

GROWTH DEAL

for Newcastle-under-Lyme
2019-2023

Newcastle – A growing borough
that is an attractive and
welcoming place for all.

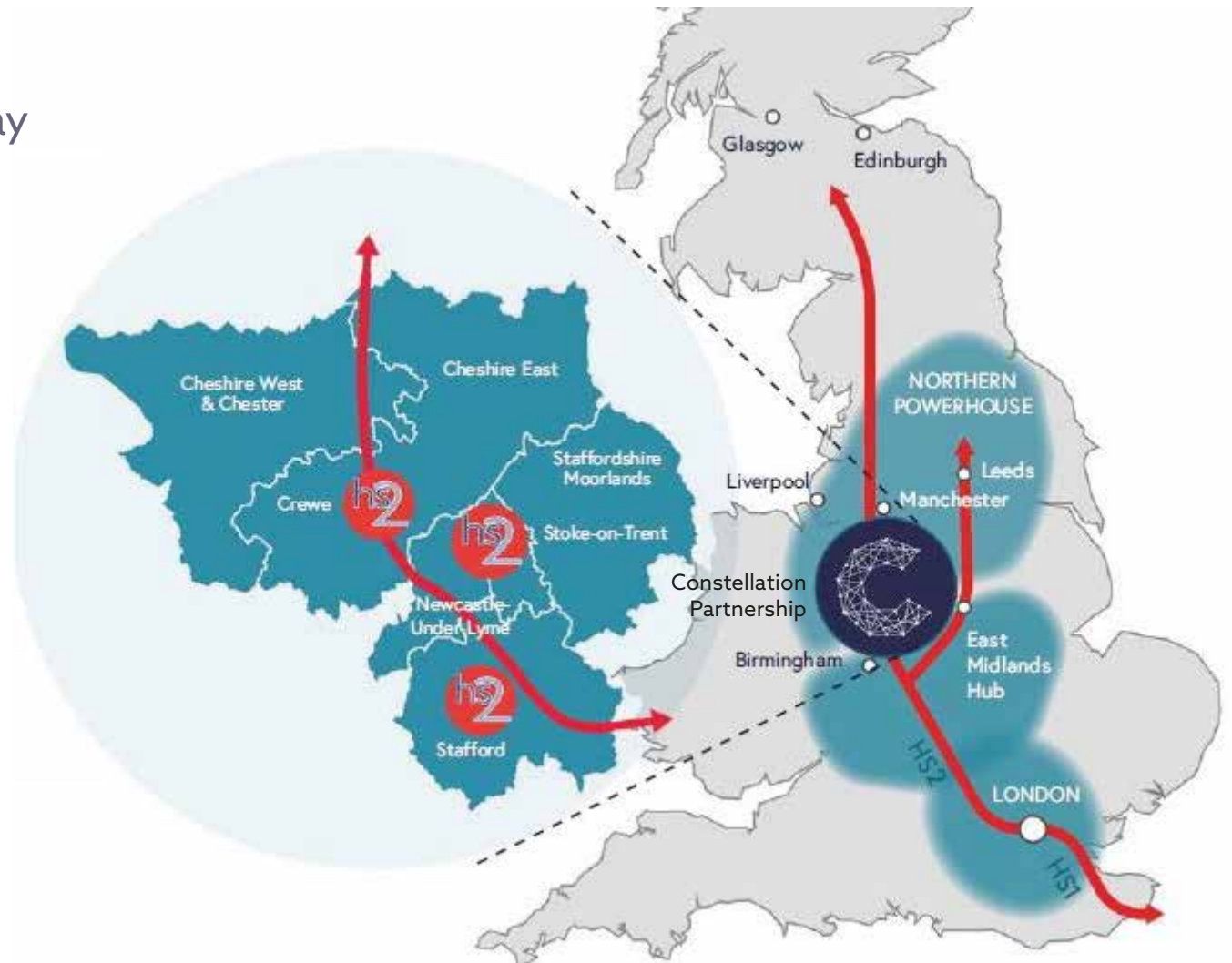


Newcastle-under-Lyme; a connected and growing Borough

... at the heart of the country
and the UK economy.

Well connected now by motorway
and rail links...

even better connected in the
future with three
HS2-compatible
stations on our
doorstep.



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1. Foreword

This Growth Deal is a joint initiative between Newcastle-under-Lyme Borough Council (NBC) and Staffordshire County Council (SCC) that reflects the strength and commitment to two-tier local government in the borough of Newcastle-under-Lyme. It provides the opportunity through a Strategic Alliance for both authorities to agree a focus on those key priorities that can only be delivered by our working together.

"The Deal sets out how, with others, especially the Borough's residents, we will deliver inclusive economic and community growth in priority areas. We want inclusive growth that creates opportunity for all of the local population whether in direct monetary value or through other community focused benefits. In order to do this effectively we have agreed to focus our resources into a small number of key priority activities and initiatives over the next three years; laying the foundations for longer term increased prosperity for the borough."

Cllr Philip Atkins, Leader, Staffordshire County Council

"This Growth Deal sets out a clear and focused programme of investment priorities that will help to shape and proactively influence the type of housing and employment opportunities that our current and future communities will need over the next decade and more. This document is deliberately ambitious and will need the drive and determination of both Councils, our key partners and communities to be delivered."

Cllr Simon Tagg, Leader, Newcastle-under-Lyme Borough Council

Ambition

Newcastle-under-Lyme is a leading location for inclusive economic growth; in the future it will offer a wider choice of housing, a more diverse, sustainable and skilled economy and improved wellbeing that will enhance the lives of all parts of the community, offering a unique and distinctive environment and building on the creative heritage of North Staffordshire.





2. Key Principles and Strategic Direction

Purpose

- To reflect our joint commitment to working together in a two-tier local government context, with other partners where appropriate, with agreed priorities for investment.
- To demonstrate our commitment to inclusive growth and thereby optimising the prospects of delivering more homes, jobs and opportunities for our community in the context of NBC's Economic Development Strategy and emerging Joint Local Plan.
- To outline the delivery mechanism for our agreed priorities.

Aim

- To ensure economic growth that delivers housing, jobs and entrepreneurial opportunities so that Newcastle-under-Lyme and its communities can thrive.

The key principles for the Growth Deal are:

- To identify key priorities for delivering an inclusive growth agenda in the context of NBC's Economic Development Strategy.
- To fund the necessary infrastructure wherever possible (highways, education, health and leisure) through development.
- In those instances where we have agreed capital investment priorities we will seek to reinvest in whole or in part any value captured from land/property rationalisation.
- Focus on a small number of priorities that are feasible, achievable and will make a difference.
- Proactive intervention in growth and development activities.

The key deliverables for the Growth Deal are:

- To contribute towards the delivery of housing and employment targets as set out in the emerging Joint Local Plan.
- To deliver inclusive economic and business growth by supporting a high performing, relevant and responsive education and skills system.
- To be a place where improved health and wellbeing is experienced by all with a focus on economic and community growth in Newcastle and Kidsgrove Town Centres along with Knutton and Keele and their surrounding areas.

3. National and Regional Context

The Borough lies at the heart of the UK's major road and rail networks with three planned HS2-compatible stations on our doorstep, in addition to the four international airports within a 45-minute drive time. The borough and county council want to capitalise on our unique location by demonstrating their shared ambitions by seeing an increase and widening choice of housing, additional economic growth, including job creation across the spectrum, including high value, knowledge economy jobs at Keele University and its Science and Innovation Park.

Constellation Partnership

NBC and SCC are members of the Constellation Partnership to ensure that the Borough benefits from the likely increase in investor confidence and the housing and employment opportunities that HS2 will bring.

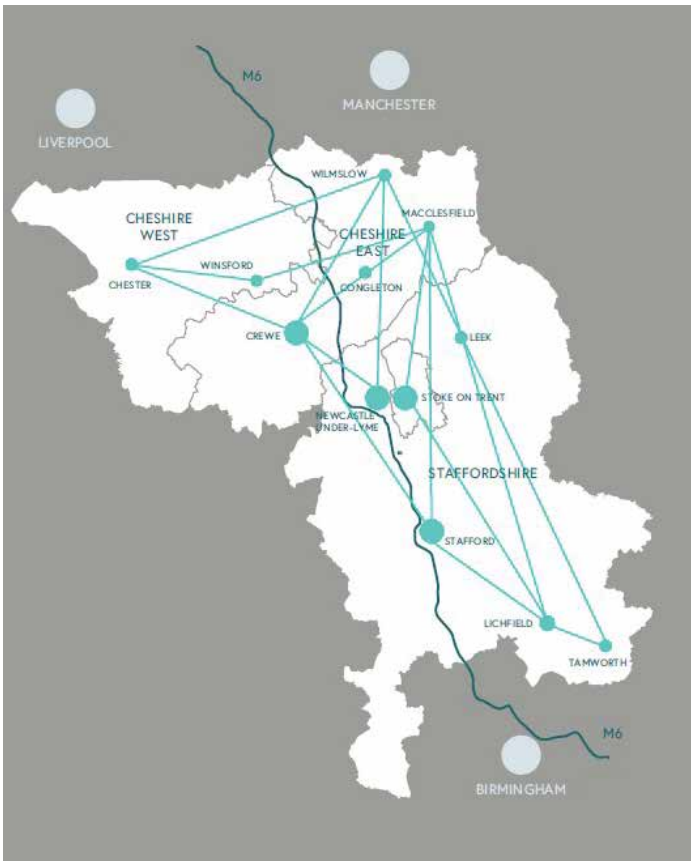
Midlands Engine and Midlands Connect

The Midlands Engine provides a sub-regional vehicle through which key decisions affecting our economy will be made, including distribution of the UK's Shared Prosperity Fund (post-Brexit). It will be vitally important for us to shape and influence its key decisions.

The Midlands Connect strategy identifies rail and road connectivity between the Stoke and Staffordshire hub (Crewe) and the Derby/Nottingham hub (Toton) as a key strategic priority. Kidsgrove railway station, with its close proximity to the HS2 hub at Crewe, provides a genuine opportunity to enhance growth in that town and across the northern parts of the Borough by improved connectivity

Stoke-on-Trent and Staffordshire Local Enterprise Partnership (SSLEP)

SCC and NBC are actively engaged with and continue to participate in the SSLEP including the Newcastle Employment and Skills Group. The SSLEP aims to create 50,000 jobs within 10 years and the Borough is well positioned to contribute to this target with the forecast jobs both at Keele University's Science and Innovation Park and Chatterley Valley.





4. Local Context – Challenges and Opportunities

The two Councils acknowledge that the Borough faces challenges like most communities in the Midlands/North of the UK. Being aware of them helps us to understand what we need to do to address them through the wealth of opportunities in our area.

Challenges:

- Facilitating and enabling delivery of the Joint Local Plan for housing and employment sites to create sustainable communities.
- Relatively slow progress by the private sector in delivering housing development.
- Relatively high levels of deprivation in certain wards and communities.
- Challenging retail economy undergoing structural change.
- Below average wages, as well as a need for upskilling.

Opportunities:

- Excellent connectivity with the strategic road network including major road arteries of the M6, A34, A500 and A50.
- Proximity to HS2 and compatible stations including the West Coast Main Line as well as Kidsgrove Railway Station.
- Planned further expansion of Keele University and the Science and Innovation Park.
- High performing Newcastle and Stafford College Group.
- Large teaching hospital close to the town centre.
- Availability of comparatively low-cost but good quality living environments.
- Strong cultural and leisure offer including New Vic Theatre and 8-screen multiplex.



5. Priorities – our two main centres

Newcastle Town Centre

- A key priority is to help make the town centre more able to meet future needs. This will be achieved by ongoing partnership working with the Newcastle Business Improvement District (BID) to further increase cultural tourism and footfall in the town centre.
- By using our assets NBC and SCC will promote opportunities for housing, retail and business accommodation with priority placed on growing its professional services and a distinctive cultural, leisure and independent retail offer. The main initial focus will be upon the assembled Ryecroft site and other publicly-owned adjacent sites.
- The other main priorities for NBC will be finding suitable use(s) for Lancaster Building and the renaissance of the historic market. Also NBC will develop a 10-year parking strategy and work with SCC to explore the scope for increased permeability in the centre.
- The town centre has an inherently attractive built environment and recent improvements in the public realm/streetscape have set the tone for further enhancements in the coming years.

Kidsgrove Town Centre

- Kidsgrove town centre boasts one of the lowest retail vacancy rates in the sub-region and has great potential to capitalise upon both rail connectivity (with committed investment in the existing station and longer term enhancements arising from HS2) and its position within the strategic roads and canals networks.
- The priority will be to develop a physical regeneration package to enhance the town centre. This will include working with the community and other potential partners to develop deliverable plans for a new leisure centre, potentially as part of a comprehensive scheme of public service premises consolidation.
- Working with partners in the greater Kidsgrove areas so that all parts of the community equally benefit from the opportunities that HS2 will provide including the wider economic growth.



5. Priorities – Knutton and Keele

Keele University Growth Corridor

- Keele University is one of the UK's top ranked universities and together with its Science and Innovation Park is a key motor of the North Staffordshire economy.
- Overall the university currently contributes £125 million per year into the local economy and supports around 3,400 FTE jobs in Stoke-on-Trent and the Borough.
- The university has plans for its Science and Innovation Park to double in size thereby providing over 7,000 FTE jobs over the next two decades.
- We recognise the sub-regional and national importance of working together to promote the opportunities for achieving sustainable growth in this location, initially through completion of a comprehensive masterplan which will both enable additional job creation and enable the building of up to 1,200 new high quality homes utilising the former Keele Golf Course.

Knutton

- Knutton is 1.5 miles from the main Keele University campus, one mile from Newcastle Town centre and is one of the most deprived wards in Newcastle.
- This former mining village has benefitted from past regeneration initiatives but there remains work to do in order to strengthen its sense of place and improve its sustainability.
- By working together using a one-public-estate approach, and with partners the aim is to ensure that any future development is comprehensively planned to strengthen its identity as an urban village and enabling tangible improvement in the physical, social and environmental infrastructure.
- By taking this one-public-estate approach we'll bring forward a deliverable supply of housing in Knutton which will also support the medium to long-term plans for the growth of Keele University and its Science and Innovation Park.



5. Priorities - Enhanced Two-Tier Working

The two councils are committed to continuing the joint working arrangements that have delivered success in the past. To this end we have brought forward a Growth Deal which reflects a strategic alliance between the parties and a commitment to turn words into action.

Over the past two decades the borough council and county council have worked together using their complementary powers and responsibilities

to redevelop and regenerate former colliery sites to create over 4,000 jobs and 300 new homes - Also, we have partnered in delivering successful community regeneration programmes along with housing renewal.

More recently our collaborative working can be seen at a strategic level in the Constellation Partnership and at a practical level it has delivered Castle House, the new one-stop place for public services.

We have also worked together to create the opportunity for a large-scale and comprehensive development opportunity at Ryecroft, including joint acquisition of the former Sainsbury's site.

Through the Strategic Alliance and the governance arrangements set out in this Growth Deal we intend to explore the opportunities to deepen the relationship into real collaborative working which goes beyond co-location of services to drive greater efficiencies and improve customer service. In addition we will explore the most appropriate opportunities for external funding (e.g. the Future High Streets Fund and the SSLEP).



5. Priorities - Housing

The Government is encouraging the building of more homes and seeking to accelerate housing delivery through a variety of means such as simplification of the town planning system and reducing barriers to development.

The Borough Council is working with Stoke-on-Trent City Council to prepare a new Joint Local Plan to identify suitable land for housing over the next 15 years. In order to inform the plan NBC has commissioned an up-to-date Strategic Housing Market Assessment. This has identified a preferred option for the Council to aim at an economic growth-led housing target of just under 12,000 dwellings by 2033.

NBC and SCC are significant land owners in the Borough and wish to contribute to the supply of housing sites by bringing forward appropriate land for development. In doing so it provides opportunities to engage with the house building industry through a range of approaches including collaborations with the registered providers as well as traditional private sector developers. Also there will be scope to promote self-build and Modern Methods of Construction.



5. Priorities - Employment and Skills

The Borough Council will publish an up-to-date Economic Development Strategy that seeks to demonstrate how, by working with key partners such as SCC and Keele University, the economic prosperity of the Borough can be improved.

The emerging Joint Local Plan identifies a requirement to provide up to 66 hectares of employment land for the next 15 years. The two key sites are the further expansion of the University's Science and Innovation Park and Chatterley Valley (within the Enterprise Zone). In addition to their support for the masterplanning of the "University Growth Corridor" both Councils will use their enabling roles to ensure that these sites come forward to deliver up to 5,000 new jobs.

Additionally, in order to meet business needs, we will work with both of the local Universities along with the Newcastle and Stafford College Group (and other providers) to address known gaps in the skills of our local people to ensure we can provide the workforce to meet current and future business needs.

We will focus specifically on reducing long-term unemployment by providing opportunities for volunteering, training and apprenticeships to encourage people back into work so they benefit from employment growth.

6. Proposed Actions – Our Action Plan

Priority	Priority actions – general aim	Specific actions	Next steps (for both Councils unless indicated otherwise)
1 Enhanced two-tier working	Approval of this Growth Deal will demonstrate our commitment to joint working within the two-tier local government arrangements in order to achieve improvement in the economic, social and environmental well-being of our communities.	<p>To commit the necessary officer resources to jointly prepare the detailed plans, initiatives and any associated business cases to achieve the objectives of this Growth Deal.</p> <p>To commit, in principle, the necessary capital and revenue funding required to deliver this Growth Deal’s objectives through reinvestment of the value captured from the disposal of local authority-owned assets in the area and efficiencies generated within services.</p>	<p>To make provision for any necessary officer resources through respective Service and Financial Planning.</p> <p>To make provision, in principle, through respective budget-setting and Medium Term Financial planning arrangements.</p>
2 Enhanced two-tier working	To optimise the use of resources of the two councils.	The two councils will exploit this Strategic Alliance to explore the scope for greater co-working to achieve efficiencies in service delivery and improve customer service.	To review the working arrangements in Castle House and in other areas with the aim of moving from co-location to co-working wherever appropriate.
3 Town Centre Newcastle-under-Lyme	The two councils will work together, using the redevelopment opportunities presented by the respective land and property assets of the two parties, to ensure that Newcastle Town Centre becomes a more vibrant, thriving and sustainable town centre.	We will work to ensure delivery of a high impact, high quality, accommodation led development on the Ryecroft site; a development that will enhance the town centre environment and increase footfall to benefit the town centre economy.	<p>Jointly procure specialist consultants to advise on the most appropriate redevelopment scheme balancing commercial deliverability with impact.</p> <p>Agree preferred development option and approach to delivery.</p>

Priority	Priority actions – general aim	Specific actions	Next steps (for both Councils unless indicated otherwise)
4 Town Centre Newcastle-under-Lyme	In order to facilitate ongoing enhancement of our public realm, including the further development of spaces for cultural activities, town centre events and smarter car parking, we will seek to exploit opportunities for leveraging further capital investment into the town centre public realm.	We will develop a clear strategy for town centre public realm and seek to fund it through a variety of mechanisms including planning obligations and external funding.	Commission preparation of a public realm strategy. Prepare delivery framework.
5 Town Centre Newcastle-under-Lyme	To ensure the long-term sustainability of Newcastle's general market in the town centre as a key feature in the retail economy.	NBC to complete a review of the general market by summer 2019 with the aim being to establish a clear improvement plan.	NBC to work with partners including the Town Centre BID to explore future management and operational arrangements.
6 Town Centre Kidsgrove	The two councils will work together, using the redevelopment opportunities presented by the respective land and property assets and working with other partners to create a stronger sense of place for Kidsgrove town centre and ensure that it becomes a more vibrant, thriving and sustainable town centre.	We will work to ensure delivery of a new centrally-located hub for Kidsgrove to include a mixture of public sector uses and a new leisure centre for the town that will enhance the town centre environment and increase footfall to benefit the town centre economy.	Commission and execute preparation of an outline business case for the new hub. Subject to the outcome of the latter prepare funding package for approval.
7 Knutton	To create a stronger sense of place for the urban village of Knutton that recognises its history whilst seeking to develop the opportunities presented by under-used public assets.	To develop a comprehensive regeneration plan for Knutton including providing homes to support increased housing choice for local people.	To commission preparation of a comprehensive masterplan for the village focussed upon the re-use and development of Council-owned land and property assets, including a bid to OPE Round 7.

Priority	Priority actions – general aim	Specific actions	Next steps (for both Councils unless indicated otherwise)
8 Keele University Growth Corridor	To optimise the academic and economic growth potential of the University and its Science and Innovation Park and to facilitate the building of new homes as part of a sustainable community.	To promote the approved masterplan through the Joint Local Plan process.	To undertake detailed transport modelling to ensure that any necessary highway infrastructure improvement can be designed and implemented thereby mitigating traffic impacts in the locality.
9 Housing	To accelerate delivery of housing in the Borough by creative use of enabling powers and exploration of new models of housing delivery working with partners in the sector.	To explore the scope for the two councils bringing forward new models of housing delivery to accelerate supply of housing including use of Modern Methods of Construction (MMC) and self-build.	To work with the LGA-funded Housing Advisors Programme using Knutton as a pilot to feed into the masterplan (see action 6).
10 Housing and jobs	NBC to make provision for new homes across the Borough in a sustainable way to meet forecasted housing needs and to earmark land for employment development in order to increase the supply of jobs.	Commissioning up-to-date evidence to inform future requirements for housing and jobs including support from SCC regarding anticipated infrastructure requirements.	NBC to have prepared a draft Joint Local Plan by autumn 2019 that will provide for both housing and employment sites to meet forecast requirements. SCC to have completed an Infrastructure Strategy to feed into and inform the Joint Local Plan site allocations process.

Priority	Priority actions – general aim	Specific actions	Next steps (for both Councils unless indicated otherwise)
11 Employment and skills	To promote upskilling of local people in order that they can take advantage of future employment opportunities in our area.	To work with the two Universities, Newcastle and Stafford College Group, local providers and local schools to promote improvement in academic achievement and to raise the aspirations of our young people.	To reduce the 4,000+ long-term unemployed by providing a comprehensive programme of training and upskilling into work.
12 Housing, jobs and skills	To review the opportunities for our communities to exploit connectivity to HS2 stations in the sub-region or to enhance the attractiveness of the area to commuters.	To participate actively as a member of the Constellation Partnership.	To contribute to the preparation of a 10-year delivery plan. To commission the feasibility of connecting parts of the Borough to the West Coast Main Line.

8. Governance Arrangements

This inclusive and jointly-prepared Growth Deal will be submitted to both NBC and SCC's Cabinets for approval.

A joint Growth Board will be established to include the leaders and relevant portfolio holders of both SCC and NBC and their chief executives and officer support.

The Growth Board will monitor delivery of the Growth Deal and ensure that it is implemented dynamically taking account new opportunities as they arise.

The Action Plan contained in this Growth Deal document will be kept under review by the Growth Board including the setting of an annual work programme.