

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL**

**REPORT TO ECONOMIC DEVELOPMENT AND ENTERPRISE SCRUTINY**

**COMMITTEE**

**10<sup>TH</sup> SEPTEMBER 2013**

**NEWCASTLE ECONOMIC DEVELOPMENT STRATEGY:  
YEAR TWO ACTION PLAN AND YEAR ONE REVIEW**

**Submitted by: Neale Clifton, Executive Director, Regeneration and Development**

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**Portfolio: Economic Development, Regeneration and Town Centres**

**Ward(s) affected: All**

**Purpose of the Report**

To report back revisions made to the Year Two Action Plan of the Newcastle Economic Development Strategy following comments made by the previous meeting of this Committee on 26<sup>th</sup> June and the subsequent Cabinet meeting on 17<sup>th</sup> July 2013.

**Recommendations**

That the revisions made to the Borough's Economic Development Strategy Year Two Action Plan, following consideration by this Committee, be approved and that the Portfolio Holder be advised accordingly.

**Reasons**

- (a) To ensure that the broad objectives contained in the agreed strategy are converted into realisable actions. .
- (b) To consider progress made in the last year, and
- (c) To reflect views expressed by both the Economic Development and Enterprise Scrutiny Committee and Cabinet.

1. **Background**

Cabinet agreed a new Economic Development Strategy for the Borough at its meeting in May last year 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.

At its meeting in June, this Committee considered the review of last year's action plan (Year one) and considered the actions proposed in the year Two Action Plan. Comments made at that meeting have now been taken on board and the Action Plan revised accordingly. Where possible also, following comments received from Members of both Cabinet and Scrutiny Committee, actions are expressed in SMART form. Also the actions which are being led mainly by the Council have been highlighted in bold text in order that Members can focus upon those matters falling within the Council's control.

## 2. **Issues**

- 2.1 No new issues are raised since the report considered by you in June; Members are invited to review the refreshed Action Plan and to consider whether sufficient clarity is provided about the nature and timescales of the Council's actions.
- 2.2 Amendments to the draft Year Two Action Plan were considered at your meeting in June. This report modifies the draft plan in light of the comments and suggested additions put forward at your last meeting.
- 2.3 This Committee's previous comments, queries and suggestions regarding:-
  - assistance available for graduate business start-up
  - promotion of the Borough for Tourism
  - the Family Employment Initiative
  - talent Match and;
  - apprenticeships

have all been taken on board in the detailed text contained in the appendix to this report which has now been modified and updated.

## 3. **Outcomes Linked to Corporate Priorities**

An Economic Development Strategy falls within the Borough Council's corporate priority of 'Creating a Borough of Opportunity'.

## 4. **Legal and Statutory Implications**

It is not a statutory requirement on the Council to prepare an Economic Development Strategy though it is good practise to do so and to take decisions against the background of agreed priorities, up to date data and following consultation with partners.

## 5. **Equality Impact Assessment**

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

6. **Financial and Resource Implications**

Where actions are proposed which require proposals for expenditure these will be the subject of specific reports to Cabinet. The Economic Development Strategy and the annual Action plans will provide context for that expenditure but there is no presumption that funding will be met by the inclusion of an action within the Action Plan and any action requiring Borough Council expenditure will be subject to its own report and justification.

7. **Major Risks**

These will be dealt with project by project.

8. **List of Appendices**

Year One Action Plan Review 2012-13 and Draft 2013-14 Action Plan.