

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

**4 SEPTEMBER 2019**

**Title:** Economic Development Strategy 2019 – 2023 Refresh

**Submitted by:** Regeneration Manager

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

**Ward(s) affected:** All

**Purpose of the Report**

To gain Cabinet approval for the Economic Development Strategy 2019-2023 which has been refreshed in line with Council Corporate Priorities.

**Recommendations**

- (a) That the strategy and action plan, refreshed to reflect current priorities, be approved, with the Chief Executive, in consultation with the Portfolio Holder, being authorised to make minor amendments prior to final publication of the Strategy**

**Reasons**

To ensure that the economy of the Borough is effectively promoted and to encourage effective partnership working to help achieve this.

**1. Background**

- 1.1 The Economic Development Strategy 2018 – 2023 was approved by Cabinet in March 2018 following consultation with partners and the local business community. A year one strategy was approved at Cabinet 6 June 2018.
- 1.2 Since that time a number of changes have occurred including adoption of a new Council Plan, with new priorities, and the Council has also worked in partnership with Staffordshire County Council to agree a Growth Deal for Newcastle under Lyme. In order to better reflect the new priorities of the Council Plan and the Newcastle-under-Lyme Growth Deal it is appropriate to refresh the Economic Development Strategy in line with this strategic direction.

**2. Issues**

- 2.1 The Council Plan has four priorities:
- Local Services that Work for Local People
  - Growing our People and Place
  - Healthy Active and Safe Borough
  - A Town Centre for All

## 2.2 The Growth Deal focuses on:

- Newcastle Town Centre
- Kidsgrove Town Centre
- Enhanced Two-Tier Working
- Keele and Knutton – University Growth Corridor and Knutton Housing
- Housing
- Employment and Skills

## 2.3 These new priorities are reflected in the Draft Economic Development Strategy 2019-2023 and associated Action Plan.

### a) The year 1 actions focus on the following areas:

#### i) **Business Environment:**

- Support and development of local SMEs including our town centre independent sector
- Seek to optimise the benefit to local companies from public sector procurement.
- Support for the annual Business Boost competition
- Support the re-use of existing property in the town for start-up business and innovative new uses

#### ii) **Place and Infrastructure**

- Delivery of the Growth Deal Priorities
- Work with Newcastle BID and Go Kidsgrove to promote the town centres as places to visit, work and live and focus on the promotion of our distinctiveness.
- Work with the developers of the Ryecroft scheme to secure a development that will add to the economic vitality of the town.
- Improvement of Newcastle town centre wayfinding and road signage
- Work with partners in the Enterprise Zone to attract employment investment to sites and premises around the Borough including land at Chatterley Valley
- Bring forward proposals for retail, leisure and business accommodation in Newcastle Town Centre.
- Bring forward new sites for employment and housing through the Joint Local Plan to enable the further growth of the Borough.

#### iii) **People and Ideas**

- Work with Newcastle Employment and Skills Group to support people who are furthest from training and jobs.
- Support delivery of the Stoke on Trent and Staffordshire Local Enterprise Partnership Skills Strategy to increase training and employment rates especially for those furthest from employment.
- Encourage a more enterprising culture working with the Cultural Education Partnership and Cultural Forum.
- Support further development of Keele University Science and Innovation Park as detailed in The New Keele Deal.
- Support the development and delivery of The New Keele Deal and Keele Deal Culture

## 3. **Proposal**

That the strategy and action plan, refreshed to reflect current priorities, be approved.

**4. Reasons for Proposed Solution**

- 4.1 To improve the economic prospects for the Borough of Newcastle-under-Lyme and to facilitate effective partnership working to help achieve this.

**5. Options Considered**

- a) Keep the current strategy 2018-2023 – this would not be appropriate as it does not reflect current strategic priorities.
- b) Adopt the refreshed strategy 2019-2023 – This reflects current strategic priorities for the Council

**6. Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 6.1 The Economic Development Strategy is particularly focused on the Council priorities of Growing our People and Place and A Town Centre for All.

**7. Legal and Statutory Implications**

- 7.1 It is not a statutory requirement for the Council to prepare an Economic Development Strategy though it is good practise to do so.

**8. Equality Impact Assessment**

- 8.1 The Economic Development Strategy is intended to promote the economic prospects for everyone living and working in the Borough.

**9. Financial and Resource Implications**

- 9.1 Approval for specific project expenditure will be subject to more detailed later reports.

**10. Major Risks**

- 10.1 These will be dealt with on a project by project.

**11. Sustainability and Climate Change Implications**

- 11.1 Actions within the Economic Development Strategy Action Plan will be undertaken in line with Corporate Policies on sustainability and climate change.

**12. Key Decision Information**

- 12.1 This report has been included in the forward plan. The strategy will affect more than two wards of the Borough. Approval for specific project expenditure will be subject to more detailed later reports.

**13. Earlier Cabinet/Committee Resolutions**

- 13.1 Cabinet March 2018
- 13.2 Cabinet June 2018

**14. List of Appendices**

14.1 Draft Economic Development Strategy 2019 - 2023

15. **Background Papers**

15.1 none