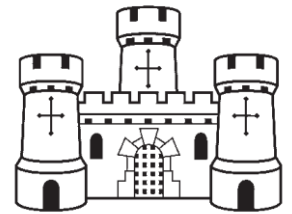


Public Document Pack

Date of meeting Thursday, 13th March, 2025
Time 7.00 pm
Venue Astley Room - Castle
Contact Geoff Durham - 742222



**NEWCASTLE
UNDER LYME**
BOROUGH COUNCIL

Castle House
Barracks Road
Newcastle-under-Lyme
Staffordshire
ST5 1BL

Economy & Place Scrutiny Committee

AGENDA

OPEN AGENDA

- 1 **APOLOGIES**
- 2 **DECLARATIONS OF INTEREST**
- 3 **MINUTES OF PREVIOUS MEETING** (Pages 3 - 6)
To consider the minutes of the last meeting of the Committee.
- 4 **NEWCASTLE-UNDER-LYME BOROUGH LOCAL PLAN 2040** (Pages 7 - 12)
- 5 **NEWCASTLE-UNDER-LYME BUSINESS IMPROVEMENT DISTRICT - PROGRESS REPORT** (Pages 13 - 28)
- 6 **TOWN DEAL AND FUTURE HIGH STREET FUNDS UPDATE** (Pages 29 - 40)
- 7 **WORK PROGRAMME** (Pages 41 - 46)
- 8 **PUBLIC QUESTION TIME**

Any member of the public wishing to submit a question must serve two clear days' notice, in writing, of any such question to the Borough Council.

- 9 **URGENT BUSINESS**

To consider any business which is urgent within the meaning of Section 100B (4) of the Local Government Act 1972.

Members: Councillors Berrisford, Bettley-Smith (Vice-Chair), Burnett-Faulkner, Casey-Hulme, Edginton-Plunkett, Gorton, Grocott, D Jones, Parker (Chair) and J Waring

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 :- Where the total membership of a committee is 12 Members or less, the quorum will be 3 members....Where the total membership is more than 12 Members, the quorum will be one quarter of the total membership.

SUBSTITUTE MEMBER SCHEME (Section B5 – Rule 2 of Constitution)

The Constitution provides for the appointment of Substitute members to attend Committees. The named Substitutes for this meeting are listed below:-

Substitute Members:	Adcock	S Jones
	Allport	Stubbs
	Dymond	J Tagg
	Fox-Hewitt	Whieldon
	Holland	

If you are unable to attend this meeting and wish to appoint a Substitute to attend on your place you need to identify a Substitute member from the list above who is able to attend on your behalf

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

NOTE: IF THE FIRE ALARM SOUNDS, PLEASE LEAVE THE BUILDING IMMEDIATELY THROUGH THE FIRE EXIT DOORS.

ON EXITING THE BUILDING, PLEASE ASSEMBLE AT THE FRONT OF THE BUILDING BY THE STATUE OF QUEEN VICTORIA. DO NOT RE-ENTER THE BUILDING UNTIL ADVISED TO DO SO.

Agenda Item 3

Economy & Place Scrutiny Committee - 09/12/24

ECONOMY & PLACE SCRUTINY COMMITTEE

Monday, 9th December, 2024
Time of Commencement: 7.00 pm

[View the agenda here](#)

[Watch the meeting here](#)

Present: Deputy Mayor - Councillor Robert Bettley-Smith (Chair)

Councillors: Berrisford Grocott J Waring
Edginton-Plunkett Moss
Gorton Panter

Apologies: Councillor(s) Burnett-Faulkner, D Jones and Parker

Substitutes: Councillor John Tagg

Officers: Allan Clarke Planning Policy Manager
Craig Jordan Service Director - Planning
Simon McEneny Deputy Chief Executive

Also in attendance: Councillor Stephen Sweeney Deputy Leader of the Council
and Portfolio Holder - Finance,
Town Centres and Growth

1. **APOLOGIES**

Apologies were received as listed above.

2. **DECLARATIONS OF INTEREST**

There were no declarations of interest stated.

3. **MINUTES OF PREVIOUS MEETING**

Resolved: That the minutes of the previous meeting held on 11th September 2024 be agreed as a true and accurate record.

4. **NEWCASTLE-UNDER-LYME BOROUGH LOCAL PLAN 2040**

The Deputy Leader / Portfolio holder for Finance, Town Centres and Growth introduced the update report on the progress made on developing a new local plan for the borough. The Planning Policy Manager presented the report including figures relating to representations received following the 8 weeks consultation stage. A consultation report would be submitted alongside the plan and other relevant documents of which an update to the duty-to-cooperate statement of compliance.

Members raised questions and responses were provided as follows.

Cllr Grocott enquired about the timescales and guidelines that were to be added to the website as discussed at the previous meeting.

The Planning Policy Manager responded that the intention was to submit the Plan by the end of the year and to restructure the website to provide more details about the process. An independent Program Officer whose details would be provided around the time of submission had also been appointed to ensure the liaison between the inspector and other interested parties. The Chair commented that the priority was for the plan to be submitted and that updating the website would follow.

Cllr Gorton expressed his appreciation of the Council and its officers for allowing email submissions in addition to the portal and asked how the number of representations received compared to what was expected as well as if responses were critical of any specific policies. The Chair requested that the response focused on a strategic overview.

The Planning Policy Manager said there weren't any particular expectations with regard to the number of responses, many of whom were received. A lot of them were site based but there were also many from statutory consultees pertaining to the wording of policies. Both a summary and a full version of representations received would be provided with the submission for the inspector to consider.

Resolved: That the update on the progress of developing a new Local Plan for the Borough be noted.

[Watch the debate here](#)

5. **TOWN DEAL AND FUTURE HIGH STREET FUNDS UPDATE**

The Deputy Leader / Portfolio holder for Finance, Town Centres and Growth introduced the update report on the various projects funded or part funded through the two Town Deals – Newcastle and Kidsgrove, and the Future High Street Funds for Newcastle Town Centre. Good progress was being made and the work undertaken by Capital and Centric would likely inspire other authorities about the potential behind the regeneration of old structures.

The Deputy Chief Executive supported the Deputy Leader's statement.

Members raised questions and responses were provided as follows.

Cllr Grocott asked if the section 106 money available for Bradwell could be used for the park and if the HS2 funds could go towards the railway station and other development in Kidsgrove.

The Deputy Chief Executive said that the spending of section 106 would be agreed through the planning process. The HS2 funds were promised nationally by the previous government and the new government was yet to communicate on how these would be delivered and if there would be any condition attached to it. The newly elected Kidsgrove MP was to speak with the department of transports on behalf of the Council.

The Service Director for Planning added that the section 106 money was tied to a specific scheme and would be spent on the development and the open space that was there – i.e. the Dingle. The emerging Local Plan would bring more opportunities for the Council to be involved.

Cllr Moss enquired about the proposed village hall in Knutton and the sourcing of tenants or operators including timescales for selection and signing of an agreement.

The Deputy Chief Executive advised that Support Staffordshire was currently talking to two groups on how they might be able to take the development forward. They needed to be a registered CIC (Community Interest Company) and it was hoped that an agreement would be finalised in the new year, planning permission having already been received. The organisation would need to sign up for a lease with the Council and there would be a construction contract.

Cllr Panter asked when the new village hall would open.

The Deputy Chief Executive responded that once the contract referred to above would be signed the construction itself would be for a relatively short period of time. It was hoped that this would be completed by the end of 2025 or beginning of 2026 however no commitment could be made until signature.

Resolved: That the report on the delivery of the Town Deal and Future High Street Funds projects be noted.

[Watch the debate here](#)

6. **PLANNING ENFORCEMENT AND PERFORMANCE**

The Deputy Leader / Portfolio Holder for Finance, Town Centres and Growth introduced the report on Planning Enforcement and Performance.

The Service Director for Planning provided an update on the organisational arrangements relating to planning enforcement along with activity that had taken place over the past 12 months.

Members commented on the report and responses were provided as follows.

The Chair suggested that the committee may benefit from figures to be provided in relation to paragraph 2.10 in addition to percentages.

Cllr Panter backed up the suggestion although mindful of not wanting to generate unnecessary work for officers, which the Chair supported.

Cllr Gorton asked if breaches of tree preservation orders fell under planning enforcement and if so whether any increase of such breaches had been noticed in relation to some residents wishes for trees to be taken down.

The Service Director for Planning confirmed that this was a matter of planning enforcement and while no major increase had been noticed this could be investigated further with the landscape service.

The Chair commented that re-assurance should be provided that appropriate action would be taken would such breaches be reported.

Resolved: That the contents of the report be noted.

[Watch the debate here](#)

7. WORK PROGRAMME

The Deputy Chief Executive said that the work programme was to be refreshed for 2025. This would feature again updates on the Local Plan and the Town Deal as well as Town Deal and Future High Street Funds as recurring items. Officers had been informed that the BID team would not be coming and so the BID update would need to be taken off the programme. Information was awaited from the government before HS2 could come again and members were invited to suggest any other items to be scrutinized for the year ahead.

Members made the following suggestions.

Cllr Edington-Plunkett expressed his wish for the new Police Commander to be invited to the committee to answer questions from members as well as for an update to be provided on waste and recycling.

The Deputy Chief Executive advised that the police would now likely be within the remit of the Health, Environment and Wellbeing Scrutiny Committee, which would be confirmed with relevant officers. The request for a report on waste and recycling was noted and would be taken forward.

Cllr Gorton referred to the Car Parking Strategy recently approved by Cabinet and suggested that an update on how the strategy was working out could be brought to the Committee in 12 months.

The Deputy Chief Executive confirmed this could be provided.

Cllr Grocott asked about social housing and the housing stock. The Chair advised that a presentation from Aspire Housing to all members was scheduled in the New Year and this would likely to take place in February.

Resolved: That the work programme be discussed.

[Watch the debate here](#)

8. PUBLIC QUESTION TIME

There were no questions received from members of the public.

9. URGENT BUSINESS

There was no urgent business.

**Deputy Mayor - Councillor Robert Bettley-Smith
Chair**

Meeting concluded at 7.38 pm

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

**CORPORATE LEADERSHIP TEAM'S
REPORT TO ECONOMY & PLACE SCRUTINY COMMITTEE**

DATE: 13 MARCH 2025

Report Title: Newcastle-under-Lyme Borough Local Plan 2040

Submitted by: Deputy Chief Executive

Portfolios: Strategic Planning

Ward(s) affected: All

<u>Purpose of the Report</u>	<u>Key Decision</u>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
To provide an update on the emerging Borough Local Plan.			
<u>Recommendation</u>			
That Committee:			
<ol style="list-style-type: none"> 1. Members note the update on the progress of developing a new Local Plan for the Borough. 			
<u>Reasons</u>			
To provide an update on the progress of developing a new Local Plan. To ensure that the process of adopting a Local Plan is undertaken in accordance with the requirements of the Planning and Compulsory Purchase Act and the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended).			

1. Background

- 1.1 The Local Plan sets the vision and framework for how the Borough will grow up to 2040. It sets out targets for the number of jobs and homes to be delivered in the Borough and provides a spatial strategy to guide development to the most sustainable locations. At its adoption, the Plan will form part of the statutory Development Plan for the Borough.
- 1.2 The Economy and Place Scrutiny Committee, at its meeting on the 12 December 2022, requested that a standing item be added to future meeting agendas to provide an update on the current position with regards to the preparation of the emerging Borough Local Plan.
- 1.3 The Borough Council submitted the Local Plan for examination on the 20 December 2024. Inspector Anne Jordan (BA Hons) MRTPI has been appointed to examine the Local Plan.

- 1.4** All comments received at the Regulation 19 stage have been sent to the Secretary of State on the submission of the Plan for consideration. The Inspector holding the examination will consider the evidence provided by the Council to support the Plan and any representations which have been put forward by local people and other interested parties. It is expected that the examination will include public hearing sessions.
- 1.5** There are three potential outcomes to the examination process:
- a) The Plan as submitted by the Council is found to be sound and legally compliant.
 - b) Changes (known as ‘main modifications’) to the Plan are considered necessary to make it legally compliant and sound; or
 - c) The Plan is deemed unsound and/or not legally compliant with any deficiency (ies) unable to be remedied through main modifications. In this outcome, the Council is asked to withdraw the Plan from examination.
- 1.6** The outcome for a large proportion of plan examinations is (b), involving ‘main modifications’. Proposed main modifications that the Inspector considers necessary are subject to public consultation for a period of six weeks during the examination. The Council has asked the Inspector appointed to examine the emerging Local Plan to consider main modifications in her consideration of the Local Plan. At the end of the examination the Inspector will send a report to the Council with their findings including final, recommended main modifications. After that, the Plan, incorporating the main modifications, can be adopted by the Council. Upon adoption the Plan would become part of the statutory development plan for the Borough and would replace most policies in the Joint Core Strategy 2009 and legacy Newcastle-under-Lyme Local Plan 2003.
- 1.7** In July 2024, the Housing Minister Matthew Pennycook MP wrote to the Planning Inspectorate to emphasise that Inspectors should not be ‘fixing’ Local Plans during the examination process and that pragmatism should only be used by Inspectors where it is likely that a plan is capable of being found sound with limited additional work required to address soundness issues. This work should take usually no more than six months overall.
- 1.8** A revised version of the National Planning Policy Framework (“NPPF”) was published by the Government in December 2024. In line with the transitional provisions of the December 2024 National Planning Policy Framework (paragraphs 234b & 236 respectively) for Local Plan making, where a Local Plan has been submitted for examination on or before the 12 March 2025 and the emerging Plan provides for less than 80% of local housing need, the Local Planning Authority will be expected to begin work on a new plan, under the revised plan-making system provided for under the Levelling Up and Regeneration Act 2023 (as soon as the relevant provisions are brought into force in 2025) in order to address any shortfall in housing need. This is the position faced by the Council following the publication of the NPPF in December 2024.
- 1.9** As part of a package of announcements made at the launch of the revised NPPF in December 2024, the Deputy Prime Minister has asked all local

planning authorities to produce an updated Local Development Scheme ("LDS") within 12 weeks of the publication of the NPPF (i.e. by no later than 6 March 2025). The LDS sets out the programme for producing a Local Plan. In line with this request, the Council's Cabinet on the 4 February 2025 considered and approved an LDS for the period 2025 – 2028. The LDS has been submitted to government.

- 1.10** The LDS sets out the Council's indicative programme for producing a new Local Plan on adoption of the submitted Local Plan. The need for and progress on a new Local Plan, beyond the Plan submitted for examination, will be dependent on the outcomes of the examination and the content of the regulations provided for under the Levelling Up and Regeneration Act 2023.

2. Issues

- 2.1** A Local Plan 'examination library' webpage has been created: - [Local plan examination – Newcastle-under-Lyme Borough Council](#). The examination library provides regular updates on the examination. The Inspector and Programme Officer, appointed to assist the Inspector with the running of the examination maintain the library. Any updates to the website are facilitated by the Council. The examination library contains documents submitted to the Inspector on the submission of the Local Plan and then regular updates on the Local Plan examination, including letters and correspondence that the Inspector issues to the Council and formal responses by the Council in return.
- 2.2** The Inspector has asked the Council initial questions about the Habitats Regulation Assessment submitted by the Council. The Inspector has asked the Council for an update on engagement with Natural England regarding the Habitats Regulations Assessment and the position regarding work commissioned in response to comments raised by Natural England to the Local Plan.
- 2.3** The Council has provided an initial response to the Inspector noting that engagement with Natural England continues and provided an indication of timescales for a response to the Inspector. This indicates that the finalisation of air quality and ecological interpretation reports would be provided to the Inspector by the 28 March 2025. This would include the intention of providing a Statement of Common Ground on air quality with Natural England by that time.
- 2.4** The Inspector has indicated that once the matters and position with Natural England is clear, that the Inspector will be able to prepare Matters Issues and Questions for the examination. These are a set of questions, issued by the Inspector to discuss at the examination hearing sessions. The Council is expected to respond to each question set based on each topic area in the Local Plan. Whilst the Inspector is hoping that the matter with Natural England will not significantly delay the examination, and that the hearing sessions will be able to start in May, the Inspector has made clear that this cannot be assured until the outcome of the work above is known.

3. Recommendation

- 3.1 That the Committee notes the update on the progress of developing a new Local Plan for the Borough.

4. Reasons

- 4.1 To provide an update on the progress of developing a new Local Plan. To ensure that the process of adopting a Local Plan is undertaken in accordance with the requirements of the Planning and Compulsory Purchase Act and the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended).

5. Options Considered

- 5.1 The Council has expressed its clear intention through the approval of a Local Development Scheme (Local Plan Timetable) to adopt a new Local Plan providing a comprehensive set of up-to date planning policies for the Borough.

6. Legal and Statutory Implications

- 6.1 In accordance with Section 20 of the Planning and Compulsory Purchase Act 2004 (as amended) ('the 2004 Act'), the Council has a statutory duty to prepare planning policies and maintain an up-to-date development plan.
- 6.2 Secondary legislation relating to the preparation of development plan documents is set out in the Town and Country Planning (Local Planning) (England) Regulations 2012.

7. Equality Impact Assessment

- 7.1 The Local Plan is supported by an Equality Impact Assessment as part of its Sustainability Appraisal. This will consider how development proposed and planning policies impact on different groups in the community

8. Financial and Resource Implications

- 8.1 The preparation of the Local Plan is resourced through the Planning Policy budget and full use of the Local Plan reserve. Cabinet on the 15 October 2024 considered a report on the funding of the Local Plan Examination and resolved that the allocation of up to £200,000 be made from the Budget Support Fund to fund the Local Plan programme and examination.

9. Major Risks & Mitigation

- 9.1 Changes in National Policy, Legislation and Guidance - The Levelling-Up and Regeneration Act now has Royal Assent. The Act will have implications for the formulation of future Local Plans.

10. UN Sustainable Development Goals (UNSDG)

10.1 As the Local Plan is primarily focused on the use of land, overall levels of growth and the relationship to the environment and infrastructure then several of the UN Sustainable Development Goals will overlap with the aims of the Plan.



11. One Council

Please confirm that consideration has been given to the following programmes of work:

Please confirm that consideration has been given to the following programmes of work:

One Commercial Council

We will make investment to diversify our income and think entrepreneurially.

One Digital Council

We will develop and implement a digital approach which makes it easy for all residents and businesses to engage with the Council, with our customers at the heart of every interaction.

One Green Council

We will deliver on our commitments to a net zero future and make all decisions with sustainability as a driving principle.

12. Key Decision Information

12.1 This report and the recommendations contained within it relate to the preparation of a new Borough Local Plan. Decision reports associated with the formal consultation and submission of the Local Plan will affect all wards in the Borough

13. Earlier Cabinet/Committee Resolutions

- 13.1 Cabinet – 4 February 2025 – Local Development Scheme - [Agenda for Cabinet on Tuesday, 4th February, 2025, 2.00 pm – Newcastle-under-Lyme Borough Council](#)
- 13.2 Cabinet – 15 October 2024 – Cabinet Decision Funding the Local Plan Examination - [Agenda for Cabinet on Tuesday, 15th October, 2024, 2.00 pm – Newcastle-under-Lyme Borough Council](#)
- 13.3 Council – 24 July – Council decision to consult on the Final Draft Local Plan - [Agenda for Council on Wednesday, 24th July, 2024, 7.00 pm – Newcastle-under-Lyme Borough Council](#)

14. **List of Appendices**

14.1 N/A

15. **Background Papers**

- 15.1 The Local Plan examination website can be viewed here: - [Local plan examination – Newcastle-under-Lyme Borough Council](#)

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

CORPORATE LEADERSHIP TEAM'S
REPORT TO ECONOMY AND PLACE SCRUTINY COMMITTEE

13 MARCH 2025

Report Title: Newcastle-under-Lyme Business Improvement District – Progress Report

Submitted by: Service Director – Neighbourhood Delivery

Portfolios: Finance, Town Centres and Growth

Ward(s) affected: Town

<u>Purpose of the Report</u>	<u>Key Decision</u> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
To provide the Economy and Place Scrutiny Committee with a progress report on the activities of Newcastle-under-Lyme Business Improvement District (BID).	
<u>Recommendation</u>	
That Committee:	
Receive the report and note the progress report on NuL BID and the forthcoming renewal process	
<u>Reasons</u>	
To monitor the impact of NuL BID in improving Newcastle town centre by offering additional services and new initiatives	

1. Background

1.1 Business Improvement Districts (BIDs) are business led and business funded schemes to improve a defined commercial area, such as a town centre, through additional services or new initiatives.

The benefits of BIDs are wide-ranging and can include:

- Businesses decide and direct what they want in their area
- Businesses are represented and have a voice in issues affecting their trading area
- BID levy money is ring-fenced for use only in the BID area
- Increased footfall and spend
- Improved staff retention
- Reduced business costs
- Enhanced marketing and promotion
- Support with sustainability initiatives
- Guidance in place shaping vision activities

Facilitated networking opportunities with neighbouring businesses
Assistance in dealing with the Council, Police and other public bodies

- 1.2** NuL BID is now in its second term, which runs from 2021 to 2026.
The BID has 3 objectives:
- Support business growth and investment with a great business offer (Networking; Partnership Working; Wi-Fi; Business Insights; Training; Vacant Spaces; Business Support)
 - Create a welcoming and attractive town, ensuring a safe experience (Market Development; Town Centre Safety; Reanimating Public Spaces; Events; Safety and Crime)
 - Celebrate and promote Newcastle as a town for all, preserving the heritage and cultural aspect of the area (Community Focus; Collaboration; Business Comms; PR and Marketing of Town; Business Promotions)
- 1.3** The BID vision, through a business-led programme of investment, is to build on Newcastle-under-Lyme's traditions by creating a safe, welcoming, forward-thinking town for the whole community.

2. Issues

- 2.1** During 2024/25, NuL BID has delivered the following:
- Events - Lymelight Festival; Jazz and Blues Festival; Outdoor Cinema; Castle Classics; Love NuL Business Awards; Christmas Lights Switch On (Light Up Castle); Food and Drink Festival
Reanimating Public Spaces – Pop Up Park (including organised activities); Britain in Bloom; Seasonal lighting, bunting and banners; Artbox and murals
Safety – contribution to CCTV running costs; Safer Newcastle Drop ins
Clean Up Castle – Town Tidy Days; Shop front improvement scheme
Connects Network – business networking; communications and promotion
- 2.2** The impact of these initiatives has seen footfall in Newcastle town centre increase when events are held, creating the opportunity for local businesses to take advantage of higher potential customer volume. The BID Annual Report for 2024/25 is attached at Appendix 1 and provides further information on impact and outcomes.
- 2.3** NuL BID has delivered the initiatives in partnership with the following organisations:
- Partnerships for Better Business (PFBB)
Newcastle Borough Council
Staffordshire Police
Newcastle College
Keele University
Appetite
Association of Town and City Management (ATCM)
British BIDs

- 2.4 Based on feedback from businesses and other partners, NuL BID has agreed the following programme for 2025/26:

Events – Castle Classics; Lymelight Festival; Jazz and Blues Festival; Love NuL Business Awards; Light Up Castle (Christmas Lights Switch On); Food and Drink Festival; Connects Network; Town Centre Tidy Days; Safer Newcastle Drop Ins; Pop Up Park and Activities

- 2.5 The BID will undertake a renewal process during 2025 to determine whether or not it will continue for a third term from 2026 to 2031. The BID has commissioned PFBB (Partnerships for Better Business) to manage this process which will include a review of outcomes and benefits, mapping business objectives through engagement with businesses, a boundary review, the development of a BID Proposal and Business Plan, levy criteria and financial modelling and preparing and running the ballot. A report on this process will be brought to a future meeting of the Cabinet and officers will assist PFBB during the renewal process where appropriate.

3. **Recommendation**

- 3.1 That Economy and Place Scrutiny Committee receive the report and note the progress of NuL BID and the forthcoming renewal process.

4. **Reasons**

- 4.1 To monitor the impact of NuL BID in improving Newcastle town centre by offering additional services and new initiatives

5. **Options Considered**

- 5.1 N/A

6. **Legal and Statutory Implications**

- 6.1 The development of the Business Improvement District Business Plan and the renewal process is governed by legal statute under the Business Improvement Districts (England) Regulations 2004 (Enabling power – Local Government and Housing Act 1989 and Local Government Act 2003).

7. **Equality Impact Assessment**

- 7.1 N/A

8. **Financial and Resource Implications**

- 8.1 The current term of the BID (2021 – 2026) has a levy threshold of £12,001 and consists of 300 hereditaments. The total annual average levy income is £249,229 and this equates to an average annual spend on Objective 1 of £51,113, Objective 2 of £72,517 and Objective 3 of £76,050.

9. Major Risks & Mitigation

- 9.1 The major risks associated with NuL BID are:
- 9.2 Failure to collect the levy payments – this is mitigated by the Council collecting the levy payments on behalf of NuL BID
- 9.3 Failure to deliver the objectives in the NuL BID Business Plan – this is mitigated by the governance structure of the BID Board agreeing the work programme for the year and monitoring progress at Board meetings

10. UN Sustainable Development Goals (UNSDG)



11. One Council

Please confirm that consideration has been given to the following programmes of work:

One Commercial Council

We will make investment to diversify our income and think entrepreneurially. The Council is a BID levy payer and makes this contribution to assist with economic growth in Newcastle town centre.

One Digital Council

We will develop and implement a digital approach which makes it easy for all residents and businesses to engage with the Council, with our customers at the heart of every interaction. The Council collects the BID levy via its digital Business Rates collection system and passports the income collected to the BID.

One Green Council

We will deliver on our commitment to a net zero future and make all decisions with sustainability as a driving principle. The Council, as a BID levy payer, supports local business and local procurement with a view to minimising the carbon footprint of the Borough.

12. Key Decision Information

12.1 N/A

13. Earlier Cabinet/Committee Resolutions

13.1 N/A

14. List of Appendices

14.1 NuL BID Annual Report 2024/25

15. Background Papers

15.1 None

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LOVE N-U-L



Annual Report 2024-25.



From the BID Manager.



Welcome to Newcastle-under-Lyme BID's Annual Report, where I'm providing an update on key activities from 1st April 2024 to 31st March 2025. It's been another busy year for the BID team, and I'm pleased to share the progress we've made.

Looking ahead to 2025, there's so much for us to be excited about as we approach a new BID delivery year. A major highlight this year was our first ever entry into Britain in Bloom, where we were named Heart of England in Bloom's BID category winner. In 2025 we will represent the Heart of England nationally in the BID category - a fantastic opportunity to showcase our town.

This year also marks the fifth year of our second BID term. We've remained focused on delivering our business plan and ensuring a real return on investment for you, our businesses. The 2024/2025 period saw successful projects that have set the stage for even more exciting developments in 2025/2026.

We've continued to bring energy and vibrancy to Newcastle-under-Lyme, from hosting the Jazz & Blues Festival to supporting the hospitality sector and launching the LoveNUL Business Awards to celebrate our diverse businesses. We've also contributed to enhancing the public realm through initiatives like Town Tidy Days, Safety Drop In sessions with the Borough Council and Staffordshire Police, and the installation of a Pop-Up Park, which helped Newcastle win Britain in Bloom Gold.

It's great to see new businesses opening in town and we've also welcomed sponsorships of our flagship events as well as onboard 'Friends of the BID, who choose to support us through voluntary membership.

With redevelopment projects led by the Borough Council and Capital&Centric on the former Ryecroft site, York Place, and the Midway in progress, we remain focused on making sure your voices are heard. We continue to advocate on your behalf and keep you updated on investments and changes. These developments, along with BID led initiatives like the Shop Front Improvement Scheme and public realm enhancements, will make Newcastle an even more vibrant and inviting place.

We're committed to making Newcastle-under-Lyme a great place to visit, work, and live. Your engagement is key to our success, and we encourage all businesses to get involved in the opportunities we're offering.

If you would like to know more about how you can get involved or what benefits, advice or support we are able to provide you and your business, please do not hesitate to contact the BID team at any time - hello@nulbid.co.uk

Charlotte Pearce
Newcastle-under-Lyme BID Manager

Your BID Team.

Alongside your BID Manager, Charlotte Pearce, our small (but mighty!) team consists of Charlie Machin, our Projects and Marketing Executive and David Breese, our Business Engagement Officer. We're all passionate about working together with local businesses and we're always looking for new ideas and ways to improve, and we'd love to hear your thoughts on how we can develop and grow!

Get in touch!



Charlotte Pearce
BID Manager
manager@nulbid.co.uk



David Breese
Business Engagement Officer
david@nulbid.co.uk



Charlie Machin
Projects & Marketing Executive
marketing@nulbid.co.uk

From the BID Chairs

On behalf of the Board, we would like to thank you for your continued support this year. The progress we've made over the past year is a result of your engagement and collaboration.

Reflecting on the past year, we are proud of the BID's work in uniting local businesses and delivering key improvements in the town centre. From successful events to public realm upgrades, we've seen Newcastle grow and thrive.

As we move into 2025, we're focused on building on this momentum, creating new opportunities, and driving further improvements. With major redevelopment projects underway, we'll continue to ensure your voices are heard and support your growth.

As an independent organisation, we focus on projects that complement those provided by external stakeholders in the Borough ensuring investments meet the needs of the town and its businesses.



Jane Tunnicliff
Newcastle under Lyme
Co-Chair & BID Director
NSCG



Nigel Davies
Newcastle under Lyme
Co-Chair & BID Director
Boss & Sons



Eddie Leligdowicz
Lemaca (McDonalds)



Simon Hilton
Café 21/
Central Designs



Rachel Laver
Staffordshire
Chambers of Commerce



Fiona Wallace
New Vic Theatre



Cllr Simon Tagg
Newcastle-under-Lyme
Borough Council



Kirsty Rollings
Keele University



Martin Fagg
Cappello Lounge



Objective 1 / Support

Support business growth and investment with a great business offer.

SUPPORT
NETWORKING
REPRESENTATION
ENGAGEMENT
INSIGHTS
SKILLS

£35k Budget Allocated

SUPPORT

Projects Delivered.

In 2025 we supported local businesses through a range of initiatives, including essential training opportunities such as **First Aid and Defibrillator sessions**, which equip businesses and the wider community with critical life-saving skills. In partnership with **King Street Studio**, the BID funds monthly networking event, **Connects Network**, to encourage collaboration and community building among local business owners. We also support regional campaigns like **Magic Tenner** and **Small Business Saturday**, which helps promote independent businesses and ensures money stays within the local economy.

In addition to training and events, the BID invests in the town's digital infrastructure by providing **free town centre Wi-Fi**, benefiting residents, local businesses and workers. Through the **GEO-Sense** monitoring scheme, we deliver valuable **footfall insights** to businesses, helping us make data-driven decisions based on visitor trends.

We are committed to ensuring local businesses are **represented** at key meetings and summits, such as the **ACTM (Association of Cities and Town Centre Management)** and **Town Deal Board**, where we advocate for policies that impact the high street. The BID also worked closely with **Newcastle-under-Lyme Borough Council** on a **High Street Task Force Placemaking Workshop**, gathering insights from businesses to help shape the future of the town centre.

Dave Breese, our **Business Engagement Officer**, plays a key role by conducting regular business visits, attending **PABCIS** meetings and connecting businesses with relevant training opportunities. We also seek additional funding through sponsorship and voluntary levy payers to support initiatives and events that drive growth.



Objective 2 / Enhance

Create a welcoming and attractive town, ensuring a safe experience.

SAFETY
PUBLIC REALM
RE-ANIMATION
GREEN SPACES
EVENTS
CREATIVITY

£147k Budget Allocated

CREATE

A Safer Newcastle.

In 2025 we're continuing to build stronger relationships with **keystakeholders**, collaborating with businesses to amplify concerns, encouraging the **reporting** of issues, and directing businesses to relevant **support services**. We recognise that businesses seek tangible security improvements to create **safer streets**.

In partnership with **Newcastle-under-Lyme Borough Council**, **Staffordshire Police** and community safety organisations, we are committed to addressing key social issues and making targeted security investments that align with the priorities of our BID fee payers.

A Welcoming Newcastle.

Enhancing the **public realm** by creating a more attractive and **welcoming environment** for all is one of our key focuses with projects such as community led **Town Tidy Days** where we collaborate with local businesses and partners to clean up **littered areas** in and around the town centre.

Our **Shop Front Improvement Scheme**, launched in 2023, continues to support local businesses by offering **match funding** for shopfront renovations, helping to create a more vibrant and inviting high street. To further enhance the town's appearance, we provide **planters** to brighten storefronts, install **LoveNUL branded bunting**, and coordinate **seasonal decorations**, including our much-loved **Christmas lighting scheme** and **Christmas tree**.

A key part of our commitment to **transforming** the town centre includes celebrating **local creativity** and **heritage** through **public art**. Working with **13 local artists**, we have delivered stunning artwork across the town, including murals in collaboration with landlords. The **ArtBox** project delivered with local artist Rob Fenton has **repurposed existing street furniture**, such as BT boxes, to install **10 unique pieces of street art**, adding **character and vibrancy** to public spaces.

The town also welcomed back our **pop-up park** outside The Guildhall, this charming **green space** enhances the overall **ambiance** of the town centre. The park also hosted **six weeks of free activities** for families featuring exotic and small animal visits, storytelling sessions and crafting workshops with local creatives, bringing a fresh energy to the heart of the town.

By combining **practical improvements** with **creative initiatives**, we are committed to making Newcastle-under-Lyme a more attractive town for all.

£50k Contributed to CCTV since 2015
12 Safer Newcastle Drop Ins

Safety Stats.



Join us! Safety Drop In dates: fourth Thursday of the month - Lancaster Buildings, 9.30-12pm

Stats.

5	Town Tidy Days
100	Bags of Litter Collected
£2k	Match Funding for Shop Front Scheme
12	Public Art Installations
6	Pop Up Park Events
65k	Lighting
20%	Average Footfall Increase

Join us! Town Tidy Up: Last Tuesday of the month - The Guildhall, 12-2pm



Britain In Bloom 2025 Winners.



A Blooming Newcastle.

In 2025, Newcastle-under-Lyme proudly entered Britain in Bloom as part of the Heart of England in Bloom competition, achieving a Gold Award in the BID category.

The judges were highly impressed by our initiatives, praising our commitment to sustainability, community collaboration, forward-thinking businesses, and the integration of art and creativity throughout the town.

This outstanding achievement has secured our place in the national finals, where we will represent Heart of England on a larger stage. Additionally, the town's dedication to enhancing green spaces was further recognised with a special award for Queens Gardens, celebrating its beauty, maintenance, and contribution to the town's environmental and social wellbeing.

We are delighted to work with our partners at Newcastle-under-Lyme Borough Council on this achievement.



"The scale and interpretation of local heritage is abundant throughout the town and is very impressive - artwork in parks, on roundabouts and in subways."

- Britain In Bloom Judges Feedback

A Vibrant Newcastle.

In 2025 our calendar of events grew.

Events remain a key priority for Newcastle-under-Lyme BID, driving footfall by an average of 20% and directly benefiting local businesses. Funded and delivered by the BID team with support from local suppliers, our expanding event calendar enhances the town's reputation and vibrancy.

Castle Artisan Market, supported by BID funding, continues to elevate the town's profile with monthly event markets with Bank Holiday Specials during summer months. Lymelight Festival returned in May with 40+ local music acts across three stages, while the Jazz & Blues Festival in July showcased 55 performances across 26 venues. New events such as Castle Classics, a classic and retro car show, brought 70+ cars to the High Street and Ironmarket, and the Castle Food & Drink Festival saw sell out vendors over both the August Bank Holiday and

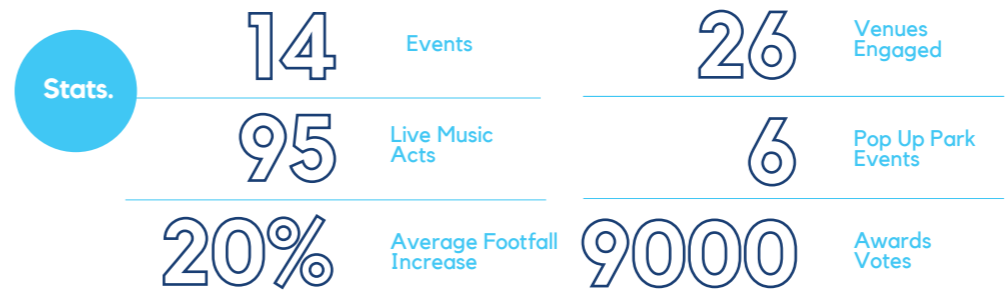


The BID funded Christmas Light Switch-On, Light Up Castle featured walkaround entertainers, giveaways, a laser show, and Santa & The Grinch, with the lights switched on by Your Heroes award winners. Summer events included an Outdoor Cinema screening three cult films, six pop-up park activities for families in the pop up park, and themed Halloween and dog-friendly events.

Supporting local culture, we funded Appetite arts company who supplied pop-up entertainment and artist residencies as part of their Newcastle Common initiative. We also partnered with Drop City Books to animate an empty shop for International Women's Day and World Book Day, providing free books and engaging activities.

The LoveNUL Awards returned for its second year at Keele University, celebrating local business excellence with 170 attendees, 900 nominations across 12 categories, and 9,000 votes.

By expanding on existing events and introducing new ones, Newcastle-under-Lyme BID ensures the town continues to be a destination for culture and entertainment.



our summer of events

Objective 3 / Promote

Celebrate and promote Newcastle-under-Lyme as a town for all.

HERITAGE
CULTURE
DESTINATION
COMMUNITY
CHAMPION
ARTS

£78k Budget Allocated



CELEBRATE

Celebrate & Promote.

Continuing to build on our working relationships with groups such as Appetite, Philip Astley Project and ArtsKeele, the BID plays a key role in bringing vibrant cultural projects to life, honouring Newcastle's heritage while ensuring the town stays relevant and appealing to a wide range of audiences. We strive to keep our projects such as events exciting by seeking opportunities to collaborate with innovative partners, creating a diverse lineup of activities that attract people into the town. By continuously exploring new ideas and staying in tune with the interests of different age groups, the BID helps to ensure that Newcastle remains a dynamic and engaging destination.

The town's cultural identity is further highlighted through initiatives such as mural commissions paying tribute to its showbiz history and engagement with Keele University students at Welcome Week, strengthening connections between young people and local businesses through loyalty schemes. The BID also champions Newcastle's business community through the LoveNUL Business Awards, which promote business excellence and celebrate the enterprises that make up the town.



The BID has continued to draw on our strong local and regional connections with the media, resulting in PR coverage for the town and its businesses from: SOTLive, Radio Stoke, Hits Radio, BBC News, 6 Towns Radio, Hit Mix Radio, The Knot, Daily Focus, WeAreStaffordshire, welovestoke.

Marketing and digital engagement are at the core of the BID's strategy, helping to shape perceptions, drive footfall, and enhance Newcastle's reputation. With a growing social media following of over 25k across platforms like Facebook, Instagram, and LinkedIn, the BID effectively shares local stories and promotes businesses and events. A key initiative is the monthly 'Good News Stories' round-up, which highlights positive developments and is shared across social media and picked up by local press. Additionally, the BID produces and distributes press releases on behalf of businesses to celebrate key milestones and announcements.



PROMOTE

Marketing in Numbers.

Digital marketing remains central to the BID's promotional efforts, with its B2C and B2B websites serving as vital communication channels. Analytics are closely tracked to measure engagement and guide marketing decisions. Looking ahead, a major website redevelopment is planned for the coming year, focusing on improving customer navigation, enhancing user experience, and transforming the platform into a one-stop shop for Newcastle-under-Lyme news - an identified priority from business consultations.

This digital evolution will also extend to e-marketing, ensuring a seamless and informative experience across all channels. The BID is also exploring SEO-driven content strategies, including guides, seasonal blog posts, and user-generated content, to further boost online visibility and engagement.

Make sure you're following us
@newcastlebid

Top 5 Searched for:

- Newcastle BID
- What's On
- Business Directory
- Newcastle Food Festival
- Newcastle Developments

Ranking on page one of Google for:

- Events in Newcastle-under-Lyme
- Food in Newcastle-under-Lyme
- About Newcastle-under-Lyme



"We've seen considerable positive change in the town thanks to the BID. The events they've organised and their support has not only boosted footfall but has also created a lively atmosphere that directly benefits us.

The BID's efforts have been invaluable in helping us grow and thrive."

- The Carlton

Income.

Businesses in Newcastle-under-Lyme town centre BID area pay a levy which is used to pay for the projects and services provided by Newcastle-under-Lyme BID Ltd.

In 2024/2025 the total levy collected was £252k (correct at 27th February) with £1.5k remaining uncollected.

These figures show a breakdown of how the BID levy was budgeted in the period 1 April 2024 to 31 March 2025. These figures may alter upon completion of our year end accounts.

Carried Forward	£75,000
BID Levy Collected	£252,367
Voluntary Levy Collected	£500
Event Sponsorship	£4,400
Match Funding	£10,000

Paying your Levy.

Every business in the Newcastle-under-Lyme town centre BID area with a rateable value of £12,001 and above is required to pay a levy, which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates). Rates and needs to be paid separately (regardless of how you pay the Business Rates).

You can pay the levy in the following three ways:

Please always quote your BID account reference. This is a nine-digit number starting with a letter.

By Telephone.

Payment may be made by debit or credit card by telephoning 0345 234 9977 at any time. Calls cost 1p per minute; calls from mobiles may be more. Please select option 7 and ensure your card details are available. This automated system will issue you with a transaction number to confirm payment, which you should note for your own records.

Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition. Newcastle-under-Lyme Borough Council is contracted by Newcastle-under-Lyme BID to collect the levy on behalf of the BID.

Expenditure.

	Budgeted	Actual/estimated spend at Feb 25
Objective 1	£35k	£20k
Objective 2	£147k	£137k
Objective 3	£78k	£58k
Operating Costs	£55k	£55k
Contingency & Renewal	£12k	£12k
Collection Fee	£9k	£9k
Total Expenditure	£336k	£291k

The BID will continue to deliver projects in line with the Business plan over the forthcoming year.



Looking Ahead 2025/26.

As we approach a pivotal ballot year for Newcastle-under-Lyme BID and prepare for our third term, we take a moment to reflect on the remarkable progress made over the last five years. Town centres have transformed, businesses have adapted, and major developments, such as those from Capital & Centric, are shaping the future of our high street. This next phase brings exciting possibilities, but we cannot do it without you. Your continued involvement through business visits, focus groups, and direct feedback is vital in helping us shape our strategy.

These initiatives play a key role in enhancing the cultural and entertainment landscape of the town as we continue to evolve.

Key Activities.

- Investing in improving the functionality of the website to drive more visitors and consumers to our events portal, alongside providing key information.
- Developing a business and organisation listing on our website.
- Monitoring visitor movements across the town centre.
- Offering monthly footfall and national spend insights.
- Connecting BID members to providers who can support growth and investment opportunities.
- Promoting free training and advice available to local businesses.
- Engaging with vacant landlords to bring spaces back to life.
- Continuing to develop and expand annual events.

For more information please contact the team on hello@nulbid.co.uk



2025/26

Diary Dates.

24-25-26 May
Lymelight Festival

21 June
Castle Food & Drink Fest

25-26-27 July
Jazz & Blues Fest

23 August
Castle Food & Drink Fest

25 October
Castle Classics

Every 3rd Sunday
Castle Artisan Market

LOVE N-U-L



For more information
please contact
the team on
hello@nulbid.co.uk



**NEWCASTLE
UNDER LYME**

BUSINESS IMPROVEMENT DISTRICT

newcastleunderlyme.org

Follow us!



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NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

**CORPORATE LEADERSHIP TEAM'S
REPORT TO
ECONOMY AND PLACE SCRUTINY COMMITTEE**

13th March 2025

Report Title: Town Deal and Future High Street Funds Update

Submitted by: Deputy Chief Executive

Portfolios: Portfolio Holders - Finance, Town Centres and Growth

Ward(s) affected: All

<u>Purpose of the Report</u>	<u>Key Decision</u> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
To update Scrutiny Committee on the Town Deal and Future High Street Funds projects.	
<u>Recommendation</u>	
That:-	
1. Scrutiny Committee notes this report on the delivery of the Town Deal and Future High Street Funds projects.	
<u>Reasons</u>	
To update the Scrutiny Committee on the progress with the various projects that are being funded or part funded through the two Town Deals – Newcastle and Kidsgrove, and the Future High Street Funds for Newcastle Town Centre.	

1. Background

1.1 As reported to previous Scrutiny meetings, the Council has secured Future High Street Funding and Town Deal Funds for the redevelopment of several key regeneration sites across the Town Centre and the wider Borough.

2. Updates

2.1 Future High Street Fund

Work has been continuing in the development of the schemes for the past couple of years, and the current position regarding each is as follows:

2.1.1 Market improvements

Planning permission has now been received for the large digital screen and the Traffic Regulation Order for the 'Nipper Parking' has been agreed for implementation on the

ground. Works to the project (including benching and planters) will be complete by the end of March 2025 in line with the funding deadline for spend.



2.1.2 Astley Place

The demolition / strip out contract for the removal of the building fabric, exposing the framework for future development has practically completed and the planning application for the new development will be considered at the upcoming planning committee at its March 18th meeting alongside all Town Centre regeneration schemes. Cabinet will consider the contract award to Capital&Centric at a special meeting in April with a few to works on site commencing in early summer. Completion is expected by the end of 2026.





Merrial Street / Red Lion Square

Part of the new square created within the development will be a new small scale music venue which will be supported by Joules Brewery and a newly created CIC, with the aim of hiring out the facility for new and upcoming music acts, exercise classes, performance activities and art-based functions.

Ryecroft / Rye Park

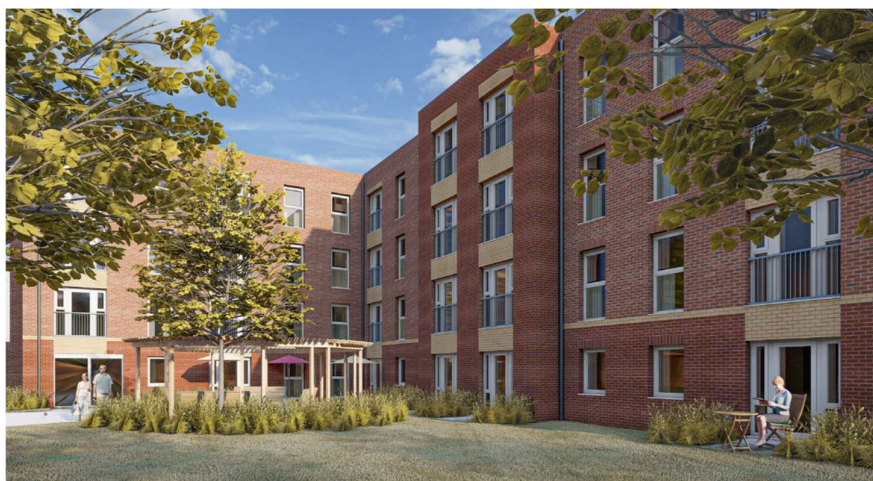
2.1.3 Castle Car Park

The new car park has now opened and is fully operational. There were a few teething problems, as with all new developments, but the facility is now being used regularly by visitors to the Town Centre.



2.1.4 McCarthy and Stone Residential Development

McCarthy and Stone's planning application will be considered at the upcoming planning committee at its March 18th meeting. Works are expected to commence in the summer of 2025 with completion in later 2026.



2.1.5 Aparthotel

Capital and Centric's planning application for the Merial Street end of the Ryecroft development will be considered at the upcoming planning committee at a special meeting in April alongside all Town Centre regeneration schemes. Works are not due to start on this section until later in 2026. The residential element for Aspire will

commence in the summer of 2025 and be complete by late 2026. The remainder of the site works will follow on accordingly.



Aparthotel and apartment layout along Merriel St



Aspire Residential Development

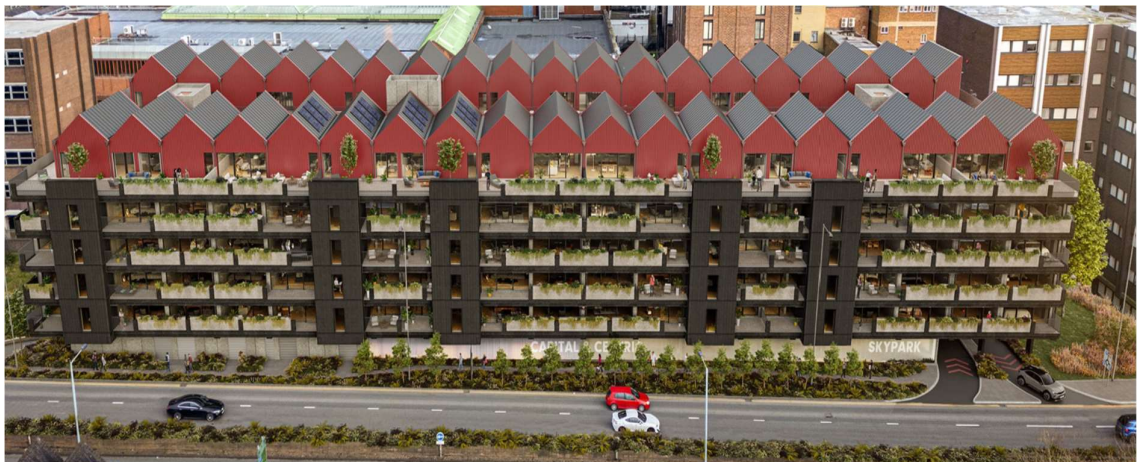


Capital&Centric Residential Development

2.2 Newcastle Town Deal

2.2.1 Midway Car Park / Carpark

Capital&Centric's planning application will be considered at the upcoming planning committee at a special meeting in April alongside all Town Centre regeneration schemes. Works are expected to start in the summer of 2025 and be completed by the summer of 2027.



2.2.2 Astley Performing Arts Centre

The Newcastle Town Deal has now agreed that the second phase of capital works for the Philip Astley CIC will not be allocated and that the funding will be allocated to the new music venue to be created inside the new Astley Place development, where it is anticipated that the CIC will be able to use the space created but not wholly responsible for the running of the venue.

2.2.3 Knutton and Chesterton

Knutton

The sale of land to Aspire Housing is now complete and a Section 106 agreement is complete. This allows Aspire to commence works on the residential development at High Street.

Also, as above, the former community centre site development by Aspire is due to commence at the same time.

Whilst work on the extension to the Enterprise Centre Is now substantially complete it is awaiting connection to a sub station before the units can be occupied.

The plans for a village hall at High Street in Knutton were considered by the planning committee in September 2024 and approved. Support Staffs are currently sourcing a group to act as tenant / operators – there are several interests being considered. Procurement of a contractor for build of the village hall will be commencing shortly.

The development of the football changing rooms at the Wammy continues and will be complete in March 2025.

Cross Street Chesterton

The groundworks for phase 2 are now complete.

2.2.4 Zanzibar Enterprise Units

A planning application for the development is expected by the end of February 2025, through Aspire's development partner Capital&Centric, with construction starting in spring / summer 25 and completion of the units by the end of 2025.

2.2.5 Walking and Cycling Provision

Works for these schemes has begun through Staffordshire County Council with cycling improvements implemented along George Street, at Gallowstree Roundabout and works will commence along Barracks Road in summer 2025.

2.2.6 Sustainable Travel

We are awaiting confirmation of the commencement date of the works to the new bus entrance to Keele University. Agreements with SCC Highways have now been agreed and the contractor is working on final pricing of works for a start of site date as soon as possible with completion estimated for July 2025.

2.2.7 Digital Society – 53 Iron Market (Keele in Town)

Works to Keele in now fully open and operational.



2.2.8 EV Charging Points

These works form part of the new Castle Car Park project and are now fully operational.

2.2.9 Digital infrastructure

A procurement exercise has completed and an infrastructure provider, ITS Technology Group Ltd, has been appointed. ITS is developing a delivery programme for installation of the fibre. Initial contact has been made with community centres in the Newcastle Town Deal area and so far the response back has been positive. Next steps are to commence installation of the fibre and procurement of an internet service provider.

2.3 Kidsgrove Town Deal

2.3.1 Chatterley Valley

This element of the Town Deal project is complete.

2.3.2 Kidsgrove Train Station works

As reported previously there is currently an issue with the costs of car park underpinning due to mine works underground, which are being worked through. Survey works have been costed and are due to be discussed / agreed at an upcoming Kidsgrove Town Deal Board.

2.3.3 Canal Pathways

Works by the Canal and Rover Trust have now commenced and will be completed in late Spring 2025. An extension to the scope are currently been looked into as part of the revised scope for the Sharded Service Hub. These will be considered by the Kidsgrove Town Deal Board shortly.

2.3.4 Shared Service Hub

The Kidsgrove Town Deal Board considered various options for a revised scope of works for this funding allocation, due to the original scheme not being deliverable. It was agreed that business cases would be worked up for future consideration and agreement by the Board for various substitute schemes / scopes of work. The new scopes include a community learning hub on the Kings Academy site, some small scale enterprise units on the Meadows, canal pathway and access improvements (see above), highway improvements at The Meadows / Station Road, and Market St / The Avenue / Heathcote St, along with public realm improvements by Kings Street parade. This work is currently underway and will be considered by the Kidsgrove Town Deal Board shortly.

3. Recommendation

- 3.1 Scrutiny Committee notes the progress made to date and continues to receives further reports at subsequent meetings.

4. Reasons

- 4.1 Generating efficiencies and additional income by adopting a more commercial approach is a key in the Council's plans for maintaining financial sustainability in the medium to long term. The Commercial Strategy provides a framework for managing and coordinating commercial activities, it is appropriate that the Council reviews key major projects when they are at an appropriate stage of business planning and contract award.

5. Options Considered

- 5.1 The Council continues to progress a number of strategies and approaches to ensure that it can maintain a financially sustainable future and deliver the key priorities set out in the Council plan.

6. Legal and Statutory Implications

- 6.1 The Local Government Act 2000 - powers to promote the economic, social and environmental wellbeing of the Borough.
- 6.2 The Council will need to make sure that its commercial activities are legally and state aid compliant, including having regard to the Public Sector Duty within the Equality Act 2010, statutory guidance on local authority investments and The Prudential Code for Capital Finance in Local Authorities.
- 6.3 All commercial projects and investment opportunities will be examined to ensure that they are within the Council's powers and legal implications will be identified on a case-by-case basis.

7. Equality Impact Assessment

7.1 The development of these projects does not create any specific equality impacts.

8. Financial and Resource Implications

8.1 The Council was awarded Future High Streets Fund funding in June 2021 of £11.0m to progress projects to help future economic growth. The full £11.0m has now been received of which £11.0m has been spent at 27 February 2025, as shown below:

Project	Award (£000's)	Spend/Ordered (£000's)	Remaining (£000's)
Ryecroft / Site Preparation	3,756	3,776	(20)
Multi Story Car Park	3,500	3,495	5
York Place	3,015	3,015	0
Stones Public Realm	321	266	55
Market Stalls	76	71	5
Project Management	380	380	0
Total	11,048	11,003	45

8.2 £23.6m was awarded to the Council via the Town Deals Fund for Newcastle to enable a vision to improve communications, infrastructure, and connectivity in Newcastle-under-Lyme to become a reality. £16.0m has been received to date of which £9.0m has been spent as shown below:

Project	Award (£000's)	Spend/Ordered (£000's)	Remaining (£000's)
Digital Infrastructure	2,285	1,547	738
Sustainable Public Transport	3,421	287	3,134
Electric Vehicle Charging	400	400	-
Pedestrian Cycle Permeability	950	359	591
Transform Key Gateway Sites	3,810	906	2,904
Astley Centre for Circus	1,810	640	1,170
Digital Society	3,510	1,369	2,141
Heart into Knutton Village	3,534	2,226	1,308
Cross Street, Chesterton	2,955	583	2,372
Project Management	925	688	237
Total	23,600	9,005	14,595

8.3 £16.9m has also been awarded via the Town Deals fund for Kidsgrove to enable real and lasting economic benefits to be realised in Kidsgrove and the surrounding area. To date £14.5m has been received of which £7.1m has been spent as shown below:

Project	Award (£000's)	Spend/Ordered (£000's)	Remaining (£000's)
Kidsgrove Sports Centre	2,328	2,328	0
Chatterley Valley West	3,496	3,496	0
Kidsgrove Station	3,638	236	3,402

Shared Services Hub	6,183	264	5,919
Canal Enhancement	420	0	420
Project Management	835	761	74
Total	16,900	7,085	9,815

9. Major Risks & Mitigation

9.1 Management of risk is central to the Council’s commercial approach and all potential activities will be assessed with due regard to the risks being taken. This will be in line with the Council’s corporate approach to risk management.

10. UN Sustainable Development Goals (UNSDG)

10.1 These projects support the realisation of the following UNSDG objectives:-



11. One Council

Please confirm that consideration has been given to the following programmes of work:

One Commercial Council

We will make investment to diversify our income and think entrepreneurially.

One Digital Council

We will develop and implement a digital approach which makes it easy for all residents and businesses to engage with the Council, with our customers at the heart of every interaction.

One Green Council

We will deliver on our commitments to a net zero future and make all decisions with sustainability as a driving principle.

12. Key Decision Information

12.1 The plans affect more than 2 wards and any future investments have the potential to have significant financial implications. These will be subject to further reports which may be key decisions.

13. Earlier Cabinet/Committee Resolutions

13.1 None.

14. List of Appendices

14.1 None.

15. Background Papers

15.1 None.

ECONOMY AND PLACE SCRUTINY COMMITTEE



Work Programme 2024/25

Chair

Cllr A. Parker

Vice-Chair

Cllr R. Bettley-Smith

Members

Cllrs D Jones, G. Burnett-Faulkner, J. Edgington-Plunkett,

R. Gorton, D. Grocott, R. Moss

B. Panter, J. Waring, J. Whieldon

Scrutiny Champion

Simon McEneny

**Portfolio Holders within the
Committee's remit**

Cllr S. Sweeney, Deputy Leader – Finance, Town
Centres and Growth

Cllr A. Fear – Strategic Planning

This committee scrutinises how the council influences, affects and interacts with the natural and built environment. It also scrutinises how the council influences, affects and interacts with the local, regional and national economy.

This Work Programme is set and reviewed at quarterly meetings of the Scrutiny Management Group. The Chair and Vice Chair also meet regularly with the Portfolio Holders to discuss this Work Programme. There is an opportunity for committee Members to discuss the Work Programme at each committee meeting. Part D of the Council's [Constitution](#) governs the scrutiny process.

For more information on the Committee or its work Programme please contact the Democratic Services:

✚ Geoff Durham at geoff.durham@newcastle-staffs.gov.uk or on (01782) 742222

✚ Alexandra Bond at alexandra.bond@newcastle-staffs.gov.uk or on (01782) 742211

Planned Items

DATE OF MEETING	ITEM	NOTES
13 th March 2025	<ul style="list-style-type: none"> • Local Plan Update • Town Deal and Future High Street Fund • Update on NuL Business Improvement District 	Officer: Allan Clarke Officer: Simon McEneny Officer: Roger Tait
19 th June 2025	<ul style="list-style-type: none"> • Local Plan Update • Town Deal and Future High Street Fund 	Officer: Allan Clarke Officer: Simon McEneny
11 th September 2025	<ul style="list-style-type: none"> • Local Plan Update • Town Deal and Future High Street Fund 	Officer: Allan Clarke Officer: Simon McEneny
8 th December 2025	<ul style="list-style-type: none"> • Local Plan Update • Town Deal and Future High Street Fund • Planning Enforcement and Performance • Car Parking Strategy 	Officer: Allan Clarke Officer: Simon McEneny

Pending

HS2 Update – Margaret Kirkland to get back to us subject to further insights to be received from the Government
 Police station – Officers to investigate within which scrutiny Committee’s remit would an invitation to the Police Commander fall
 Housing – Presentation to be provided by Aspire to all members in the New Year.

Previous Items

DATE OF MEETING	ITEM	NOTES
15 June 2022	<ul style="list-style-type: none"> • HS2 – look ahead to the next 12 months on works impacting on the Borough • Sustainable Environment Strategy, Action Plan • Future High Streets Fund update & Town Investment Plans for Newcastle and Kidsgrove – update on progress • Borough Local Plan • Police presence in the town centre 	
1 August 2022	<ul style="list-style-type: none"> • Borough Local Plan Call-In 	
1 September 2022	<ul style="list-style-type: none"> • Recycling and Waste Services Update – Town Centre Impact • Future High Streets Fund and Town Deals for Kidsgrove and Newcastle under Lyme 	
12 December 2022	<ul style="list-style-type: none"> • Strategic management of the Town Centre • Future High Streets Fund and Town Deals for Kidsgrove and Newcastle under Lyme • 850 Commemorations • Local Plan timings and next steps 	
16 March 2023	<ul style="list-style-type: none"> • Strategic Management of the Town Centre/NUL BID • Future High Streets Fund and Town Deals for Kidsgrove and Newcastle under Lyme • Borough Local Plan • Housing Provision – set up Working Group 	

8 June 2023	<ul style="list-style-type: none"> • HS2 Update • Borough Local Plan • Neighbourhood Planning • Future High Streets Fund and Town Deals for Kidsgrove and Newcastle under Lyme 	<p>Including consultation responses and housing numbers</p> <p>Including an update on York Place and the Multi-Storey Car Park</p>
12 June 2023	<ul style="list-style-type: none"> • Local Plan Reg 18 Call In – TBC 	Meeting date held for potential Reg 18 Call In
21 September 2023	<ul style="list-style-type: none"> • Future High Streets Fund and Town Deals for Kidsgrove and Newcastle under Lyme • Borough Local Plan • Report of the Housing Task and Finish Group 	
7 December 2023	<ul style="list-style-type: none"> • Planning Enforcement & Performance • Future High Streets Fund and Town Deals for Kidsgrove and Newcastle under Lyme • Borough Local Plan • Housing Task & Finish Working Group Final Report 	
18 March 2024	<ul style="list-style-type: none"> • Knutton Master Plan • Future High Streets Fund and Town Deals for Kidsgrove and Newcastle under Lyme • Borough Local Plan 	
20 th June 2024	<ul style="list-style-type: none"> • Local Plan Update • Town Deal and Future High Street Fund Update 	<p>Officer: Allan Clarke</p> <p>Officer: Joanne Halliday</p>
11 th July 2024 Special meeting	<ul style="list-style-type: none"> • Presentation of Local Plan 	Officer: Allan Clarke
11 th September 2024	<ul style="list-style-type: none"> • Local Plan Update • Town Deal and Future High Street Fund 	<p>Officer: Allan Clarke</p> <p>Officer: Simon McEneny</p>

9 th December 2024	<ul style="list-style-type: none">• Local Plan Update• Town Deal and Future High Street Fund• Planning Enforcement and Performance	
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Last updated on 15th January 2025

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