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

22 September 2011

Present:- Councillor M Olszewski in the Chair

Councillors Mrs Beech, Boden, Holland, Loades, Miss S. Olszewski, and Wilkes

Apologies were received from Councillors Gilmore, Clarke and Richards

128. * **NEWCASTLE UNDER LYME DRAFT ECONOMIC DEVELOPMENT
STRATEGY 2012-17**

The Committee received a copy of the Draft Economic Development Strategy for Newcastle under Lyme to allow it to provide comments prior to the report being presented to informal cabinet.

It was stated that the Strategy would be used as a basis for consulting with partner organisations, the local business community, LAPS and the Economic Development strand of the Newcastle Partnership. The draft Strategy would also be subject to a wider consultation process which would seek to inform the Council's partners of the proposals, allow them to influence the proposals and their own proposals. Officers were aware that there were concerns regarding the number of strategies in North Staffordshire over recent years and this new Strategy had taken into account the work undertaken by the Work Foundation's study, 'Transforming North Staffordshire' (TNS). The key recommendations of TNS were included in the draft Strategy along with considerations as to how the recommendations in TNS could be moved forward.

The Lead Officer for the Strategy presented the key areas to Members for their comments. Members thanked the Officer for the production of a very comprehensive and clear document.

The following comments were made regarding the draft Strategy:

- That it would benefit from the inclusion of a timetable highlighting the aspirations and intent of the Council.
- That it was vital to liaise with other Borough and District Councils to ensure harmony with their Strategies.
- That the Council should consider how it provided advice to businesses and shops to help guide them through the current economic climate
- That the importance of redevelopment to encourage people to visit Newcastle under Lyme and not just the main shopping centres be noted
- That consideration be given to the mix and use of executive housing as there were concerns that customers looking for executive housing could be

dissuaded from buying if the property was in close proximity to affordable housing.

- That the importance of well paid jobs in the Borough be noted. The Committee cited the fact that many of the young Doctors trained at Keele University then left the Borough for higher salaries elsewhere.
- That consideration be given to the mix of home owners and those renting properties as it was thought that the balance was moving towards a larger percentage of renters which would have a knock on effect regarding where these people spent their money (home owners were expected to spend money on their properties whilst those who rented spent more of their money on luxury items).
- That it was vitally important to raise the skills level in the Borough.
- That the Strategy must remain as a living document and once agreed be revisited every 6 months if possible.

Resolved: - (a) That the comments of the Committee be fed back to Informal Cabinet at its meeting on Thursday 29th September 2011.

M OLSZEWSKI
Chair