

<p>STRENGTHS</p> <ul style="list-style-type: none"> • An experienced officer team • Keele University – top of the league for student employment and satisfaction. • Keele Science and Innovation Park – attractor for new/fresh businesses • Staffordshire University – among the top 10 for teaching quality • Newcastle under Lyme College and Performing Arts Centre; top quartile • Attractive Town Centre - large employment area, great for culture and leisure, strong independents • The Brampton Museum and Art Gallery – 56,000 visitors annually • Newcastle BID – excellent links with businesses, great range of events, street ambassadors, great marketing e news • Low land and labour costs • Green Flags and Purple Flag • Good partnership working with the two universities - providing the area with a sizeable young degree educated workforce • Accessible via links to M6, A50, A34 • Attractive urban and rural housing areas and housing choice • 93 minute rail service to London, 35 mins to Manchester, 45 mins to Birmingham 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • The slow decline and de-industrialisation of North Staffordshire generally • Low graduate retention • Low business start-up rate • Low skill economy • Out-of-town retail and office development weakening the strength and appeal of our town centres • M6 Junction 15 to 16 not included in the SMART motorway upgrade
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Constellation Partnership ambitions for development • The Ryecroft Development • Castle House – Civic Hub • The Markets contract with Market Place Management • Employment directly and indirectly through the delivery of HS2 • Planned UK Shared Prosperity Fund • Proximity to the 'Northern Powerhouse' at a much cheaper cost than Cheshire • Growth of Keele Science and 	<p>THREATS</p> <ul style="list-style-type: none"> • Brexit, leading to delays and uncertainty in private sector investment decisions • Loss of ERDF/ESF and European funding generally (important regeneration tools / incentives) • That the benefit of investment development across North Staffordshire is not retained in Newcastle • Lack of employment land, preventing Newcastle to 'pitch' for large mobile companies when the opportunity arises • That HS2 might actually worsen

<ul style="list-style-type: none"> • Innovation Park and the opportunities this offers • Cultural regeneration through the celebration of Philip Astley • The global marketing value of a Premier League football club • Partnership with the SSLEP • Student accommodation further developing the student town • Brexit focus on global trade and the opportunities it may bring for Keele Science and Innovation Park 	<p>this area's competitive advantage c.f. South Cheshire, Birmingham and Manchester.</p> <ul style="list-style-type: none"> • Ongoing and significant reductions in public sector employment • Ongoing changes to shopping habits impacting on town centre vacancy rates and retail economy generally • Over provision of student accommodation in the town centre
---	---