Trade for a Tenner' and 'Love Your Local Market' campaigns.

- Completion of town centre public realm works (Bus Station works and a new taxi rank at lower High Street completed, pedestrianisation of Hassell Street and new stalls to be introduced in Spring 2104.

- Work on refurbishment of three Town Centre Subways (Enderley Street, Bridge Street, Liverpool Road) are underway. Enderley Street and Bridge Street structural works now complete. The Community Arts project at Bridge Street started February 2014.

- Free car parking introduced after 2pm on all town centre car parks in the run up to Christmas on Tues/Wed/Thur/Sat, and the introduction of double ticketing to enable the Town Centre Partnership to develop a car parking refund scheme in conjunction with local businesses.

community arts project.

- refurbish Liverpool Road subway, work with Newcastle College to commission community arts project and explore options with the County Council for a legal graffiti area.

- continued financial support for NTCP and staff resource to support the KTCP.

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# SCRUTINY COMMITTEE WORK PLAN



<b>Committee Name:</b>	Economic Development & Enterprise Overview and Scrutiny Committee
<b>Chair:</b>	Cllr David Stringer
<b>Vice-Chair:</b>	Cllr Sophia Baker
<b>Portfolio Holder(s) Covering the Committee's Remit:</b>	Cllr Terry Turner – Economic Development, Regeneration & Town Centres Cllr Mike Stubbs – Finance and Resources
<b>Work Plan Correct As At:</b>	4 December 2013

Date of Meeting	Item	Reason for Undertaking
<b>17 December 2013 (Agenda dispatch 6 December 2013)</b>	ASPIRE Board Membership	For Scrutiny to consider the proposed changes to the Board.
	Housing Capital Programme	An important part of the Borough Council's work is Housing. The Housing Capital Programme is an important component of this function.
	Asset Management	To consider the Asset Management strategy.
	Ryecroft	To consider a scoping report on areas that the Committee could potentially scrutinise with regards to the Ryecroft Development.
<b>12 March 2014 (Agenda dispatch</b>	HS2	Report from the HS2 Working Group

Date of Meeting	Item	Reason for Undertaking
28 February 2014)		
	Economic Development Strategy Year 3 Action Plan	Update on the Plan and Strategy
	Broadband	To consider the implementation of the Superfast Staffordshire Broadband project and its impact on the Borough – short update from Democratic Services Manager.
	Ryecroft	Update from Portfolio Holder

<b>Task and Finish Groups:</b>	<ul style="list-style-type: none"> <li>• HS2 Working Group</li> <li>• Town Centre Car Parking - complete</li> </ul>
<b>Future Task and Finish Groups:</b>	
<b>Suggestions for Potential Future Items:</b>	<ul style="list-style-type: none"> <li>• Newcastle Economic Development Strategy – on going</li> <li>• Community Infrastructure Levy</li> <li>• Newcastle Housing Advice Contract</li> </ul>

## REMIT

**Economic Development and Enterprise Overview and Scrutiny Committee is responsible for:**

- Building Control
- Design and heritage champion
- Economic development
- External regeneration funding
- Housing and homelessness
- Inward investment/marketing
- Land and property (asset management)
- Local Enterprise Partnership
- Planning policy and development control
- Transport strategy and policy (planning)