

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

Promoting Enterprise and supporting Local Business to Grow

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

Improving the skills of the local workforce

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

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

Marketing and development

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

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

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

Strengthening the vitality and appeal of the town centres

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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