

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL**  
**EXECUTIVE MANAGEMENT TEAM'S REPORT TO CABINET**

**6 June 2018**

**Title:** Newcastle Economic Development Strategy: Year One Action Plan

**Submitted by:** Executive Director (Regeneration & Development)

**Principal author:** Regeneration Manager

**Portfolio:** Corporate and Service Improvement, People and Partnerships

**Ward(s) affected:** All

**Purpose of the Report**

To report the Borough's Economic Development Strategy 2018-2023 Draft Year One Action Plan for consideration by Cabinet.

**Recommendations**

**That the Economic Development Strategy 2018-2023 Draft Year One Action Plan be approved and that officers be authorised to take the necessary actions to progress the approved actions.**

**Reasons**

By proposing an up to date prioritised range of actions for the forthcoming year the Council can ensure that the aims of the strategy are progressed.

**1. Background**

- 1.1 Following consultation with partners and the local business community, Cabinet approved the Economic Development Strategy 2018 - 2023 for the Borough at its meeting in March 2018. The approved strategy has a five year timescale and includes the preparation of an Action Plan for Year One (2018-2019) which identifies a number of key priorities.
- 1.2 The Action Plan will be refreshed annually and will set out in more detail how the agreed aims and objectives will be delivered. The actions will be based on the four themes of Business Intelligence and Support, Place and Infrastructure/Sites and Premises, Skills and Innovation. The Year 1 action plan is attached at Appendix 1 with a summary provided at paragraph 1.5 below.
- 1.3 Partnership working is at the heart of our approach to economic regeneration. Through our partnerships we have supported businesses in the Borough to grow, increased opportunities for employment, secured investment to develop cultural tourism and increased footfall in our town centres. A highlight of 2018 is the celebration of the Borough's cultural heritage which

has seen internationally acclaimed No Fit State Circus and Circolombia perform to capacity audiences both in Newcastle town centre and Kidsgrove further boosting the local economy.

1.4 In the period of this Strategy we will continue to support and work with partners such as the Business Improvement District to build on its good work, notably in relation to the town centre activities programme which continues to grow in stature with annual highlights firmly embedded in the programme such as the Lymelight Festival along with the Jazz & Blues Festival. Such events will be vitally important to ensure that Newcastle Town Centre remains the local centre of choice for the Borough's residents given the evident challenges for the retail sector.

1.5 Whilst in a broader context and on a longer term timescale, the further growth in high value, knowledge economy, jobs at the University of Keele's Science and Innovation Park provide real confidence that our communities will have access to opportunities in new sectors. Additionally the Enterprise Zone designation for the strategic employment site at Chatterley Sidings / Peacock Hay should assist in increasing the volume of employment opportunities for our residents.

1.6

Key priorities for Year 1 2018 – 2019

- Business Development and focus on SME's – Business Boost Competition (10 year celebration) and Awards Evening.
- Procurement – Focus on the opportunity to keep business local and increase the local pound.
- Newcastle BID and Go Kidsgrove - focus on Cultural Tourism to attract more businesses into town to increase footfall, secure external funding from Heritage Lottery Fund and Arts Council England.
- Ryecroft Development – continue to work with the preferred developer to facilitate redevelopment of the site and explore temporary use of the site in advance of works for events to encourage more visitors and increase footfall in the town centre (No Fit State Circus example).
- Enterprise Zone – Chatterley Valley (work with partners to support the developer to progress with the site).
- Joint Local Plan – support Planning Policy to progress this work with the City Council to provide a clear framework for future economic growth.
- Employment and Skills – coordinate the Newcastle Employment and Skills Group to address key issues across the Borough and work with the Stoke and Staffordshire LEP Education Trust to deliver the Skills Strategy
- Keele Science and Innovation Park (KSIP) – in line with the Keele Deal provide support for further development of KSIP and the masterplanning in relation to the Newcastle Western Extension.

## 2. **Issues**

2.1 The annual action plan is about adding the detail to those priorities identified within the Economic Development Strategy, setting out what actions are to be taken within the context of the broader objectives. The annual review may also provide the opportunity to consider new initiatives from Government, key partners or changes in the economic landscape and capitalise on them. It may also suggest changes in emphasis or priority.

## 3. **Options Considered**

3.1 Cabinet 21 March requested that officers report back to the next meeting of Cabinet with a Draft Year 1 Action Plan.

4. **Proposal**

4.1 The appendix to this report contains the Draft Year One Action Plan for your consideration and approval. The annual Action Plan sets out in more detail how the aims and objectives agreed will be carried out. These are based around the four themes of:

- Business Intelligence and Support
- Place and Infrastructures and Sites and Premises
- Skills
- Innovation

5. **Reasons for Preferred Solution**

5.1 To continue to act as a basis for dialogue with other partners to encourage complementary action and to direct the activity of the Regeneration and Economic Development Team.

6. **Outcomes Linked to Corporate Priorities**

6.1 The Economic Development Strategy addresses the Borough Council's corporate priority of 'Creating a Borough of Opportunity'.

7 **Legal and Statutory Implications**

7.1 It is not a statutory requirement on the Council to prepare an Economic Development Strategy though it is good practice to do so and to take decisions against the background of agreed priorities, up to date data and following consultation with partners. In view of the relevant powers and duties placed upon Local Authorities in relation to economic well-being it is appropriate for the Council to have an up to date action plan.

8. **Equality Impact Assessment**

8.1 No differential impact has been identified. Specific actions which are designed to improve the prospects of particular sections of the community (for instance, those without work), will be subject to subsequent reports, which may themselves require an EIA.

9. **Financial and Resource Implications**

9.1 Where actions are proposed which require proposals for expenditure these will be the subject of specific reports to Cabinet.

Key actions highlighted within the Action Plan include some committed Council expenditure:

<b>Action</b>	<b>Budget</b>
Support for Business Boost competition	£500 from fees for other services
Provide ongoing support to HDD for the redevelopment of the Ryecroft site	Existing land sale agreement
Keele Science and Innovation Park	Previously approved support for masterplanning exercise.
Support NBID to apply for further funding from Arts Council England for an event in 2019	£500 match funding from fees for other services
Work with the County Council to refurbish two town centre subways – Grosvenor Island	S106 funded from the development of the former Bristol Street Motors site

10. **Major Risks**

10.1 These will be dealt with project by project.

11. **Key Decision Information**

11.1 The strategy will affect more than two wards of the Borough. Approval for specific expenditure will be subject to more detailed later reports as may be required.

12. **Earlier Cabinet Resolutions**

12.1 At its meeting on 21 March 2018, Cabinet approved the draft strategy and draft action plan.

13. **List of Appendices**

13.1 Appendix 1 - Draft Year One Action Plan.

14. **Background Documents**

14.1 Newcastle Economic Development Strategy 2018-2023.