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Leader  
Newcastle under Lyme Borough Council  
Civic Offices  
Merrial Street  
Newcastle under Lyme  
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My Ref: PA / TK 153

Your Ref:

Date: 12 July 2016

Dear *Elizabeth*

### **District Deal 2 refresh for Newcastle-under-Lyme**

The time feels right to look at our current District Deal 2 and re-affirm our priorities for delivering further benefits to the communities of Newcastle-under-Lyme.

To this end, our respective officers have worked together to refresh the agreement to reflect progress made so far and sharpen the focus on some of our key priorities.

#### **Place**

- **Newcastle Town Centre**

- Ryecroft - the revitalisation of Newcastle Town Centre remains a shared key priority. The Ryecroft development should be a key catalyst for reviving the retail function and economic fortunes of the town. We will ensure that key enabling services are aligned to optimise the prospects of the scheme being delivered.
- Public sector service hub – subject to the outcome of the Ryecroft project, the co-location of public sector service providers within the town centre will underpin our efforts to serve our communities more efficiently and accessibly, and stimulate footfall to benefit the town centre economy. We will ensure that our resourcing of the scheme in the construction phase and during occupation seeks to achieve the optimum value for money to the overall public purse.
- University Town - just as importantly, the Ryecroft development will build on the connections between the town centre, Keele University and Newcastle College and reposition Newcastle as a vibrant University and College town centre. In addition to



the investments in new and additional further education facilities on the western side of the town centre and the plans for new student accommodation within / adjacent to the ring road, we will endeavour to facilitate the provision of an accessible learning resource base in the town centre to establish a more vibrant student-friendly atmosphere.

- Town Centre Partnerships – we support the principles of the town centre partnerships to engage with the private sector and through working together we seek to maximise the economic potential of the towns as retail destinations of choice, centres of commerce and places to access public services. We will continue to discuss with the partnerships ways to increase footfall, including enhancement to highway signs to enhance vehicular and pedestrian access and to promote appropriate parking. We will consider where the strategic partnerships with Amey, Kier and Entrust can enhance delivery and where new opportunities arise to support the development of local enterprises in the towns. We will continue to support the Newcastle Town Centre Business Improvement company in the preparation of its future business plans and, where appropriate, in the execution of service delivery improvements.

- **Kidsgrove**

- Sports Centre – we will work together towards the provision of a new Sports Centre and Pool in Kidsgrove. The vision is for this to be accessible to, and used by, all the community and to be a genuine public health asset, as well as being the facility of choice for all schools in the area. Subject to a joint approach to securing the initial capital investment, we envisage this being run by the Borough Council on a highly efficient and self-sustaining model, in the same way as the successful Jubilee 2 centre in Newcastle (see Health and Wellbeing below).
- Master Plan – we will jointly develop a Town Centre Master Plan for Kidsgrove to provide a comprehensive framework for investment in development and infrastructure that will help to revitalise the function and purpose of the town centre to serve the needs of the local communities. The Plan will feed into the emerging Local Plan process and will take a single integrated view of the location and connectivity of Kidsgrove, the physical assets and infrastructure of the town, and the potential opportunities to be derived from future developments such as HS2 and the opportunity this presents to position Kidsgrove as a key sustainable Transport Hub for northern Staffordshire and southern Cheshire.

- **Villages and Rural Communities**

- Planned approach – we will work together to take a planned approach to each of our villages and rural communities. We will use our best endeavours to use the emerging local plan process to ensure that housing, retail and business opportunities are supported by good infrastructure connectivity. We will use this planned approach to access European and other external funding streams.
- Broadband - where there are gaps in coverage we will work together to see how these can be addressed to ensure that rural communities are not disadvantaged in the digital era and we will work with partners to optimise take-up by the business community to improve economic output.
- We will work together to develop a specific 'Rural Deal' for these communities.

## Themes

- Education/Keele University – we are privileged to have one of the Country's foremost universities located in Newcastle under Lyme. We must continue to take maximum advantage of the opportunities that this presents for Newcastle-under-Lyme and for the county as a whole. We will support the continuing development and expansion of the University itself, and ensure that this supports the revitalisation of the Town Centre. More particularly we will work with both the Council and University in the preparation of a Master Plan for the area to feed into the emerging Local Plan process. We will continue to support the development of Keele Science Park as the destination of choice for innovative businesses and seek to optimise available external funding opportunities to help realise this ambition. We will continue to work with the University to look at ways to draw in research opportunities that are connected with the Staffordshire Strategic Economic Plan and the work of the Local Enterprise Partnership.
- Education and School Improvement – we will work together to develop an approach with local schools to support them to deliver improved educational outcomes for children and young people across the Borough. Wherever possible we will link these to outcomes to the skills required by local employers to maximise local employment opportunities; this will be most effectively co-ordinated and achieved through the work of the Local Enterprise Partnership and the Education Trust.
- Rural Issues – we will ensure that we take advantage of the rural, green and agri-tech opportunities that exist within the farming communities of the borough, and makes sure that these are linked in with work taking place in neighbouring authorities, particularly Shropshire, exploiting where we can the emerging European Rural LEADER funding programme.
- Enterprise and economic growth – we will ensure that links are in place with the City Council and neighbouring LEP areas. In particular we will harness and direct our resources to support the work of the Midlands Engine, Midlands Connect and the Northern Gateway Development Zone (NGDZ) to ensure that the economic growth potential of our area can be maximised.
- Local Plan – we will ensure that the infrastructure requirements of necessary growth in housing and employment can be adequately assessed as part of the process and generally assist where appropriate in order to optimise the prospects of a 'sound' plan being produced.
- **Strategic Transport**
  - Local Sustainable Transport Plan – we will prepare an LSTP for the borough that reflects known and forecast needs and opportunities for investment in transport infrastructure with the aim of supporting sustainable economic growth.
  - Rail and Strategic Roads – we will work together and with other partners – particularly through the work of the NGDZ and Midlands Connect to maximise the connectivity of our area into existing and planned road and rail infrastructure whilst seeking to minimise its environmental impact upon communities. Key long term priorities relate to the opportunities to take advantage of the additional rail capacity provided by HS2, the West Coast Main Line and the potential for utilising abandoned rail infrastructure such as the former Silverdale Mineral Line. Whilst in

terms of short term rail priorities the delivery of the Transport Hub at Kidsgrove station is vitally important. With regard to strategic road infrastructure the earliest possible completion of the M6 Managed Motorway from J13 to J19 is recognised as a priority.

- Community empowerment - we will work together to ensure that the excellent Chesterton Vision facility becomes an exemplar of community ownership, management and empowerment and assess opportunities for greater efficiency in the use of community assets, including engagement in the Borough Council's review of its community centres.
- Locality working – we will continue to support existing Locality Action Partnership infrastructure and will complement this with an evaluation of Social Action models or similar community empowerment models in the Holditch/Chesterton area of Newcastle to improve health, employment and education outcomes and reduce demand on the public sector.
- Health and Wellbeing – we will continue to work with partners to maximise the outcomes for the elderly and vulnerable. Where changes take place with the Disabled Facilities Programme we are committed to ensuring that these most vulnerable clients are not disproportionately affected. We acknowledge the need to deliver suitable housing options to this increasingly elderly population with care needs and through partnerships approaches we will seek to deliver appropriate housing solutions for potentially vulnerable people. Additionally we will work with partners in the health community to optimise the sustainability of community recreation and leisure services through the commissioning of health improvement programmes.
- Community Safety – we will continue to support the delivery of the Local Police and Crime Plan.
- Vulnerable Families – we are committed to the ongoing support for the Newcastle and Maryhill Children's Centres. We will work together to assist the most vulnerable families, maximising the potential and opportunity to achieve positive futures. We will continue to work across a wide range of partners in the Borough to deliver positive outcomes for families through the Building Resilient Families and Communities programme.
- We will work together to develop a model of support for Families that can promote preventative and early-help approaches that will help us manage demand for expensive specialist services and will improve outcomes for our Children, Young People and Families.
- Knutton Enterprise Centre – we will keep under review the scope or potential for re-providing this facility to a more appropriate location in purpose-designed accommodation through the strategic property partnership with Kier and with a view to exploiting ERDF support. In addition we will review the scope for preparing a joint master plan to address physical and community regeneration opportunities within Knutton through the rationalisation of our respective estates taking account of land and property assets owned by both parties in this area.

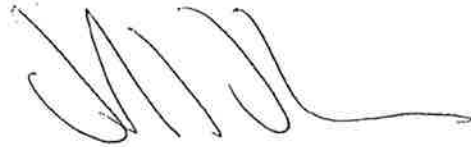
Hopefully we can continue to work closely and effectively together on these issues, and on other opportunities which we will take as they arise, to improve the prosperity, health and wellbeing of the residents and communities of the Borough of Newcastle-under-Lyme.

If you agree with the priorities that have been outlined herein I should be grateful if you could write to me confirming your support. I look forward to hearing from you.

Yours sincerely



**Philip Atkins, OBE**  
**Leader of the Council**



**John Henderson, CB**  
**Chief Executive**

cc John Sellgren, Chief Executive

