

Matthews, Northcott, Stringer (Chair), Stubbs and Williams (Vice-Chair)

PLEASE NOTE: The Council Chamber and Committee Room 1 are fitted with a loop system. In addition, there is a volume button on the base of the microphones. A portable loop system is available for all other rooms. Should you require this service, please contact Member Services during the afternoon prior to the meeting.

Members of the Council: If you identify any personal training/development requirements from any of the items included in this agenda or through issues raised during the meeting, please bring them to the attention of the Democratic Services Officer at the close of the meeting.

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

FIELD_TITLE

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

ECONOMIC DEVELOPMENT AND ENTERPRISE SCRUTINY COMMITTEE

Wednesday, 2nd December, 2015

Present:- Councillor David Stringer – in the Chair

Councillors Burgess, Holland, Huckfield, Johnson, Loades, Matthews, Northcott, Stubbs and Williams

Apologies Apologies

1. APOLOGIES

Councillor Frankish was present as Substitute for the Call-In items. Councillor Matthews was in attendance for the remainder of the agenda items.

2. DECLARATIONS OF INTEREST

There were no declarations of interest stated.

3. MINUTES OF THE PREVIOUS MEETING

Resolved: That the minutes of the meeting held on 2 September, 2015 be agreed as a correct record.

4. DISCLOSURE OF EXEMPT INFORMATION

Resolved:- That the public be excluded from the meeting during consideration of the following item because it is likely that there will be disclosure of exempt information as defined in paragraphs 1,2, and 3 in Part 1 of Schedule 12A of the Local Government Act, 1972.

5. CALL-IN - LAND ADJ TO THE FORMER MAXIMS NIGHT CLUB, NEWCASTLE

Consideration was given to a report regarding a Call-In which had been received in respect of the Former Maxims Night Club.

Members agreed not to support the Call-In.

Resolved: That the Call-In not be accepted.

6. CALL IN - ASSET DISPOSALS - LAND AT SHELDON GROVE, CHESTERTON

Consideration was given to a report regarding a Call-In which had been received following the decision of the Cabinet on 11 November, 2015 in respect of this item.

Councillor Snell commented that the final decision at the Cabinet meeting had not been subject to full scrutiny and that the tabled recommendations were different to

those on the printed agenda. This had not given Members any time to comment on them. In addition, Councillor Snell remarked on the Cabinet's recommendation which included the 'retention of a significant amount of accessible public open space', stating that she was still unclear as to what was 'significant'.

Furthermore, the piece of land was the only one available in the Holditch Ward and it was used on a daily basis.

Members were advised that an Asset Policy Committee would be formed and that the Land at Sheldon Grove would form part of that review. A report from the Committee would go before a Special Council Meeting in January, 2016

Members discussed the item further as to whether it should go back to Scrutiny. The Call-In was accepted.

Resolved: That the Call-In be accepted.

7. COMMUNITY INFRASTRUCTURE LEVY

There was no report available for this item. Therefore a request was made for deferral.

Resolved: That the item be deferred to the March meeting.

8. TOURISM AWARDS WITHIN THE BOROUGH

Consideration was given to a report informing Members of Awards that had recently been given at the Enjoy Staffordshire Tourism Awards.

The Dorothy Clive Garden, Keele University Conferences and Events and The Limestone Vaults had all received Silver in their respective categories.

Members welcomed the report. The Portfolio Holder for Town Centres' Business and Assets stated that he would like all Members to get involved in this to encourage businesses within their ward to put themselves forward for future awards.

The Chair requested that the Council's Business Development Officer be asked to contact Members to advise them how to become involved and promote particular businesses.

Resolved: (i) That the information be received and the comments noted.

(ii) That the Business Development Officer be asked to contact members with advice on how to get involved.

9. HOMELESSNESS STRATEGY

Consideration was given to a report on the Homelessness Strategy for 2016 – 2021.

The Council's Head of Housing and Regeneration Services informed Members that a comprehensive review had been carried out. In addition, there was now increasing

pressure to find accommodation for vulnerable people and that there was a lack of suitable accommodation for the young homeless.

Members welcomed the document and thanked the officers involved in its production, stating that the Strategy needed to be followed through to the letter.

The document will be ongoing and would be approved annually by the Portfolio Holder. Members questioned the possibility of the document or update report being brought to the Scrutiny Committee on an annual basis.

Resolved: That the information be received and the comments noted.

10. HOUSING STRATEGY

Consideration was given to the Council's draft Housing Strategy 2016 -2021.

The Policy identified five key priorities which Members were asked to agree. The priorities were agreed as was the suggestion that there was more that the Council could do.

Members also requested that more evidence be sought that affordable housing is put into place.

The Council's Head of Housing and Regeneration Services informed Members that they could make comments on the draft Policy for up to twelve weeks when it goes out for Consultation in January, 2016.

Resolved:

- (i) That the information be received and the comments noted.
- (ii) That the draft Policy be agreed for Consultation in January, 2016.

11. NEWCASTLE HOUSING ADVICE CONTRACT PROGRESS - QUARTER 2 PERFORMANCE STATISTICS

Consideration was given to a report on the quarter two performance for the Newcastle Housing Advice.

Members were advised that, generally, performance was good and that they were meeting all targets.

The report also contained figures for Aspire Housing. Members asked if the Council received regular feedback from its representative on the Aspire Housing Board. The representative would report back to the Cabinet informally but would attend the meetings as a Board member not as a Councillor.

Members felt that it would be useful for officers from Aspire to come in once a year to update the Committee. A suggestion was made for the March meeting. In addition, a job description of outside members would be useful to ascertain what their duties/expectation were.

Resolved: (i) That the information be received and the

- comments noted.
- (ii) That officers from Aspire be invited to attend meetings on an annual basis to provide updates.

12. NEWCASTLE TOWN CENTRE PARTNERSHIP - QUARTER 2 PERFORMANCE STATISTICS

Consideration was given to a report updating Members on the progress of the Business Improvement District and events which have taken place in the town centre.

Members were asked if the Council should continue to receive facts and figures from the Partnership. Members agreed that the Council should continue to receive information but it would be a request rather than a requirement.

Resolved: That the information be received and the comments noted.

13. KIDSGROVE TOWN CENTRE PARTNERSHIP

Consideration was given to a report updating Members on Go Kidsgrove.

The Chair stated that he would like an update on how much of the grant from the Borough Council had been spent. The Council's Head of Housing informed the Committee that she had received the figures and would email them to Members.

Members were asked if they still wanted to scrutinise Kidsgrove Town Council if the Borough Council's financial input comes to the end. Members felt that it should be looked at every six months or when something arose.

Members requested that Kidsgrove's plans to promote the town for the next twelve months be subject to scrutiny and a decision made where to take it from there.

Members suggested that the next meeting of this Scrutiny Committee be held at Kidsgrove Town Hall.

Resolved:

- (i) That the information be received
- (ii) That arrangements be made to hold the March, 2016 meeting of this Committee at Kidsgrove Town Hall.

14. WORK PLAN

Consideration was given to the Work Plan for this Committee.

Members agreed that the Joint Finance, Resources and Partnerships / Economic Development and Enterprise meeting, scheduled for 16 December, 2016 be postponed until certain Cabinet Panels had met

The Executive Director for Regeneration and Development stated that there would be information regarding HS2 to consider at the next meeting.

Resolved: That the information be received and the comments noted.

15. PUBLIC QUESTION TIME

There were no public questions.

16. **URGENT BUSINESS**

There was no Urgent Business.

17. **DATE AND TIME OF NEXT MEETING**

The next meeting of this Committee will be held on 24 March, 2016 at 7pm. The venue is likely to be Kidsgrove Town Hall.

COUNCILLOR DAVID STRINGER
Chair

This page is intentionally left blank

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

REPORT TO ECONOMIC DEVELOPMENT AND ENTERPRISE SCRUTINY

COMMITTEE

23 MARCH 2016

Title: Newcastle Economic Development Strategy: Year Four Review and Year Five Action Plan

Report author: Kim Graham Regeneration and Economic Development Manager

Email: kim.graham@newcastle-staffs.gov.uk

Telephone: 01782 742465

Introduction

This report is made in order to provide Scrutiny Committee with the opportunity to comment on the Economic Development Strategy Draft Year Four Action Plan which will be considered by Cabinet 16 March.

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 Five Action Plan (2016-17), which also contains a summary of progress made in Year Four (2015-16).

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 and within the resources available.

Outcomes

That Scrutiny Committee considers the recommendations of cabinet 16 March and identifies any additions or modifications to the Year Five Action 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 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.

Key actions with dedicated financial commitments are:

- Work in partnership with Make It to attract new employers to the Borough and support existing businesses to expand
- Procure consultants to undertake work on the Keele master plan.
- Support BID to apply for further funding from Arts Council England for an event in 2016
- Support Go Kidsgrove to apply for Heritage Lottery funding to design and create an interactive map to promote Kidsgrove heritage and services to canal users
- Introduce software to modernise payment methods for market traders
- Use the Enjoy website and promotion for tourism from the Destination Management Partnership

Conclusions

The Year Five Action Plan is to be reported to Cabinet on 16 March, it is intended that they consider the attached draft action plan and approve for the Executive Director for Regeneration and Development in consultation with the Portfolio Holder for Policy People and Partnership to make any amendments following the recommendations of the Economic Development Overview and Scrutiny Committee. I verbal update will be given at the Scrutiny meeting to confirm the decision of Cabinet.

Relevant Portfolio Holder

Councillor Elizabeth Shenton, Portfolio Holder for Policy, People and Partnerships.

Background Materials

The Economic Development Strategy 2012-17 is available on the Council's website.

Appendices

The draft version of the Year Five Action Plan.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
EXECUTIVE MANAGEMENT TEAM'S REPORT TO CABINET

16 March 2016

Title: Newcastle Economic Development Strategy: Year Four Review and Year Five Action Plan

Submitted by: Neale Clifton

Principal author: Kim Graham

Portfolio: Policy, People and Partnerships

Ward(s) affected: All

Purpose of the Report

To review progress made in taking forward the Borough's Economic Development Strategy, in particular by reviewing the progress in Year Four and considering the actions proposed in the Year Five, the final year of the Action Plan.

Recommendations

That the review of the Economic Development Strategy Year Four Action Plan be noted and that the Year Five Action Plan is considered by the Economic Development Overview and Scrutiny Committee.

To authorise the Executive Director for Regeneration and Development in consultation with the Portfolio Holder for Policy People and Partnership to make any amendments following the recommendations of the Economic Development Overview and Scrutiny Committee.

Reasons

By reviewing progress against last year's action plan and proposing an up to date prioritised range of actions for the forthcoming year the Council can ensure that the aims of the strategy are converted into realisable actions.

1. Background

- 1.1 Cabinet agreed the Economic Development Strategy for the Borough in 2012 following consultation with partners and the local business community on an earlier draft. Printed copies of the strategy, illustrated with plans and photographs, have since been widely disseminated, including to Cabinet Members. The approved strategy has a five-year timescale (2012-17) and included the preparation of an Action Plan for Year One (2012-13) which identified a number of concrete actions which could be taken in a shorter time scale.
- 1.2 This report provides a review of the Year Four Action Plan (2015-16) and (in part informed by this) sets out a Year Five Action Plan (2016-17) for your consideration and approval. By its nature this Action Plan is fairly detailed and for this reason is contained in appendix form.

2. **Issues**

- 2.1 Strategy is inherently about making choices – making the case for why certain actions should be prioritised over others and to what intended effect. The annual action plans on the other hand are more about adding the detail to those priorities, setting out what actions are to be taken, so that the actions proposed can be seen in the context of the broader objectives. The annual review may also take the opportunity to consider new initiatives from Government such as Local Growth Fund (LGF) and from Europe such as the European Regional Development Fund (ERDF) and European Social Fund (ESF) or a key partner or changes in the economic or financial landscape and capitalise on them. It may also suggest changes in emphasis or priority.

3. **Options Considered**

- 3.1 When the preparation of a new Economic Development Strategy was first discussed, it was initially proposed to provide a ‘mid-term report’ half way through the five-year horizon of the strategy to review progress made and consider whether any changes in emphasis (or even direction) were required. Cabinet instead requested an annual review in the form of an annual Action Plan in which progress made in the previous year’s Action Plan was reviewed and a detailed Action Plan for the following year drafted and agreed. This report follows that approach.

4. **Proposal**

- 4.1 The appendix to this report contains a review of the Year Four Action Plan (2015-16) and sets out a proposed Year Five Action Plan (2016-17) for your consideration and approval. The annual Action Plans set out in more detail how the aims and objectives agreed will be carried out. These are based around the four themes of:
- 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.
- 4.2 The draft action plan is timetabled to be considered by the Economic Development and Enterprise Scrutiny Committee on 23rd March. It would be appropriate for Cabinet to agree to the overall Action Plan subject to consideration being given to any recommendations from the Scrutiny meeting. In order to enable Scrutiny recommendations to be taken into account it is recommended that the Executive Director for Regeneration and Development in consultation with the Portfolio Holder for Policy People and Partnership is authorised to make any amendments.

5. **Reasons for Preferred Solution**

- 5.1 To continue to act as a basis for dialogue with other partners to encourage complementary action and to direct the activity of the Regeneration and Economic Development Team.

6. **Outcomes Linked to Corporate Priorities**

- 6.1 The Economic Development Strategy falls within the Borough Council’s corporate priority of ‘Creating a Borough of Opportunity’.

7 **Legal and Statutory Implications**

- 7.1 It is not a statutory requirement on the Council to prepare an Economic Development Strategy though it is good practice to do so in line with the relevant powers and duties placed upon Local Authorities in the Local Government Act 2000 relating to promotion or improvement of the economic well-being of their area and to take decisions against the background of agreed priorities, up to date data and following consultation with partners.

8. **Equality Impact Assessment**

- 8.1 No differential impact has been identified. Specific actions which are designed to improve the prospects of particular sections of the community (for instance, those without work). Where new projects are proposed these will be subject to subsequent reports, which may themselves require an EIA.

9. **Financial and Resource Implications**

- 9.1 Where actions are proposed which require proposals for expenditure these will be the subject of specific reports to Cabinet.

Key actions being supported by the Council's resources include:

- o Work in partnership with Make It to attract new employers to the Borough and support existing businesses to expand
- o Procure consultants to undertake work on the Keele master plan.
- o Support BID to apply for further funding from Arts Council England for an event in 2016
- o Support Go Kids Grove to apply for Heritage Lottery funding to design and create an interactive map to promote Kids Grove heritage and services to canal users
- o Introduce software to modernise payment methods for market traders
- o Use the Enjoy website and promotion for tourism from the Destination Management Partnership

10. **Major Risks**

- 10.1 These will be dealt with project by project.

11. **Key Decision Information**

- 11.1 The strategy will affect more than two wards of the Borough. Approval for specific expenditure will be subject to more detailed later reports.

12. **Earlier Cabinet Resolutions**

- 12.1 At its meeting on 14th March 2012, Cabinet considered the draft strategy; following final modifications the final strategy was adopted by Cabinet in May 2012.

- 12.2 At its meeting in September 2013 Cabinet adopted the Year One Action Plan Review 2012-13 and Year Two 2013-14 Action Plan.

- 12.3 At its meeting 18 June 2014 Cabinet adopted the Year Two Action Plan Review 2013 -14 and Year Three Action Plan 2014 – 15

- 12.4 At its meeting 25 March 2015 Cabinet adopted the Year Three Action Plan Review 2014 -15 and Year Four Action Plan 2015 - 16

13. **List of Appendices**

13.1 Year Four Action Plan Review 2015-16 and Draft 2016-17 Action Plan.

14. **Background Documents**

14.1 Newcastle Economic Development Strategy 2012-17

Newcastle Economic Development Strategy 2012-2017 Year Five Action Plan 2016-2017

Promoting Enterprise and supporting Local Business to Grow

Action taken in Year Four 2015-2016.	Action proposed in Year Five 2016-2017 (Bold indicates priority action)
<p>Successfully delivered Business Boost 2015. 13 businesses supported, £12k direct support plus £13k in-kind support leveraged</p> <p>Worked with Stoke City Council and the Town Centre Partnership to deliver Enterprize competition to encourage new business start-ups. Newcastle Offered property and business rates relief. However, no Newcastle businesses took up the offer to apply.</p> <p>Due to capacity issues it wasn't possible to encourage many young market traders. However, market stalls were made available to the college for Paint the Town Pink week.</p> <p>Completed the Business web pages updated in line with council website redesign.</p> <p>Business signposting activities continued in 2015 and further support was given through the 'Enterprise Round Table' group which brings together business support agencies from across the county.</p> <p>Procurement opportunities have been publicised on My Tenders and via a link on the Business pages, so that local businesses can access these. The Staffordshire Procurement Group continues to work towards establishing the requirements to standardised approaches. Action complete</p> <p>"Finest" (Local business organisation which represents business people from professional service sectors) event to meet the CEO held at Chamber November 2015</p> <p>Continued to work with Local Enterprise Partnership (LEP) to help shape the new European funding programme 2014 – 2020 and sources of Government funding, develop potential projects within the Borough and promote the inclusion of a number of these projects in the programmes. Worked specifically with the Education Trust Programming Group, Staffordshire Economic Development Officers Group (SEDOG), ESIF Officer Working Group</p> <p>Continued to support the Newcastle Enterprise Coach to provide awareness sessions, business coaching, workshops and enterprise clubs to encourage unemployed people into self-employment.</p> <p>Further training and business support was offered to existing market traders to improve their business on Newcastle Market, however there was no take up so this action is closed.</p>	<p>Planning for Business Boost 2016 began in February. As in previous years the amount of sponsorship available will determine if it goes ahead and in what format.</p> <p>Explore with Newcastle Business Improvement District (BID) further opportunities for business development</p> <p>Work with the Markets sub group to explore the potential of the refurbished market to attract new traders, expand the range of commodities and ensure that the market contributes to the economic life of the town.</p> <p>To support purchase and implementation of software to streamline market management processes and create the opportunity for non-cash forms of payment.</p> <p>Ongoing website maintenance and addition of the Fairtrade link</p> <p>Continue to represent the Council at the Enterprise Round Table group meetings / events and share good practice with local businesses.</p> <p>Continue to provide active support for service deliverers such as Finest to include hosting the annual 'meet the CEO'</p> <p>Continue to work with Local Enterprise Partnership (LEP), Staffordshire Economic Development Officers Group (SEDOG) and ESIF Officer Working Group to secure investment through the Local Growth Fund and European Funding programme 2014-2020 and assist in the assessment of outline and full project applications for the LEADER funding element that targets rural areas of the County.</p> <p>Continue to offer support to Newcastle Enterprise Coach. Scheme is dependent on European funding which will be confirmed later in the year.</p>

Improving the skills of the local workforce

Newcastle Economic Development Strategy 2012-2017 Year Five Action Plan 2016-2017

Action taken in Year Four 2015-2016	Action proposed in Year Five 2016-2017 (Bold indicates priority action)
<p>Continued to work with the LEP Education Trust Locality Project working specifically with four Newcastle schools - St John Fisher, Wolstanton High, Blackfriars and Madeley.</p> <p>Continued to work with partners to further develop the employment and skills offer across the Borough and to explore opportunities for a consortia approach through the Newcastle Employment and Skills group to secure additional funding and resource for the area. This provides the opportunity for local service providers to jointly address specific local issues such as home care support.</p> <p>Helped to develop opportunities for structured work placements at the Council by hosting internship from Keele University and overseas students via Newcastle College. Supported the Council's Shared apprenticeship scheme.</p> <p>Continued to support Talent Match to help 18-24 years (NEETs) into training, volunteering, work placements and apprenticeships in order to help their journey into work. Council representation on Core Partnership Group, provide support for recruitment and with Big Lottery review.</p>	<p>Continue to work with the LEP Locality project to encourage further links between school and business and focus on establishment of North Staffordshire Education Business Partnership.</p> <p>Work with Aspire Employment and Skills Team to coordinate the Newcastle Employment and Skills Group, bi-monthly meetings focusing on enhancing each other's work, securing additional resource for the area such as the Building Better Opportunities funding in order to reduce unemployment and increase people into training and work.</p> <p>Continue to provide opportunities for internships from Keele University and placements from local schools and colleges. Also work with Human Resources to support the Shared Apprenticeship scheme.</p> <p>Continue to offer support to Talent Match to encourage 18-24 years who are not in employment, education or training (NEETS) into training and work. Further funding is dependent on the Big Lottery review results due in April 2016</p>

Marketing and development

Action taken in Year Four 2015-2016	Action proposed in Year Five 2016 - 2017 (Bold indicates priority action)
<p>Continued to work in partnership with Make It to attract new employers to the Borough and support existing business to expand.</p> <p>Considered further response to any future HS2 consultation in conjunction with Planning Policy.</p> <p>Secured agreement with HDD for the development of the Ryecroft site which meets Members' expectations with regard to occupier content, scheme design and financial return.</p> <p>Completed technical studies and detailed physical and market assessments on the potential sites for consideration of designation as new Strategic Employment Site in the north-west of the urban area to recommend for inclusion in the new Draft Local Plan.</p> <p>Further explored options for redevelopment plans for Knutton Recreation Centre following public consultation with the aim to secure a financial return for the Borough Council.</p> <p>Worked with partners to support Keele University to develop IC5 at Keele Science Park and support them through the LEP to attract further investment in the Science Park.</p> <p>Procured expert external advice from Atlas (HCA) to carry out the Keele options appraisal and master planning study for the potential western expansion of the urban area and report this for Cabinet consideration.</p>	<p>Work with the Make It inward investment team to promote the area for inward investment and continue to assist local companies. Ensure that Newcastle sites are included in options for new employers relocating to the area. Represent the Council at all Make It meetings and relevant events</p> <p>Northern Gateway - North Staffs and South Cheshire Local Authorities and the LEPS working together to see how to best maximise the benefits of HS2 and what implications this has on growing the local economy</p> <p>Continue to support Property colleagues to secure the signing of the delivery agreement to ensure the Ryecroft development proceeds as planned.</p> <p>Consideration of data to inform Local Plan issues and options</p> <p>Continue to explore options for the redevelopment of Knutton Recreation Centre subject to the resolution of site specific constraints and plan for public consultation on the contribution that this site can make to the future of Knutton village.</p> <p>Further discussions regarding European Regional Development Funding with pan-County group. Continue with explorative work regarding what role the Council might play in future Keele Science Park investment.</p> <p>Support appropriately qualified consultants to undertake the Masterplan in line with the Local Plan development timetable.</p>

Newcastle Economic Development Strategy 2012-2017 Year Five Action Plan 2016-2017

<p>Due to change of planned use of the old police station and insufficient resources, unable to progress plans for the creation of a co-working space in the town centre to include small scale digital and creative industries with Staffordshire University and private sector partner.</p> <p>Supported colleagues and private owner with the Maxim's project to secure Heritage Lottery Foundation funding.</p> <p>Proposals for the refurbishments of Blackburn house with its new owners on hold as change of owners have taken place again. No further action.</p> <p>Website has been actively promoted to businesses, residents and visitors, including signing up businesses as members of Go Kidsgrove (the KTCP).</p> <p>Funding application to Heritage Lottery Foundation being developed to design and create an interactive map to promote Kidsgrove heritage and services to canal users. Continue to seek sources of funding for other aspects of the Kidsgrove Waterfront Project.</p> <p>'Enjoy' website continued to be used to link into PR opportunities to promote town centre events.</p>	<p>Go Kidsgrove Action Plan for 2016 includes developing website further, particularly 'Offer of the Month' and Events page.</p> <p>If application successful (submission March 2016) assist Go Kidsgrove to procure designers to work on the project in consultation with local people/schools.</p> <p>Continue to make best use of the Enjoy website in order to promote town centre events – working with the BID in line with their events plan.</p> <p>Consider options and plan for Economic Development Strategy 2017 onwards.</p>
--	---

Strengthening the vitality and appeal of the town centres

Action proposed in Year Four (2015-16)	Action proposed in Year Five 2016-17 (Bold indicates priority action)
Supported NTCP on town centre events in 2015-16 Lymelight Music, Homecoming celebration of new circus and Christmas Lights	Continue to support the BID annual events plan.
Explored options to link market traders to existing business support mechanisms in North Staffordshire to encourage successful new start-ups on the market.	Continue to improve the new Markets page on the council web site to attract prospective traders to Newcastle market and increase the functionality of the website for users.

Newcastle Economic Development Strategy 2012-2017 Year Five Action Plan 2016-2017

Continue to provide support for new retail business in the town centre via the BID, Council web site and social media.

Developed 2 projects to encourage greater footfall in Kidsgrove Town centre – HOD walks and Christmas tree switch on (nominations invited for community member).

Supported NTCP to successfully apply for further £15K funding from Arts Council England for another Homecoming successfully in 2015

Continued to work with the TCPs and the County Council to improve wayfinding in the towns, in particular the development of a signage strategy for Kidsgrove.

Worked with the County Council to successfully refurbish two town centre subways – Friar Street and Pool Dam and commissioned local arts organisation to produce designs for the subways.

The Council committed to a 3 year funding of the Newcastle Town Centre Partnership which came to an end in December 2015. A town centre BID has now been successfully established giving a 5 year funding income to deliver against the Business Plan. NTCP will formally close at the end of March 2016.

Work with other departments, e.g. Food Safety Team, to promote relevant council services to businesses, including 'welcome packs' for businesses in the town centres.

Use Brindley 300 celebrations to build on success of heritage walks to involve residents and visitors; involve schools and other groups through Brindley events programme.

Support the BID to apply to ACE for a further £15K homecoming 3 to present the best of new circus and link to the Philip Astley wider project and celebrations planned for 2017-18

Work with County colleagues to ensure linkages to the County Transport Strategy and support delivery of specific projects within the Newcastle under Lyme Borough Integrated Transport Strategy 2015 to 2026 including Newcastle town centre, Kidsgrove rail station and Chatterley Valley.

Ongoing officer support for BID in line with the BID Business Plan objectives and KTCP at Board meetings, events and with funding applications.

Work with Conservation Officer and Heritage Lottery Foundation to explore options and costs for a Townscape Heritage Scheme for the Town Centre

Ceramics Valley Enterprise Zone – work with Stoke and Staffs LEP to promote the Enterprise Zone as an investment opportunity whilst actively pursuing development of the Chatterley Valley site by working with the landowners to overcome site specific issues and attract a potential occupier.

Newcastle Town Centre Partnership / Business Improvement District Update March 2016

Town Centre Partnership Closure

As reported at the December Scrutiny the decision has been made to cease the Town Centre Partnership as it was agreed that this would duplicate and waste resources now the BID is operational. The footfall counter is now being transferred to the BID and the final accounts of the TCP will be produced over the forthcoming months.

BID progress

- The BID has been operational since 1st October 2015, the team have moved to their new offices: Office 14 & 15, 31 Ironmarket, Newcastle-under-Lyme, Staffordshire ST5 1RP. Telephone: 01782 922712.
- The BID has aligned its financial years to the traditional March to April.
- As of 3rd March the outstanding BID levy payments were £29,208 equating to 19% of levy due. Discussions with the BID advisor say that this is in line with what would be expected. The BID Board has made a decision to chase payments once the new levy invoices are due in April, this is based on the low individual charges compared to the costs of seeking court action.

Christmas Lights

- The Council are preparing to enter into a contract with the BID for the delivery of the 2016 Christmas Lights. This will enable the BID to enhance the lights which they purchased in 2015. The BID is also discussing purchasing additional lights utilising some of the levy funding as businesses see this as an important project to support the key retail period.

Events

11th - 20 th March	Gandeyes Circus*
25 March 12pm	Good Friday service - market cross, & Easter Egg Hunt*
26 March 11.30am	Sentinel Cross - comes through town *
Easter hols	Free family pottery workshop in town - St Giles *
Easter hols	Family Fairground on Goose St car park*
16th April	The Lord Mayor's Town Crier Championship*
8th April	Newcastle in Bloom Launch activity*
29th April - 2nd May	The Lymelight Festival
28th - 30th May	Jazz & Blues Festival
12th June	The Big Lunch (Queen's gardens)*
25th June	The Homecoming (modern circus-performance event pending Arts Council funding)

* These events are led by another organisation and are supported by the BID

Town centre vacancy rate

The vacancy rate as at December 2015 was 10.7%, this is a reduction on the September rate of 13.8%.

Footfall figures - Jan 2016 with comparatives												
Weekly PFM Count Summary - Commencing Sun 10 Jan 2016												
Location No	Location	Sun 10-Jan	Mon 11-Jan	Tue 12-Jan	Wed 13-Jan	Thu 14-Jan	Fri 15-Jan	Sat 16-Jan	Weekly Total	% diff to prev year		
783	Newcastle-u	2,363	5,370	3,966	5,223	4,685	5,747	7,216	34,570	14.65		
compared to same week in 2015:												
Weekly PFM Count Summary - Commencing Sun 11 Jan 2015												
Location No	Location	Sun 11-Jan	Mon 12-Jan	Tue 13-Jan	Wed 14-Jan	Thu 15-Jan	Fri 16-Jan	Sat 17-Jan	Weekly Total			
783	Newcastle-u	1,426	3,948	5,359	5,178	4,665	2,533	7,044	30,153			
compared to same week in 2015:												
Weekly PFM Count Summary - Commencing Sun 17 Jan 2016												
Location No	Location	Sun 17-Jan	Mon 18-Jan	Tue 19-Jan	Wed 20-Jan	Thu 21-Jan	Fri 22-Jan	Sat 23-Jan	Weekly Total	% diff to prev year		
783	Newcastle-u	1,859	5,358	5,175	5,419	5,179	6,400	8,006	37,396	8.74		
compared to same week in 2015:												
Weekly PFM Count Summary - Commencing Sun 18 Jan 2015												
Location No	Location	Sun 18-Jan	Mon 19-Jan	Tue 20-Jan	Wed 21-Jan	Thu 22-Jan	Fri 23-Jan	Sat 24-Jan	Weekly Total			
783	Newcastle-u	1,604	5,280	5,215	4,394	5,155	5,364	7,378	34,390			

This page is intentionally left blank

Agenda Item 5

Scrutiny March 15: NHA Performance Q3 Oct - Dec 2015/16

Performance Area	Q3	Q2	Q1
1			
Calls to service	1903	2358	2137
Housing Options enquiries @ reception	313	350	347
Housing Register enquiries @ reception	461	733	654
Emergency out of hours calls	16	12	7
Interviews - appointments	124	127	139
Interviews – walk ins/emergency	12	14	17
Homelessness applications	19	13	24
Decisions Homelessness (100% within 33 day target)	10	9	11
Preventions	135	192	152
Temporary Accommodation	6	1	3
2			
Letters received and responded to within 10 days (100% on target)	26	19	11
Emails received and responded to within 10 days	387	561	372
Total Housing Register applications received	509 WL 364 Transfer 145	614 WL 438 Transfer 176	632 WL 438 Transfer 194
Housing Register Appeals (100% on target)	6	5	5
Homelessness Decision Appeals	1	1	0
Complaints	0	0	0
Medical Applications (100% on target)	48	72	40
3			
Waiting List Applicants	992	1216	1157
Transfer Applicants	488	594	555
Total Applicants*	1480	1810	1712
BME Applicants	54	22	72
Lettings	93	150	114
Nominations (All RP's) %	75%	68%	58%
Exclusions**	30	17	5

Aspire Nominations 15/16

PERIOD	NUMBER	TOTAL LETS	75% TARGET
QUARTER THREE	151	100	66
QUARTER TWO	127	105	65
QUARTER ONE	124	103	55

* The number of housing registration applications have decreased due to the allocation policy changes which have made existing social housing applicants with no housing need no longer eligible,

**Exclusions from the register are higher due to the number of applicant's not disclosing information correctly when they first register.

This page is intentionally left blank

ACTION PLAN 2016

No	Project/Intervention	Theme	Description	Lead (partners)	Why are we doing this?	Expected Outcomes	Target Date	Resources required
1	Increase awareness and involvement with Go Kidsgrove.	Improve communication	Liaise with local businesses and groups to encourage involvement; flyers to be produced.	Board	Greater involvement will enhance the impact of Go Kidsgrove on the local economy.	More businesses involved and contributing.	Ongoing.	Financial: Promotional material; In kind: delivery
2	Continuous improvement of website and use of social media	Improve communication	Keep site up to date ; promote Events page to organisations; promote site to residents and visitors; increase social media coverage	Board	Greater involvement will enhance the impact of Go Kidsgrove on the local economy.	More events listed, increased no. users for website and social media sites	Ongoing.	Financial: Promotional material; In kind: social media/website upkeep
3	Brindley celebration	Footfall; Waterfront Project	Organise walk canal to St James' church; explore possibility of C&RT heritage boat for schools	E&I (Local History Group, U3A walking group)	Raise awareness of local heritage; encourage canal use	Increased awareness of local heritage by residents and visitors; increase footfall to town	30.11.2016	Financial: heritage boat; costume hire; In kind: leading and designing walk
4	Interactive map	Waterfront project; Footfall	Interactive map installed by tunnel entrance; other noticeboards installed elsewhere; local school engaged	E&I (C&RT, library, Kings School)	Promote local heritage and local services to canal users; drive traffic to website	Young people engaged in heritage; map installed; greater footfall to town centre	30.09.2016	Financial: HLF bid to fund design and installation; other signboards
5	Canal volunteer group	Waterfront project	Adoption of north & south portals by Go Kidsgrove; litter picking, painting, etc	E&I (C&RT, volunteer groups, LAP)	Improve appearance of canal to encourage greater usage and improve visitor opinions	Tidier towpaths, increased usage, drive footfall to town.	Ongoing.	In kind: promotion of group
6	Explore classic car show	Footfall	Organise at least one classic car event in town centre	Board (NBC, KTC, shops)	Increase footfall in town; develop capacity to organise events	Successful event; future events planned, increased footfall in town	30.09.2016	Financial: donation to club; road closure, etc; In Kind: time to organise
7	King street bed	Environment	Planting; growing Christmas tree;	E&I (NBC, KTC, shops)	Improve environment; provide christmas tree for years to come	Area looks attractive; people feel better about it	31.10.2016	Financial: purchase of tree; In Kind: volunteer time, NBC expertise
8	Christmas lights	Footfall	Planning for installation of lights for 2016; possible provision of lights for Market St; seek funding; tree for King St bed	E&I (NBC, KTC, businesses)	To improve the appearance of the town for residents and visitors; increase footfall during December	Residents, visitors and businesses feel more positive about the area; increase in footfall	08/01/2017	Financial: testing, installation, taking down, additional lights
9	Seek additional funding	Other	Explore sources of funding for Go Kidsgrove projects	Board	To ensure sustainability of Go Kidsgrove	Additional funding received	31/12/2016	In kind: researching options; writing bids

This page is intentionally left blank

Kidsgrove Town Centre CIC

Cashflow / cash requirement summary (September 2015 - August 2016)

		2015				2016
		Sep	Oct	Nov	Dec	Jan
Balance b/f	£'s	4613	2274	2241	3745	1442
Expenditure:						
Re-imburement of set up/other costs		168				
Legal/admin costs		147	13		41	
Website				1130		
Signboard						
Classic car show						
Signs contribution to electronic s/board						
Victorian market			20	15		
Power supply in King Street bed		2024				
Promotional material				286		
Newsletter						
Christmas lights				3065	2262	
Brindley 300 promotion						
Floral display contribution						
Advertising						
Total		2339	33	4496	2303	0
Funding received/required				6000		
Balance c/f		2274	2241	3745	1442	1442
Funding to date - CIC budget	B/f	5000				
- NULBC - Lights				6000		

Feb	Mar	Apr	May	Jun	Jul	Aug	Total
1442	1442	3642	2842	1842	792	542	
							168
		50		50			
		250				250	250
				500			500
					250		250
			1000				1000
							35
							2024
		250		250			250
							0
	1800						7127
		500					500
		500					500
		250		250		250	750

0	1800	1800	1000	1050	250	500	13354
---	------	------	------	------	-----	-----	-------

4000	1000	11000
------	------	-------

1442	3642	2842	1842	792	542	42
------	------	------	------	-----	-----	----

4000	1000	10000
		6000

Kidsgrove Town Centre CIC

Bank Account 8.3.16

Cash received

		£	£
Nulbc	Grant	1250.00	
	Grant	3500.00	
	Lights	6000.00	10750.00

Payments

1	25.00	
2	15.00	
3	34.75	
4	62.45	
5	166.80	
6	147.50	
7	2023.84	
8	13.00	
9	20.00	
10	3065.16	
11	1130.00	
12	285.60	
13	0.00	
14	56.67	
15	2262.00	
		9307.77

Balance at 8.3.16

1442.23

This page is intentionally left blank



Members: Stubbs, Mrs Burgess,
Hambleton, Holland, Loades, Matthews,
Northcott, Wilkes and Huckfield

ECONOMIC DEVELOPMENT AND ENTERPRISE SCRUTINY COMMITTEE WORK PLAN

Chair: Councillor Stringer
Vice Chair: Councillor Mrs Gill Williams

Portfolio Holder(s) covering the Committee's remit:
Councillor John Williams (Town Centres, Business and Assets)
Councillor Bert Proctor (Planning and Housing)

Work Plan correct as at: Monday 3rd August 2015

Remit:

Economic Development and Enterprise 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)

Date of Meeting	Item	Reason for Undertaking
1st July 2015 (agenda dispatch 19th June 2015)	Superfast Staffordshire Project	Paul Chatwin to be invited back to provide an update on proceedings
	Aspire Housing Letting System	Item to be kept on the agenda. The Customer Services Manager from Aspire Housing will be attending on the 2 nd September to provide an account of how their letting system operates
	Kidsgrove Town Centre Partnership	An update to be provided on developments
	Newcastle Town Centre Partnership	Quarter 4 performance statistics to be reported for information and any variances will be highlighted for consideration
	Local Government Association Peer Review of Decision Making Arrangements	To advise Members on the recommendations of the LGA Peer Review and to request feedback on the recommendations
	Land Asset Disposal	A potential cross party working group to be established to listen to the concerns of local residents before any green space is sold for development
	Newcastle Housing Advice Contract Progress	Quarter 4 performance statistics to be reported for information and variances highlighted for consideration
	High Speed 2	All Members, at the last meeting, were in agreement for the Working Group to continue, as once a decision was made on a preferred route, to optimise the economic benefits
	Ryecroft Regeneration and Redevelopment Project	A verbal update on proceedings to be provided by the Executive Director Regeneration and Development
Work Plan and Scrutiny Topics for 2015/2016	To discuss the work plan and potential topics that Committee members would like to scrutinise over the forthcoming year	
2nd September 2015 (agenda dispatch 21st August 2015)	Newcastle Housing Advice Contract Progress	Quarter 1 performance statistics to be reported for information and variances highlighted for consideration
	Aspire Housing Letting System	The Customer Services Manager from Aspire Housing to attend to provide an account of how their letting system operates
	Newcastle Town Centre Partnership	Quarter 1 performance statistics to be reported including key Performance Indicators listed below:- <ul style="list-style-type: none"> • Footfall monitoring • Property Vacancy Rate • Trading Figures

Date of Meeting	Item	Reason for Undertaking
	Portfolio Holder Question Time	An opportunity for the Committee to question the Portfolio Holder on their priorities and work objectives for the next six months and an opportunity to address any issues or concerns that they may currently be facing. It is also an opportunity for the Portfolio Holder to flag up areas within his remit that may benefit from scrutiny in the future
	Work Plan and Scrutiny Topics for 2015/2016	To discuss the work plan and potential topics that Committee members would like to scrutinise over the forthcoming year
2nd December 2015 (agenda dispatch 20.11.15)	Kingsgrove Town Centre Partnership	A promotion/marketing strategy to be produced as agreed at the meeting on the 1 st July 2015
	Housing Strategy	To present to Members the Housing Strategy consultation draft. The strategic housing role is at the heart of achieving the social, economic and environmental objectives that shape a community and create a sense of place.
	Homelessness Strategy	To present to Members the Homelessness Strategy consultation draft. The Strategy acknowledged the need to deliver quality services that will both prevent homelessness and alleviate the effect of homelessness when it occurs.
	Newcastle Housing Advice Contract Progress	Quarter 2 performance statistics to be reported for information and variances highlighted for consideration
	Newcastle Town Centre Partnership	Quarter 2 performance statistics to be reported for information and any variances will be highlighted for consideration
	Community Infrastructure Levy	To provide Members with a progress update
	Work Plan and Scrutiny Topics for 2015/2016	To discuss the work plan and potential topics that Committee members would like to scrutinise over the forthcoming year
16th December 2015 (Agenda dispatch 4th December 2015)	Asset Management Strategy and Capital Strategy Update	Joint meeting with the Finance, Resource and Partnerships Scrutiny Committee. To receive an update on the finance and resource implications of the Asset Management Strategy 2014-2017 and to seek approval of how the Council deploys its capital resources in order to assist it to achieve its corporate and service objectives

Date of Meeting	Item	Reason for Undertaking
24th March 2016 (agenda dispatch 11th March 2016)	Newcastle Town Centre Partnership	Quarter 3 performance statistics to be reported for information and any variances will be highlighted for consideration
	Economic Development Strategy Year 4 Progress, Year 5 Action Plan	The Strategy Year 4 progress, Year 5 Action Plan sets out a number of actions which are planned to be taken over the coming 12 months in pursuit of the Strategy
	Aspire Housing Letting System	As agreed on the 2 nd September 2015 Aspire Housing to be invited back to provide Committee with an update on their letting system
	Newcastle Housing Advice Contract Progress	Quarter 3 performance statistics to be reported for information and variances highlighted for consideration
	Joint Local Plan	An update on the process in preparing a Local Plan, in partnership with Stoke-on-Trent City Council, to ensure that over the next twenty years there is sufficient land in the borough, and in Stoke-on-Trent, to help its communities prosper in a sustainable manner
	Planning Peer Review	To update on the progress made in implementing the Action Plan agreed by the Council in response to the report of the Planning Peer Review Team
	Work Plan and Scrutiny Topics for 2015/2016	To discuss the work plan and potential topics that Committee members would like to scrutinise over the forthcoming year

Task and Finish Groups:	<ul style="list-style-type: none"> • Strategic Transport
Future Task and Finish Groups:	
Suggestions for Potential Future Items:	<ul style="list-style-type: none"> • Community Infrastructure Levy • Superfast Broadband • Ryecroft Redevelopment – an update report to be provided on the final scheme
DATES AND TIMES OF CABINET MEETINGS:	Wednesday 10 th June 2015, 7.00pm, Committee Room 1
	Wednesday 22 nd July 2015, 7.00pm, Committee Room 1
	Wednesday 16 th September 2015, 7.00pm, Committee Room 1
	Wednesday 14 th October 2015, 7.00pm, Committee Room 1
	Wednesday 11 th November 2015, 7.00pm, Committee Room 1
	Wednesday 9 th December 2015, 7.00pm, Committee Room 1
	Wednesday 20 th January 2016, 7.00pm, Committee Room 1
	Wednesday 10 th February 2016, 7.00pm, Committee Room 1
Wednesday 23 rd March 2016, 7.00pm, Committee Room 1	

This page is intentionally left blank