

## **Appendix 1 – Year 1 Action Plan**

### **Economic Development Strategy 2018-23**

#### **Implementation, Monitoring and Review**

As Members will recall the approved 5-year strategy includes a broad Action Plan and the Cabinet resolution, made in March 2018, requires it to be refreshed annually (each January/February) and setting out in more detail how the aims and objectives agreed will be carried out. Like the strategy itself, these will also be based around the four themes of:

- Business Intelligence and Support
- Place and Infrastructure / Sites and Premises
- Skills
- Innovation

The Action Plans will identify lead bodies and timescales for implementation.

At the end of each year the Council will publish an annual progress report, reviewing the year as well as agreeing the action plan for the following year, giving decision makers in the Council and their partners the opportunity to assess success to date.

The review may also take the opportunity to consider fresh Government initiatives or changes in the economic or financial landscape.

#### **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 – explore temporary use of the site 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.
- 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.

The overall action plan (below) has been updated to reflect the above Year 1 priorities.

## ACTIONS

We will work with our partners to deliver the following:

### **Business Intelligence and Support**

	<b>Action</b>	<b>Partner / Lead</b>	<b>Resources</b>	<b>Activity</b>	<b>Timescale</b>
1	Increase both the proportion of knowledge intensive employment and the proportion of high quality jobs in retail, leisure, tourism and distribution	SSLEP Keele NSCG NULBC	NULBC staff time Review in line with changes to EU funding	Longer term years 2/3	2020-22
2	Support development of emergent knowledge intensive sectors, building on higher and further education expertise	LEP Keele NSCG Council	NULBC staff time EU funding	Longer term years 2/3	2020-22
3	Support development of the professional and business services sector	Growth Hub Finest Chamber Council	SSLEP funding Company membership of relevant organisations Growth Hub NULBC staff time	Signpost to relevant support agencies	Ongoing
4	Make the most of the Borough's successful logistics sector	SSLEP Make It NULBC Staffordshire CC	SSLEP NULBC staff time Staffordshire CC	Ensure people have the right skills to access employment in this sector. Work with the SSLEP to market the ease of access to the area	Ongoing
5	<b>Focus on support and development of local SMEs</b>	<b>NULBC SSLEP Staffordshire Chamber</b>	<b>NULBC staff time</b>	<b>Secure funding for annual Business Boost competition and 10 year celebration.</b>	<b>Awards evening planned 8 November 2018</b>

6	Seek to optimise the benefit to local companies from public sector procurement.	NULBC Staffordshire CC Anchor institutions	NULBC staff time	Support the development of the Council's procurement strategy and continue to gather evidence of good practice such as the Preston Model and Manchester procurement model working with CLES (Centre for Local Economic Strategies)	Ongoing
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#### Place and Infrastructure

	Action	Partner / Lead	Resources	Activity	Timescale
7	Work with Newcastle BID and Go Kidsgrove to promote the town centre's as a places to visit, work and live	BID Go Kidsgrove NULBC Staffordshire CC Town Centre Businesses Appetite York Place – Hometown Plus and other investors	BID membership levy Go Kidsgrove Arts Council England Heritage Lottery Funding NULBC staff time	Continue to work with the BID to promote town centre events, festivals, fairs and markets and support local business. Support development of the Kidsgrove heritage trail. Further development of cultural tourism especially circus and The Philip Astley Project. Facilitate the links between Market Place Management (MPM) and the BID to ensure successful delivery of the town centre market. Work with the County	Circus 250 taking place throughout 2018, BID until 2020 subject to re-ballot, MPM from May 2018 and Growth Deal from June 2018

				<b>Council to develop and deliver the Newcastle Growth Deal.</b>	
<b>8</b>	<b>Work with the developers of the Ryecroft area of town to secure a development that will add to the economic vitality of the town.</b>	<b>Henry Davidson Developments NULBC Staffordshire CC SSLEP</b>	<b>Private sector investment SSLEP funding Sustainable Transport funding Staff time</b>	<b>Support the project group as required adding to the town's retail offer and increasing the number of people who live in the town. Support property services to promote temporary use of the Ryecroft site – such as circus and larger scale events</b>	<b>2018-20</b>
<b>9</b>	<b>Promote Keele Science and Innovation Park for high tech inward investment including new Innovation Centres and a new Training and Conference Hotel in line with the extension to the KSIP, which is being promoted in the draft Local Plan.</b>	<b>Keele NULBC Staffordshire CC SSLEP Make It</b>	<b>Private sector investment EU funding Staffordshire CC funding Possible central government funding NULBC staff time</b>	<b>Work with Keele University and Staffordshire CC to secure funding to further expand Keele Science and Innovation Park in line with final proposals in the Keele Masterplan.</b>	<b>2018 onwards</b>
<b>10</b>	<b>Work with partners in the Enterprise Zone to attract employment investment to sites and premises around the Borough including land at Chatterley Valley</b>	<b>SSLEP NULBC Staffordshire CC Stoke CC Private Investors</b>	<b>Private sector investment EU funding SCC funding Possible central government funding NULBC staff time</b>	<b>Support the land owner to bring forward the site by helping to overcome planning difficulties, helping to resolve the issue of mineral extraction, highway access and investigating sources of external funding.</b>	<b>2018 onwards</b>

				<b>Work with the SSLEP and Make It to market for large scale inward investment and local expansion and facilitate high profile enquiries as required.</b>	
<b>11</b>	<b>Bring forward proposals for retail and business accommodation in Newcastle Town Centre with priority placed on growing its professional services and a distinctive retail offer</b>	<b>BID NULBC Henry Davidson Developments York Place SSLEP</b>	<b>Private sector investment Rural Enterprise Grants NULBC staff time</b>	<b>Support the property team to attract business into the town centre and specifically for Lancaster Buildings.</b>  <b>Explore funding options for the re-use and refurbishment of existing town centre property for business, leisure or retail use</b>  <b>Work with Hometown Plus to provide innovative approaches to address the ever changing high street and retail market</b>	<b>2018 onwards Private investment Up to 2020 for grants</b>
12	Enable the development of a wide range of housing, including affordable and higher quality housing for current and future residents.	Homes England Registered Providers NULBC Private Developers	Private Developers Homes England funding S106 funding to support affordable housing NULBC staff time	Continue to work with partners such as Aspire Housing and Homes England to develop and deliver housing options (including social rented) across the borough. Completing the Keele Masterplan is expected	2018 onwards

				to play a significant role in this.	
13	<b>Bring forward new sites for employment and housing through the emerging Local Plan to enable the further growth of the Borough.</b>	<b>NULBC Staffordshire CC Stoke CC</b>	<b>NULBC staff time</b>	<b>Work with the local plans team to review the emerging proposals</b>	<b>2018 onwards to 2022</b>
14	Explore options to improve M6 connectivity at Junction 15 in line with the SMART Motorway improvements	Council LEP Highways England Local MP's	NULBC staff time	Support elected members in their position on this	2018 onwards

## Skills

	<b>Action</b>	<b>Partner / Lead</b>	<b>Resources</b>	<b>Activity</b>	<b>Timescale</b>
15	<b>Continue to work with Newcastle Employment and Skills Group and providers to support people furthest from training and jobs and ensure effective communication between service deliverers</b>	<b>NULBC Aspire Housing NSCG DWP National Careers Staffordshire CC / Libraries Providers</b>	<b>NULBC staff time</b>	<b>Chair and coordinate meetings with Aspire and Newcastle and Stafford College Group. Address specific actions as required.</b>	<b>Ongoing</b>
16	<b>Work with the SSLEP Education Trust and partners, such as the Locality Project and North Staffs Cultural Education Partnership to deliver the Skills Strategy priorities</b>	<b>SSLEP NULBC Staffordshire CC Stoke CC North Staffs Cultural Education</b>	<b>NULBC staff time EU funding Central Government Funding Private Sector Investment</b>	<b>Represent the Council at all relevant meetings in order to secure resources for Newcastle</b>	<b>Ongoing</b>

		<b>Partnership Locality Project</b>			
17	<b>Continue to work with both Keele University, Staffordshire University and Newcastle and Stafford College Group to address skills gaps, raise skills and increase training and employment rates to increase productivity</b>	<b>SSLEP Keele University Staffordshire University Newcastle College NESG Providers</b>	<b>NULBC staff time</b>	<b>Represent the Council at all relevant meetings and provide staff time to support specific initiatives such as apprenticeship and training events</b>	<b>Ongoing subject to EU funding</b>
18	Stimulate demand specifically for higher skills in line with the emerging Local Industrial Strategy	NESG Universities NSCG SSLEP Providers	NULBC staff time EU funding	Represent the Council at all relevant meetings.	Ongoing subject to EU funding

## Innovation

	<b>Action</b>	<b>Partner / Lead</b>	<b>Resources</b>	<b>Activity</b>	<b>Timescale</b>
19	<b>Continue to support further development of Keele University and Science and innovation Park as detailed in The New Keele Deal and encourage a greater level of innovation amongst our local businesses including Medtec.</b>	<b>Keele University and KSIP SSLEP Staffordshire CC NULBC Local businesses</b>	<b>EU funding Private Sector Funding Staffordshire CC funding and staff time NULBC staff time</b>	<b>Continue to support the Keele Deal and Leading Places pilot</b>	<b>Ongoing</b>
20	Develop a well-funded,	SSLEP	NULBC staff time	Work with the SSLEP to	Ongoing

	strongly targeted funding structure that is flexible in delivery and managed locally and democratically post Brexit	Universities NULBC Local businesses	UK Shared Prosperity Fund	strengthen UK regional policy to improve the Staffordshire position. We will lobby through the SSLEP and through other representative local authority organisations, for the UK Government to replace the European Regional Development Programme with a well-funded and appropriately targeted UK Shared Prosperity Fund and an improved deal from the Government's Regional Growth	
21	In line with our Local Plan develop employment sites and premises that support creation and investment of innovative businesses	Council Universities Private Developers SSLEP	NULBC staff time Private Investment	Explore the potential to expand Keele Science and Innovation Park. Develop a masterplan for the area.	Ongoing
22	Monitor the growing influence of AI and automation on job trends and skill requirements and work with the education partners to develop courses and structures to enable people to train within the identified growth areas.	NULBC Universities and wider education sector SSLEP	NULBC staff time	Monitor research and publications and attend industry seminars in line with the emerging Local industrial Strategy	Ongoing
23	Consider the support in terms of housing, services and benefit provision to mitigate	NULBC SSLEP	NULBC staff time	Work with the Council's housing policy, housing enforcement and housing	Ongoing

	against the impact of work-force polarization resulting in an increase in unemployment and of low-paid and insecure jobs.			benefits teams to monitor the situation in order to address issues.	
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