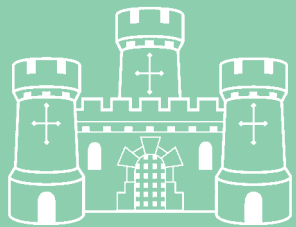


GROWING OUR PEOPLE AND PLACES

DRAFT

2019 - 2023



NEWCASTLE
UNDER LYME
BOROUGH COUNCIL



CONTENTS

Introduction	Page 4
Strategy at a Glance	Page 6
Strategic Allignment	Page 8
Business Environment	Page 10
Place and Infrastructure	Page 15
People and Ideas	Page 24
Year One Actions	Page 27



FOREWORD

Welcome to the Newcastle-under-Lyme Borough Council Economic Development Strategy – Growing our People and Places 2019 – 2023

Our strategy sets out the Council's aspirations and priorities for the next four years and focuses on Place and Infrastructure, Business Environment and People and Ideas.

In 2023 we will be celebrating our 850th anniversary of the Borough Charter. Between now and then we will be working with our partners to develop a programme of events and activities to mark this significant year.

The strategy is aligned to our Council Plan priorities specifically the priorities of Growing our People and Places and A Town Centre for All.

The Council is committed to strong and sustainable economic growth for the borough, focusing on opportunities around Keele University, Newcastle Town Centre and Kidsgrove.

To deliver the strategy we will engage with our partners, locally and regionally and work with them to develop their plans and encourage inward investment for the benefit of our communities.



Leader of the Council
Cllr. Simon Tagg



Chief Executive
Martin Hamilton

INTRODUCTION

This Economic Development Strategy (EDS) is about how Newcastle-under-Lyme Borough Council (NULBC) will work with the business community, local partners and wider community to improve the economic prospects for everyone living and working in our Borough.

The strategy is driven by the Council Plan 2018 – 2022 and its four priorities.

- Local Services that Work for Local People
- Growing our People and Places
- Healthy, Active and Safe Borough
- A Town Centre for All

The strategy focuses on Growing our People and Place and A Town Centre for All.

In line with the Council Plan, the strategy sets out how we will work to make the borough an even better place for everyone who lives, works, studies or visits here. Our aims can only be achieved by taking advantage of every opportunity available and developing new ones through innovation and a more collaborative approach. The Council is committed to strong and sustainable economic growth for the borough, focusing upon opportunities around Keele University, Newcastle Town Centre and Kidsgrove.

Our aim is to strive for the borough to be a place where the economy is strong and sustainable, where local people have the skills and opportunities to take up good jobs with good wages and where everyone benefits from economic growth. This also means that we need to ensure that there are good homes for everyone.

To deliver this we will engage with our partners, locally and regionally, including businesses already in the borough, and work with them to develop their plans and encourage inward investment and the growth of our existing businesses for the benefit of our communities.

We will continue to work with our partners, including playing an active role in the Stoke and Staffordshire Local Enterprise Partnership (SSLEP). We will look for opportunities to secure funding from Growth Deal monies, the Growing Places fund, the emerging Stronger Town's and Shared Prosperity Fund to invest in the local economy.





We will work with the Constellation Partnership to ensure that North Staffordshire and South Cheshire secures strategic investment, housing and jobs.

We will work with Staffordshire County Council on our four shared priorities of Newcastle Town Centre, Keele, Knutton and Kidsgrove as detailed in our Newcastle Growth Deal.

The Council will seek to use its assets both in terms of commercial portfolio and community assets to support and improve the economic well-being of the Borough. We recognise the provision of such facilities plays an important role in supporting small and medium sized enterprises (SMEs), businesses and community based organisations that provide valuable services in our community.

The Councils' recent partnership with Support Staffordshire, who have taken on the management of the Guildhall to rent out space to local voluntary and community groups, is a great example of Council assets being used to provide much needed services at the heart of Newcastle town centre.

The strategy reflects our commitment to the Newcastle Partnership and contribution to the delivery of the two priorities, in the Sustainable Communities Strategy 2014 – 2020, to address vulnerability and economic growth.

STRATEGY AT A GLANCE

The Strategy will set the context for long-term investment for the whole of our borough. Our focus is on the following:

Place and Infrastructure

- Develop our town centres of Newcastle and Kidsgrove
- Grow our cultural tourism offer through the celebration of arts, cultural heritage and Philip Astley
- Develop the Ryecroft site to add to the economic vitality of Newcastle town centre
- Work with Newcastle Sustainable Transport Group to improve Newcastle town centre road signage and wayfinding
- Secure inward investment for the Chatterley Valley Enterprise Zone

Business Environment


- Support our SME's and Independent sector
- Support the annual Business Boost competition
- Identify opportunities for local companies to benefit from public procurement
- Re-use our vacant premises for start-up businesses and innovative ideas
- Through the development of the Local Plan, bring forward new sites for employment and a wide range of housing

People and Ideas

- Work with Newcastle Employment and Skills Group to help long term unemployed into volunteering, training and employment
- Support the delivery of the SSLEP Skills Strategy to increase training and employment rates
- Encourage a more enterprising culture working with the Cultural Education Partnership and Cultural Forum
- Support the development and delivery of The New Keele Deal and Keele Deal Culture

Each section sets out a series of priorities the Council proposes to take forward and looks at the strengths which the Borough has to offer, the opportunities which may be capitalised on and develops proposals which aim to take advantage of these.





The Borough of Newcastle-under-Lyme is changing. All around us we see new development which will result in more accommodation for Keele and Staffordshire University students. We will explore opportunities for town centre housing development which as well as providing housing choice, will increase footfall in our town centre and support our local business.

2018 saw the opening of Castle House the new town centre hub for public services including the Council, Staffordshire Police, Staffordshire County Council's district-based services, Newcastle Library, Newcastle Registry Office and Aspire Housing Group

As well as increasing footfall in the town centre, the move to Castle House creates opportunity for the redevelopment of the wider Ryecroft development site, which includes the former Civic Officers site. Given the rapid changes taking place on our high streets a wider mixed use approach to the site will be explored, which reflects the requirement for more housing and leisure opportunities in our town centre. This development has the potential to re-shape our town centre, boost business and strengthen investor confidence in the area.

Whilst the site remains vacant we plan to make best use of it and have secured planning permission for large scale events, such as the Gandey's Circus event early in 2019. Working with our partners at Newcastle Business Improvement District (NBID), the Creative People and Places Programme – (Appetite), The New Vic Theatre and The Brampton Museum and Art Gallery the town's emerging cultural economy has grown from strength to strength. This growth has been recognised and supported by national and regional awards. The borough became a Heritage Lottery Fund (HLF) Priority Development Area in 2015, since which time over £5M has been secured from HLF (renamed National Lottery Heritage Fund - NLHF) to support a wide range of cultural heritage projects right across the borough.

We will continue to celebrate the life and legacy of Philip Astley, founder of the modern circus, inventor of the circus ring and born in Newcastle in 1742.

Newcastle was at the heart of the 2018 celebrations, "Circus250", to mark 250 years since the first circus and every year we celebrate Philip Astley through our annual Homecoming event, which presents the best of contemporary circus in Newcastle town centre. In 2023 we will celebrate 850 years since the royal charter granted in 1173, this will provide opportunity for Borough wide events and activities.

Recently, a local consortium led by New Vic Theatre has been awarded a grant of £1,750,000 as part of Arts Council England's Creative People and Places programme to expand the work of the Appetite arts project into Newcastle-under-Lyme over the next four years.

We will continue to work across the Council and with our partners to ensure a strategic approach to delivery of this strategy recognising that it needs to be read and delivered alongside other strategies and long term plans, such as the Council Plan, Joint Local Plan, Newcastle Growth Deal, the SSLEP Strategic Economic Plan and emerging Local Industrial Strategy, in order to achieve overall improvement in the economic, social and environmental well-being of our community.

STRATEGIC ALIGNMENT

There are a number of strategies and organisations that we are aligned to, which helps to strengthen opportunities to secure resources for the borough.

A Growth Deal for Newcastle-under-Lyme 2019 – 2023 (A growing borough that is an attractive and welcoming place for all)

In partnership with Staffordshire County Council we will deliver the Growth Deal 2019-2023, which focuses on the following key priorities for delivering economic regeneration benefits to the communities of our borough.

- Newcastle Town Centre
- Kidsgrove Town Centre
- Keele University Growth Corridor
- Knutton
- Enhanced two-tier working
- Right houses in the right places
- Employment and Skills

The New Keele Deal and Keele Deal Culture

The Council is one of five partners signed up to a plan for investment in innovation-led growth called “The New Keele Deal”, which is a plan for £70 million of investment by Keele University, Staffordshire County Council, Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council, University Hospitals of North Midlands NHS Trust and the Stoke-on-Trent and Staffordshire LEP, that sets out eight development priorities over the next five years:

- Keele Research and Innovation Support Programme (KRISP)
- Mercia Centre for Innovation Leadership (MCIL)
- Smart Energy Network Demonstrator (SEND)
- NHS-University-Industry collaboration
- Harnessing global reach and visibility for local economic impact
- A strategic site of The Constellation Partnership
- Higher level educational provision
- A spatial masterplan for the University campus and local area



Most recently the Council, along with other partners, has signed up to the Keele Deal Culture, which recognises that we can make a real difference to our area through arts, culture and creativity. The Deal sets out shared ambitions to realise the full potential of the University's cultural resources and assets for the benefit of the local area. The Deal mirrors the Keele Cultural Strategy 2018 - 2023 mission to make a difference through arts, culture and creativity.

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

The SSLEP Strategic Economic Plan focuses on five main objectives – City, Connected County, Competitive Urban Centres, Sector Growth and Skilled Workforce. This is informed by an evidence base recently gathered, which focuses on Infrastructure and Place, Site and Premises, Skills, Innovation, Business Intelligence and Growth

The SSLEP is currently working on the development of the Local Industrial Strategy, whose main themes are ideas, people, infrastructure, business environment and place – our EDS is aligned to these themes. The Leader of the Council Cllr Simon Tagg sits on the SSLEP's Executive Board helping to drive the Partnership forward

The Constellation Partnership

The Council is one of seven local authorities along with two Local Enterprise Partnerships, which form The Constellation Partnership. The partners share a single vision - a single economic footprint creating a coherent investment market boosted by the international investment magnet of High Speed Rail connectivity.

The Midlands Engine

The Midlands Engine is focusing on five priority areas: to improve connectivity, strengthen skills, support enterprise and innovation, promote the Midlands and enhance quality of life. It plans to create 300,000 new jobs and £34billion worth of growth over the next 15 years to 2030.

UK Industrial Strategy

The UK Industrial Strategy focuses on 10 pillars; Investing in Science, Research and Innovation, Developing Skills, Upgrading Infrastructure, Supporting Businesses to Start and Grow, Improving Procurement, Encouraging Trade and Investment, Delivering Clean Energy and Clean Growth, Cultivating World-Leading Sectors, Driving Growth across the whole Country, Creating the right Institutions to bring together Sectors and Places.

BUSINESS ENVIRONMENT

We will continue to develop an economy in which the growth of innovative and niche businesses can flourish.

While the Council will continue to work with its partners in the SSLEP and The Constellation Partnership on sub-regional objectives, it will focus on promotion of Newcastle's distinctiveness, as reflected in:

- A unique town centre's offer working with the BID and Go Kidsgrove on specific marketing activities aimed at attracting inward investment, new business start-up in the town centres and specific support for our independent sector
- A strong professional and financial services sector
- Provision of mixed housing in the town centre catering for all age groups
- A thriving research based university and Science and Innovation Park with a maturing medical technologies sector.

We will provide a co-ordinated approach to business support which puts business first and supplies a relevant mix of services.

We will continue to work with the SSLEP and with partners to develop a range of measures designed to support business development including:

- Promotion of the area as a premier investment location at a national and international level using the 'Make it' brand
- Continue to work with our single point of contact for business, the Stoke and Staffordshire Business Helpline and the Growth Hub Support for rural businesses through the Rural Enterprise Grants and the Leader programme
- Access to finance for business investment via the SSLEP and other partners
- Continue to support the annual Newcastle Business Boost competition.
- Signpost businesses to appropriate sources of assistance, including those offered by the Council.

Keele University and Keele Science and Innovation Park are both located within our Borough. Together they make a unique contribution to the local area. The Stoke and Staffordshire Strategic Economic Plan (SEP) identifies the Science and Innovation Park as the premier development site in North Staffordshire.





Keele University's Strategic Plan 2015-20 sets out how it will bolster its role as a centre of excellence, research, teaching and scholarship and boost economic growth, in particular innovation-led high value employment growth.

We are also home to Newcastle under Lyme College (NSCG), which is financially one of the strongest of its kind in the country with very high success rates, amongst the top 10 per cent nationally. NSCG has recently been rated 12 nationally for its excellent apprenticeship provision.

Creative industries

Digital creative firms continue to be a potential growth area for the Borough. A number of highly respected video production companies are well established in the area already. Attracting, growing and retaining this type of firm relies on the availability of superfast and reliable broadband, the right style of business premises and the opportunity to cluster with other digital technology firms. Further actions include:

- The Council will support the re-use of existing property in the town for businesses such as graphic design, film and media, publishing, animation, music and computer/console games software development including, where suitable, its own premises.
- The Council will continue to work with Keele University and Science Park to encourage development of Keele Science Park Phase 3.

Professional and business services

Professional and business services are an important knowledge intensive sector for the Borough. The improvement in broadband connectivity, development of new technologies and new working practices coupled with good transport links means that this sector offers the potential for continued growth. Our approach is based around three main activity areas:

- Ensure the availability of appropriate accommodation (both commercial and residential), which is necessary to attract and retain highly skilled workers in these sectors.
- Through the Ceramic Valley Enterprise Zone the continue the development of Chatterley Valley.



Make the most of business opportunities in the tourism and leisure sectors

The Borough is home to a number of business and leisure tourist destinations including the Brampton Museum and Art Gallery, the Dorothy Clive Garden, the New Vic Theatre, Apedale Community Heritage Park, the Trent and Mersey canal and famous Harecastle Tunnel, Newcastle town centre and Keele University. Our central location makes it a good resting place for visitors to other parts of the county.

- We will work with Newcastle BID to encourage new businesses into the town centre, maximise the opportunities afforded by the growth of student accommodation and continue to grow our cultural tourism offer through the annual events programme.

Optimise the benefit to local companies from public sector procurement.

There remains a statutory requirement to advertise all larger high value contracts through the Official Journal of the European Union and the Council is also required to advertise any contract over £25,000 on Contracts Finder. However, the councils spend profile includes a significant number of lower value contracts which are particularly suitable for smaller businesses and the council also considers social value in awarding contracts and is keen to engage with all types of providers, including small and large businesses and social enterprises.

- The Council will consider approaches such as joint ventures with other partners and procurement models from other areas of the country that encourage tenders from small businesses.
- The council will support measures that make it easier for smaller businesses to tender for contracts and will also support emerging processes to standardise tender documentation.





PLACE AND INFRASTRUCTURE

This section of the Economic Development Strategy sets out what action the Council will carry out to enhance the quality of the place and infrastructure of the Borough to promote its economic development.

Improving the offer of the town centres.

Demand for high street retail is changing rapidly, which is reflected in our town centre vacancy rate of 19 per cent in Newcastle. However, the independent sector, which is what attracts visitors to the town, is reasonably healthy. Newcastle's growing reputation as a town for independents, especially in the food and drink sector, has helped the town centre to remain reasonably buoyant even through the significant downturn in demand for retail in town centres.

Newcastle market continues to be an integral part of the life of the town centre, it's what Newcastle is recognised as – a market town, we're working to introduce new traders and try different approaches especially young traders to deliver the goods and services that people require and to encourage people into the town centre.

We recognise that we need more housing to encourage people to live in and near to the town centre. The former Bristol Street Motors site just on the edge of the town centre will provide apartments for students and key workers and the former Blackburn House site, now named Keele House, provides student apartments. Work is progressing well on the former Savoy cinema to build mixed apartments.

The Council, in partnership with Staffordshire County Council, acquired the former Sainsbury's site on the northern edge of Newcastle Town Centre. It was planned to provide new retail accommodation however, due to the change in demand for retail, a wider mixed use approach will be considered with a focus on developing mixed housing and leisure.



Improving the public realm

Newcastle has arguably the most attractive town centre in the North Staffordshire conurbation. Its inherent attractiveness is down to a number of factors including:

- Attractive groupings of well-maintained Georgian and Victorian buildings around the town
- A safe and convenient pedestrianised environment
- The street market
- The large number of cafes, bars and restaurants around the town

The Council will improve the public realm by:

- Selectively investing in valued buildings, particularly those 'at risk, such as that which helped to enable the refurbishment and re-development of the former Maxim's nightclub to the Belong Village and most recently the Guildhall Community and Voluntary Sector Hub
- Working with the county council in investing in and helping to design improvements to create artworks for the town centre roundabouts, gateways and subway entrances.
- Making use of our town centre public spaces to present arts and cultural events.

Working with Newcastle BID (Business Improvement District) and Go Kidsgrove

The Council supported the establishment of Newcastle town centre Business Improvement District (BID) in 2015 The Leader of the Council Cllr Simon Tagg sits on the SSLEP's Executive Board helping to drive the Partnership forward Based in the Guildhall, the BID now operates as an independent entity to promote the town, develop the distinctive Newcastle-under-Lyme experience, and support growth, development and investment.



The Council has also worked with the BID to gain Purple Flag accreditation, which is a prestigious award for those towns who manage their night life to an excellent standard by providing an entertaining, diverse safe and enjoyable night out. Newcastle has held Purple Flag status since 2014.

Go Kidsgrove is the brand name for Kidsgrove Town Centre Community Interest Company. This is a business led initiative for town centre businesses. It has been set up as a Community Interest Company, which was incorporated in September 2013.

- The Council will continue to work with the BID and Go Kidsgrove to further develop the annual events programme and encourage more footfall in the towns.
- The Council will also work with Newcastle BID to retain Purple Flag status.

Helping Keele University Science and Innovation Park to grow

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. Helping it to grow and thrive and retain graduates in the borough will be critical to the future success of the area, ensuring that the sub-regional economy is fit for a future which will be typified by rapid technological change.

Overall the university currently contributes £125 million per year into the local economy and supports around 3400 FTE jobs in Stoke-on-Trent and Newcastle, including 1750 directly, 350 through its supply chain, 440 from staff and student spending in the local area and a further 810 working for firms based at the Science Park (source: Regeneris Consulting).

The university is consistently recognised in national surveys for its student satisfaction rating, graduate employment and affordability and its graduates are officially recognised as the most employable in the country.

In order to provide for the university's growth ambitions and to ensure that North Staffordshire maximises its full potential the Borough Council has worked with Keele and Staffordshire County Council to commission a masterplan for a university Growth Corridor.

- The Council will continue to work with Keele University and the Science and Innovation Park to support further development





BELONG

Belong
Welcome
Bistro

The Employment Land Review (ELR) 2015 is a key piece of evidence which has set the emerging strategy for employment in the Joint Local Plan. The ELR makes a joint projection for both Stoke and Newcastle as these act as one Functional Economic Market Area, however it sets a specific range of between 44ha and 133ha employment land required for Newcastle-under-Lyme, for which a target of 68ha was set in the emerging Joint Local Plan.

The ELR supports development in locations close to the strategic road network: A34, A500 which link to M6 J16 and close to the local labour market, bus stops and preferably wider services and facilities. The Preferred Options document has identified a number of preferred sites for employment, and emerging work both on employment and on the green belt to support the Draft Plan may result in the identification of additional sites. This will increase the choice, quality and range of sites available to ensure that demand in the market is matched with a choice of appropriate sites in the plan period.

A strategic objective of the Local Plan is to decrease net out-migration by improving the economic competitiveness of the area. The Joint Local Plan supports the expansion of Keele Science and Innovation Park which is a central part of the strategy. Expansion of employment sites in Keele will be matched with residential allocations for high quality housing in the vicinity. Choice in the housing market should help reduce people commuting in from outside the district. This will have a positive impact on the environment by reducing congestion and will increase the local population permanently to support retail, leisure and service provision in the town and neighbourhood centres.

The Draft Plan is anticipated to be subject to public consultation in Winter 2019 and submitted to the Planning Inspectorate in 2020. Subject to adoption by both Councils, the Local Plan will help guide development in the Borough to year 2033 and provide certainty to the Council and business owners to support further investment or future bids for funding to help implement policies in the plan.

- We will bring forward new sites for employment and housing through the Joint Local Plan to enable the further growth of the Borough.



Cultural economy

We recognise the value of placing arts, culture and creativity at the heart of our town to create a vibrant place that people want to visit and enjoy. We are proud of our cultural heritage and working with our partners we have built an events programme to celebrate the life of Philip Astley.

Working with Newcastle BID, New Vic Theatre, Appetite - Creative People and Places Programme and Arts Council England (ACE), we have secured resources to present the best of national and international new circus at the heart of our town centre and have drawn huge crowds who have returned year on year. Most recently Arts Council England have awarded funding through the Creative People and Places fund to further develop our cultural events programme and create further opportunities for people to engage.

In 2012 we became a Priority Development Area for Heritage Lottery Funding (National Lottery Heritage Fund) for five years, which meant we were allocated dedicated officer time to provide information sessions and advice on potential project ideas. This has resulted in over £5 million investment from HLF in the area for a wide range of projects including support for the Philip Astley profile-raising work.

The Philip Astley Project, is at the heart of the area's cultural tourism development. The project has raised the profile of Philip Astley and of the Borough. It has encouraged people to celebrate their local cultural heritage and learn more about this. Through the project, relationships have been built which will create exciting plans for future collaborations to promote Philip Astley & Newcastle-under-Lyme both nationally and internationally. The Philip Astley Project enabled Newcastle to be named as one of only six towns/cities at the heart of Circus 250 celebrations in 2018.

We will continue to promote the wider benefits of the 'In Bloom' competition, which has enjoyed considerable success in recent years, winning the overall competition as well as the coveted small city title and a gold medal on top of representing the region in the illustrious 'Champion of Champions' section of the national competition. As well as encouraging visitors to the towns, 'In Bloom' provides opportunity for people to share their creativity through the annual programme of activities.



In 2017 internationally acclaimed No Fit State Circus returned to Newcastle for almost two months to rehearse and present their new show Lexicon as part of the wider Circus, Past Present and Future project managed by The New Vic Theatre. Alongside The Philip Astley Project, along with other circus activity delivered by the Van Buren family and Gandeys this placed Newcastle-under-Lyme firmly on the cultural tourism map.

The wider programme of events managed by Newcastle BID attracts thousands of extra visitors to the town centre and includes Lymelight Festival, Jazz and Blues Festival, Easter activities, The Homecoming, Halloween activities and the Christmas Lights celebration. As well as attracting extra visitors, the annual events programme helps to support our local businesses and improves the quality of town centre experience for everyone.

The Council's Brampton Museum and Art Gallery is set in beautiful Brampton Park just outside Newcastle town centre. It attracts over 68,000 visitors annually to view existing collections and join in with the activities. It also provides a programme of arts and contemporary makers. Working with our partners over the last few years we have built a positive reputation for delivering high quality cultural activities that celebrate our unique cultural heritage.

The Borough is proud to be home to the New Vic Theatre, one of the country's most successful producing theatres and a key part of the region's cultural life, engaging 150,000 people each year. The New Vic delivers a programme of international-class work made with local audiences in mind, complemented by an award-winning community programme, and education work which alone reach around 25,000 people of all ages per year. The theatre sits in beautiful grounds less than a ten minute walk from the town centre.

- We will continue to work with our key cultural organisations and wider partners to build on the cultural events programme especially focusing on the Philip Astley legacy.





PEOPLE AND IDEAS

Newcastle Employment and Skills Group

The Newcastle Employment and Skills Group (NESG), which is hosted by Newcastle College (Newcastle and Stafford College Group) has been established in Newcastle for over 10 years and brings together key providers who deliver in the Borough.

Although we currently have historically low Job Seekers Allowance (JSA), Income Support and Universal Credit levels, which are running at 1.9% (1545) we still have over 5,000 people who have been out of work over a longer period of time claiming Employment Support Allowance (ESA). These are the people who are furthest from the training and jobs market who require more intensive support from a range of agencies.

One of the NESG priority focus areas is to help people who are claiming ESA (Employment Support Allowance) into training and work, especially those who are struggling with mental health issues. The NESG is a great example of local providers coming together to find solutions to issues faced by local people who struggle to access training and work.

Stoke and Staffordshire Local Enterprise Partnership (SSLEP)

The SSLEP Skills Strategy provides a framework within which to address the skills gaps and get the right skill mix to increase productivity through more focus on schools and business working together, further education and business working together and higher education providers and business working together. The three priorities are:

- Developing a more enterprising culture both at school and beyond
- Ensuring that young people and adults are equipped with basic employability skills required by local businesses
- Ensuring we are delivering the education and skills needed to fill jobs now and in the future

Newcastle and Stafford College Group (NSCG)

Newcastle and Stafford Colleges Group are one of the region's leading provider of apprenticeships with a long and highly successful track record of delivery and over 2000 apprentices. NSCG operates from two state-of-the-art College campuses, Newcastle-under-Lyme and Stafford, as well as Axia based in Stoke-on-Trent and provides expert advice, guidance and support on all aspects of work based learning, including: apprenticeships, traineeships, bespoke training and professional development.

We know that apprenticeships provide people with the chance to learn and to gain nationally recognised qualifications whilst receiving a weekly wage. They are a key component in the drive to increase employability and growth and a main route for increasing participation in education and training. NSCG support employers with apprenticeship levy investment, navigating the Gov.uk apprenticeship service and recruiting and selecting candidates.



We recognise that formal volunteering opportunities can offer similar routines to regular paid work and can help people who are unemployed build their skills, confidence and self-esteem to help them get back into training and work. The community and voluntary sector hub recently established at the Guildhall and managed by Support Staffordshire provides a wide range of volunteering opportunities.

- The Council will continue to work with partners and the NESG to help people access training and work and especially those who are long term unemployed.
- The Council will continue to support the priorities of the SSLEP to address skills gaps and get the right skill mix to increase productivity.



YEAR ONE ACTIONS

We will work with our partners to deliver the following:

Business Environment

Action	Partner/Leader	Resources	Timescale
Focus on support and development of local SMEs including our town centre independent sector	Council SSLEP Chamber Growth Hub Business Boost	Staff time	Ongoing
Seek to optimise the benefit to local companies from public sector procurement.	Council SCC Anchor institutions	Staff time	2020
Support continuation of the annual Newcastle Business Boost competition.	Business Boost Steering Group	Staff time + £500 contribution	Annual awards event
Support the re-use of existing property in the town for start-up business and innovative new uses	Council BID Aspire	Staff time	2019 - 2023

Place and Infrastructure

Action	Partner/Leader	Resources	Timescale
Work with Staffordshire County Council and partners to deliver the Growth Deal Priorities	NuLBC Staffordshire County Council Aspire Housing	Staff time Funding identified project by project	2019 - 2023
Work with Newcastle BID and Go Kidsgrove to promote the town centre's as places to visit, work and live and focus on the promotion of our distinctiveness.	BID Go Kidsgrove Council SCC Town Centre Businesses Appetite York Place and other investors	BID membership levy Go Kidsgrove fundraising Arts Council and Heritage funding Staff time	BID until 2020 subject to re-ballot
Work with the developers of the Ryecroft scheme to secure a development that will add to the economic vitality of the town.	HDD Council SCC SSLEP	Private sector investment Possibly LEP funding Possibly Sustainable Transport funding Staff time	2019 - 2020
Work with Newcastle Sustainable Transport Group to improve town centre wayfinding and road signage	SCC Council BID Sustrans	County funding through the LEP and developer contributions	2019 - 2020
Work with partners in the Enterprise Zone to attract employment investment to sites and premises around the borough including land at Chatterley Valley	SSLEP Council SCC Stoke CC Private Investors	Private sector investment EU funding SCC funding Possible central government funding Staff time	2019 onwards

Place and Infrastructure

Action	Partner/Leader	Resources	Timescale
Bring forward proposals for retail, leisure and business accommodation in Newcastle town centre with priority placed on growing its professional services and independent sector.	BID Council HDD York Place	Private sector investment Rural Enterprise Grants Staff time	Ongoing private investment Up to 2020 for grants
Bring forward new sites for employment and housing through the Joint Local Plan to enable the further growth of the Borough.	Council Staffordshire County Council Stoke CC	Staff time	2022

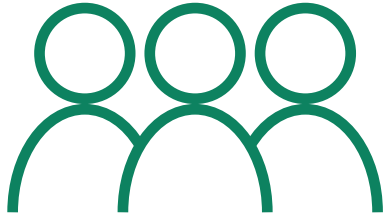
People and Ideas

Action	Partner/Leader	Resources	Timescale
Work with Newcastle Employment and Skills Group and local providers to support people furthest from training and jobs and ensure effective communication between service deliverers	Council Aspire Housing NSCG DWP National Careers SCC / Libraries Providers	Staff time	Ongoing
Support the delivery of the SSLEP Skills Strategy to increase training and employment rates especially for those furthest from employment	SSLEP – Education Trust Council Careers and Enterprise Company	Staff time EU funding/Stronger Towns/Shared Prosperity Fund	Ongoing subject to EU funding
Encourage a more enterprising culture working with the Cultural Education Partnership and Cultural Forum	Cultural education Partnership NuLBC	Staff time Creative people and places	2019 - 2023
Support the development and delivery of The New Keele Deal and Keele Deal Culture	Keele University and Science and Innovation Park SSLEP NuLBC Staffordshire County Council	Staff time	2019 - 2023
Work with partners to deliver the Creative People and Places programme in Newcastle and Kidsgrove	New Vic Theatre, Newcastle BID, Go Kidsgrove, Keele University, Staffordshire University, Partners in Creative Learning and Six Towns Radio	Staff time	2019-2023

Newcastle-under-Lyme Facts and Figures

THE BOROUGH

HAS A TOTAL POPULATION OF



129,500

ECONOMICALLY

ACTIVE

AGED 16-64

65,400



74.6%

OF RESIDENTS OF
WORKING AGE ARE IN
EMPLOYMENT

(63,700)

POPULATION AGED

16-64

81,900



69.5%

OF ADULTS IN
THE BOROUGH ARE
HOMEOWNERS

(Census 2011)

TOTAL
ACTIVE
BUSINESSES

3,455

(Employer Demography 2017)

QUALIFICATIONS AGED 16-64

QUALIFICATION

NEWCASTLE-UNDER-LYME

WEST MIDLANDS

NVQ LEVEL 4
AND ABOVE

37.5%

33.1%

NVQ LEVEL 3
AND ABOVE

57.7%

51.9%

NVQ LEVEL 2
AND ABOVE

77%

70.4%

NVQ LEVEL 1
AND ABOVE

86%

81.4%



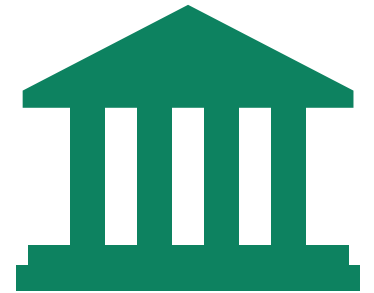
THE NEW VIC THEATRE

ENGAGES

150,000

PEOPLE

EACH YEAR



MUSEUM
VISITORS

68,229

EARNINGS

GROSS WEEKLY PAY

PLACE OF
RESIDENCE

494.50

GROSS WEEKLY PAY

PLACE OF
WORK

462.50