

## Newcastle Economic Development Strategy 2012-2017 Year Four Action Plan 2015-2016

### Promoting Enterprise and supporting Local Business to Grow

Action taken in Year Three (2014-15).	Action proposed in Year Four 2015-2016 (Bold indicates priority action)
<p>Successfully delivered the Newcastle 'Business Boost' competition, including securing new sponsors, introducing new prize categories and holding an awards ceremony in October 2014. Supported NTCP to introduce a town centre business awards scheme through the Business Boost competition, celebrating the 'best of Newcastle' in a variety of categories.</p> <p>Worked with the Newcastle TCP through the Business Boost competition and explored a second, possibly biannual approach, 'Enterprize' competition to encourage new retail start-ups in Newcastle Town Centre. Opportunities to mirror this in Kidsgrove Town Centre (with the KTCP).</p> <p>Due to market refurbishment it was not possible to run schools/youth markets in 2014/15.</p> <p>Continued the management of the Business pages on the Borough Council website to ensure that businesses are provided with up to date relevant information.</p> <p>Continued signposting of 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.</p> <p>Work had commenced 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. Since this action was agreed there have been changes to the national processes with the Revised Public Procurement Regulations coming into effect on February 26<sup>th</sup> affecting the public advertisement of tender opportunities over £25,000 and recommending a prequalification process.</p> <p>Continued to provide active support for Finest, including the popular 'Meet the Chief Exec.' event.</p> <p>Continued to work with the LEP and Staffordshire Economic Development Officers Group (SEDOG) to secure investment from the European Union (EU) for funding for business support and development and to provide input to a Strategic Economic Plan to guide investment to meet priority needs.</p> <p>Worked with the Newcastle Enterprise Coach and Business Enterprise Support to encourage unemployed people into self-employment.</p> <p>Worked with the National Association of British Markets Authorities (NABMA) and The Source Skills Academy to explore support for new market traders and provide support for up-skilling existing market traders to improve the overall performance of the outdoor market.</p>	<p>Planning for Business Boost 2015 to begin in April 2015. The amount of sponsorship will determine whether it will go ahead and in what format. Explore further opportunities for town centre business awards through Business Boost competition 2015.</p> <p><b>Work with the NTCP to explore options to run a second 'Enterprize' competition to encourage new retail start-ups in Newcastle Town Centre and the opportunities to mirror this in Kidsgrove Town Centre (with the KTCP), taking account of lessons learned from the previous competition.</b></p> <p>Make full use of the newly refurbished Newcastle Market to encourage more involvement of young traders, run further schools / youth markets in Newcastle Town Centre in 2015 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 2015 with the emphasis on getting more young people involved.</p> <p><b>Revamp of Business section during 2015/16 in line with council website redesign.</b></p> <p>Signposting activities to continue in 2015 and further support to be given through the 'Enterprise Round Table' group which brings together business support agencies from across the county.</p> <p>We will also ensure that procurement opportunities are publicised adequately so that local businesses know about the tenders and where to find out more. The Staffordshire Procurement Group will consider the requirements to establish standardised approaches.</p> <p>Continue to provide active support for Finest to include hosting the annual 'meet the CEO'.</p> <p><b>Continue to work with the LEP and SEDOG to secure external investment in the Borough.</b></p> <p>Continue 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><b>Offer further training and business support for existing market traders to improve their business on Newcastle Market</b></p>

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### Improving the skills of the local workforce

Action taken in Year Three (2014-15).	Action proposed in Year Four 2015-16 (Bold indicates priority action)
<p>Worked with partners in the LEP Education Trust to set up a North Staffs Education Business Partnership (NSEBP), Education Locality Project and appointed a full time coordinator funded through Stoke on Trent City Council.</p> <p>Continued to work with the LEP and local partners to provide employment and training support across the borough based on successful previous initiatives such one to one support, advice and guidance and whole family approach focusing on people furthest away from the jobs market.</p> <p>Continued to implement the 'memorandum of understanding' (MOU) actions with PM Training and the Aspire Group to promote opportunities for work placements through the Council and apprenticeships through the Council's supply chain and explore joint procurement for delivery of goods and services. It was decided not to subscribe to Social Enterprise West Midlands at this stage due to costs.</p> <p>Continued to work with the LEP Education Trust (NSEBP) 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.</p> <p>Worked 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 who are not in employment, education or training (NEETs). Full time Newcastle coordinator appointed January 2015.</p>	<p><b>Continue to work with the NSEBP to take forward the LEP Education Trust Locality Project working specifically with five Newcastle schools - St John Fisher, Wolstanton High, Clayton Hall, Blackfriars and Madeley.</b></p> <p>Continue 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.</p> <p>Implement opportunities for structured work placements at the Council.</p> <p>Continue to represent the Council on the LEP Education Trust (NSEBP) steering group and at specific events to improve the prospects of young people being better skilled / qualified to meet the needs of businesses.</p> <p><b>Continue to work with Talent Match to help 18-24 years (NEETs) into training, volunteering, work placements and apprenticeships in order to help their journey into work.</b></p>

### Marketing and development

Action proposed in Year Three (2014-15).	Action proposed in Year Four 2015-16 (Bold indicates priority action)
<p>Continued 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 publicise investment opportunities in Stoke and Newcastle.</p> <p>Successfully lobbied 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.</p> <p>The Council responded to the Government consultation on the proposed HS2 route by saying that it wanted to be satisfied that the potential economic benefits would outweigh environmental harm. In addition the Council Leader requested that proper consideration should be given to the alternative proposal from Stoke on Trent City Council to site a station in the heart of the city to drive the economic development of North Staffs.</p> <p>Successfully marketed the Ryecroft development opportunity in the town centre to secure interest from a number of developers prepared to bring forward a significant retail-led redevelopment scheme in the town centre. Henry Davidson Developments (HDD) has now been chosen as 'preferred developer' for the schemes and a Co-operation Agreement has been signed between the parties to facilitate negotiations to refine the financial offer and aspects of the scheme content.</p>	<p><b>Continue to work in partnership with Make It to attract new employers to the Borough and support existing business to expand.</b></p> <p>Represent the Borough at relevant Make It events.</p> <p>Action complete; ongoing promotion of Assisted Areas status to optimise the prospects of business growth.</p> <p>Consider further response to any future HS2 consultation to ensure that the Borough can benefit from any associated economic growth (balanced with consideration of environmental impact mitigation)..</p> <p><b>Secure agreement with HDD for the development of the Ryecroft site which meets the expectations of the two Councils with regard to occupier content, scheme design and financial return and, if so, to proceed towards completion of a formal Development Agreement.</b></p>

## Newcastle Economic Development Strategy 2012-2017 Year Four Action Plan 2015-2016

Provided help to local firms seeking to expand with advice on land and sources of available public funding.

Continued work with the LEP to secure investment in the Borough and across Staffordshire through European funding and Government funding such as the Regional Growth Fund (RGF), the Growing Places Fund (GPF) and the Local Growth Fund (LGF).

Undertaken feasibility studies for a number of sites close to the A500 corridor to the west of Chatterley Valley to help identify a preferred 50/60 ha employment site to be put forward in the new local plan.

Continued to explore options to bring forward an appropriate scheme for redeveloping the site of the former Knutton Recreation Centre site.

Continued discussions with partners Keele University, the HCA, Staffordshire County Council and Make It to promote the opportunities for further technology-based companies to locate in the science park.

Worked with developers and landlords to encourage more use of space over shops in the town centre (specifically premises in Nelson Place, on Hassell Street and above Rare on the Ironmarket) to be used for housing and so bring more footfall into the town centre.

Worked with Keele University and Staffordshire County Council to develop a brief for the Master planning of a possible western expansion of the urban area to accommodate a sizeable portion of the Borough's growth needs over the next 20+ years.

Worked with Staffordshire University and private sector partners to explore the potential for creating a co-working space in the town centre to include small scale digital and creative industries.

Worked with partners with the aim of securing the refurbishment of the former Maxims and to explore options for the suitable redevelopment of adjoining land.

Provided help to local firms seeking to expand with advice on available premises, development land and sources of public funding.

Worked with web design company Pikemere to design and develop a Kidsgrove Town Centre website.

Provided 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).

Worked with the County Council, East Midlands Trains and Network Rail to bring forward an emerging comprehensive set of proposals to improve the accessibility of Kidsgrove Railway Station and to establish a transport hub.

Worked with the Destination Management Partnership (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.

Continue to promote the area for inward investment and continue to assist local companies to expand.

**Work with the LEP to plan for and help shape the new European funding programme and sources of Government funding, develop potential projects within the Borough which might benefit from such funding and promote the inclusion of a number of projects in these programmes which will directly benefit the economy of the Borough, local companies and its workforce.**

Complete technical studies and detailed physical and market assessments on the potential sites for consideration of designation as a new Strategic Employment Site in the north-west of the urban area to recommend for inclusion in the emerging Draft Local Plan.

**Secure the satisfactory and comprehensive redevelopment plans for Knutton Recreation Centre and its environs following public consultation with the aim of enhancing the built environment of Knutton High Street. .**

Facilitate the potential of Keele University to develop IC5 at Keele Science Park and support them through the LEP and other avenues to attract further investment into the Science Park.

**Procure expert external advice to carry out the options appraisal and master planning study for the potential western expansion of the urban area and report this for Cabinet consideration to input to the Local Plan process.**

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.

Continue to work with partners on the Maxims project with the aim of them bringing forward a comprehensive refurbishment and redevelopment scheme.

Support and facilitate proposals for the refurbishment of Blackburn House with its new owners.

Active promotion of website to businesses, residents and visitors, including signing up businesses as members of Go Kidsgrove (the KTCP).

**Funding being sought to develop 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.**

Continue working with and supporting partners in the development of the project to bring forward comprehensive improvements at Kidsgrove railway station.

**Ongoing use of 'Enjoy' website and PR opportunities to promote town centre events.**

## Newcastle Economic Development Strategy 2012-2017 Year Four Action Plan 2015-2016

<p>Worked 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. Silverdale Parish Council is now taking this project forward.</p>	<p>Action complete</p>
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### Strengthening the vitality and appeal of the town centres

Action proposed in Year Three (2014-15).	Action proposed in Year Four 2015-16 (Bold indicates priority action)
<p>Supported the Newcastle TCP and other partners to build on previous successful events programmes, such as the Lymelight Festival, The Homecoming, Paint the Town Pink and the Christmas lights Switch-on.</p> <p>Successfully completed the Newcastle Town Centre Public Realm project and the re-launch of the Market. Completed a mystery shopping exercise on the general market with the intent of improving the customer experience, this included individual feedback to each market trader.</p> <p>Helped to promote new retail businesses opening in the town centre, including the use of social media and the Council website.</p> <p>Helped Kidsgrove Town Team to formally launched its business plan (March 2014) including activities to encourage further footfall; also developed a project plan for the Kidsgrove Waterfront project and submitted it to the project pipeline for possible ERDF and LGF funding.</p> <p>Worked with the NTCP and Appetite Arts to successfully apply for funding from the Arts Council to deliver The Homecoming, a high quality art and cultural animation event in Newcastle town centre summer 2014.</p> <p>Worked with the Roebuck Shopping Centre to review and plan for new signage on the Midway Car Park which promotes the town centre to potential customers on the ring road. On-going action with the new owners of the centre. Undertook similar action with the new owner of The Square.</p> <p>Worked with the NTCP and KTCP to support local arts and cultural providers to apply for HLF funding for town centre based projects, this has resulted in a successful reminiscence project in 2015 run by a local arts company: Letting In The Light.</p> <p>Successfully refurbished two town centre subways working with the County Council and commissioned local arts organisation Creative Arts North Staffs (CANS) to produce designs for the Bridge Street subway community arts project. Local arts organisation Entrepreneurs to produce designs for the Liverpool Road subway, working with students from St John Fisher.</p> <p>Continued financial and staff support for NTCP and staff resource to support the KTCP.</p>	<p>Continue to support NTCP on town centre events in 2015-16</p> <p>Seek ways of linking new market traders to existing business support mechanisms in North Staffordshire to encourage successful new start-ups on the market.</p> <p>Continue to provide support for new retail business in the town centre via the Council web site and social media.</p> <p>Continue to develop projects which will encourage greater footfall in Kidsgrove Town centre.</p> <p><b>Support NTCP to apply for further funding from Arts Council England for an event in 2015.</b></p> <p>Continue to work with the TCPs and the Highway Authority to improve wayfinding in the towns, in particular the development of a signage strategy for Kidsgrove.</p> <p><b>Support KTCP to submit a funding application for at least one heritage project during 2015/16.</b></p> <p><b>Continue to work with the County Council to refurbish two town centre subways – Friar Street and Pool Dam and commission local arts organisations to produce designs for the subways.</b></p> <p>The Council committed to a 3 year funding of the Newcastle Town Centre Partnership which comes to an end in December 2015; the partnership will then need to become self-financing through a Business Improvement District (BID) or membership scheme. The Council will support the TCP to undertake a ballot for the proposed BID for July 2015. Officer support from the Regeneration and Economic Development Team will continue to be provided to both the TCP's based on one day per week.</p>