

## Economic Development Plan Action Plan Progress Report

### 1) Business Environment

Action Proposed	Partners / Lead	Proposed Resources / timescale	Year one result
Focus on support and development of local SMEs including our town centre independent sector	Council SSLEP Chamber Growth Hub Business Boost	Staff Time / Ongoing	<p>Brexit:</p> <ul style="list-style-type: none"> <li>Co-operated with Staffordshire Chamber of Commerce to deliver a workshop on Brexit preparedness for local businesses in October 2019.</li> <li>Information established and updated on the Council's website signposting businesses to national sources of support and advice.</li> </ul> <p>Covid-19:</p> <ul style="list-style-type: none"> <li>New pages established and updated on the Council website to signpost businesses to useful information and support administration of the Government's Covid-19 grant schemes, to date 950 support grants have been paid.</li> <li>Payment of business support grants through the various Government schemes on offer to Borough businesses.</li> <li>Over 1050 support enquiries responded to via a business enquiry form.</li> <li>NBC business information twitter account set up.</li> <li>Shop Local page established to give local businesses the opportunity to update local residents on their offer.</li> <li>Ongoing visits to business premises by the Council's Covid Marshals to offer advice on safety measures and assist with compliance on Government guidelines.</li> </ul> <p>Markets:</p> <ul style="list-style-type: none"> <li>Supported market traders throughout the different permitted trading opportunities in Lockdown and Covid tiers.</li> <li>Raised social media profile for the market to help keep customers up to date with service changes as a result of Covid-19.</li> </ul>

			<ul style="list-style-type: none"> <li>• Held a Young Trader event that resulted in 2 traders being nominated to attend the national final.</li> <li>• Introduced additional specialist markets including a record fair, Love Local and Newcastle Artisan market.</li> <li>• Successfully hosted continental style market.</li> </ul> <p>Town Centre independents:</p> <ul style="list-style-type: none"> <li>• Social Media profiles for 19 town centre independents highlighted pre-pandemic.</li> <li>• Positive communications about the town centre have continued on social media.</li> </ul> <p>Business Support:</p> <ul style="list-style-type: none"> <li>• Supporting the Staffordshire means back to business £5 million business support scheme.</li> <li>• Work starting with the Federation of Small Businesses to promote membership to Newcastle businesses.</li> </ul>
Seek to optimise the benefit to local companies from public sector procurement	Council SCC Anchor institutions	Staff time / 2020	<ul style="list-style-type: none"> <li>• Local companies continue to be routinely used through the Council's procurement process.</li> <li>• Progress with more strategic work was interrupted by Covid-19.</li> </ul>
Support continuation of the annual Newcastle Business Boost competition	Business Boost Steering Group	Staff time + £500 contribution / Annual Awards event	<ul style="list-style-type: none"> <li>• Business Boost awards held November 2019 with 15 quality finalists and a range of prizes on offer.</li> <li>• Competition suspended in 2020 due to impact of Covid.</li> <li>• Steering Group are considering options for 2021 in view of continuing impact of Covid.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Successful Future High Street Fund includes elements of this, primarily at the Ryecroft site. Delivery to commence in the 2021-22 financial year.</li> <li>• Unit 4 at Lancaster Building is currently being re-purposed as an employment and training support hub using Accelerated Town Deal monies.</li> <li>• In partner activities Appetite is using empty shop units for Artist in Residence and extending exhibitions from Stoke on Trent into Newcastle town centre, which include outdoor exhibitions that</li> </ul>

			enhance people's shopping experience whilst keeping them COVID safe. There has been positive social media coverage of this approach.
--	--	--	--

## 2) Place and Infrastructure

Action Proposed	Partners / Lead	Proposed Resources / timescale	Year one result
Work with Staffordshire County Council and partners to deliver the Growth Deal Priorities	Council Staffordshire County Council Aspire	Staff time, funding identified project by project	Delivery has continued through key activities on Town Deal, Future High Street Fund and Town Centre re-opening which are reported separately on through this update.
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	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	<ul style="list-style-type: none"> <li>• Successful bid for Future High Street Funding for Newcastle Town Centre. Indicative grant offer of £11 million.</li> <li>• Established two Town Deal Boards, one each for Kidsgrove and Newcastle to develop a Town Investment Plan.</li> <li>• Kidsgrove Town Investment Plan submitted October 2020.</li> <li>• Newcastle Town Investment Plan submitted January 2021.</li> <li>• Delivery has commenced on a range of projects in both town centres using Accelerated Town Deal Funding.</li> <li>• Support given for Newcastle BID business plan renewal and renewal ballot.</li> <li>• Continue to support Go Kidsgrove with weekly online meetings.</li> <li>• Support given for re-opening town centres, including installation of hand sanitising stations, social distancing markers around the town centres and on the market, street safety marshals and visits to businesses to assist with Covid control measures.</li> <li>• Continues to work informally with partners to promote positive messages about Newcastle town centre.</li> </ul>

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	<ul style="list-style-type: none"> <li>The Council is now directly pursuing re-development of the Ryecroft site using Future High Street Funds as a lever for additional investment on this site.</li> <li>Indicative grant offer of £11 million Future High Street Funding has been received which will enable development of this key site to commence.</li> </ul>
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	<ul style="list-style-type: none"> <li>Replacement of road signage around the ring road was substantially completed by Staffordshire County Council in 2020.</li> <li>Town Centre wayfinding included in the future High Street Fund bid.</li> <li>Improvements to a number of subways are being funded through Accelerated Town Deal Funding.</li> <li>Further transport measures around walking, cycling and public transport included in Newcastle Town Deal.</li> </ul>
Work with partners in the Enterprise Zone to attract employment investment to sites and premises around the borough including land of Chatterley Valley	SSLEP Council SCC Stoke CC Private Investors	Private sector investment EU funding SCC funding Possible central government funding Staff time	<ul style="list-style-type: none"> <li>Work continues with the developer of Chatterley Valley and Staffordshire County Council and LEP to find ways to reduce the scheme's viability gap and to use Enterprise Zone mechanisms to secure future development of this site.</li> <li>Kidsgrove Town Deal includes a project to develop small business units.</li> <li>Newcastle Town Deal includes projects at Knutton and in Newcastle town centre to re-model or provide new business accommodation.</li> <li>Future High Street Fund bid includes non-retail uses in plans for the re-developed sites.</li> </ul>
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	<ul style="list-style-type: none"> <li>Successful Future High Street Fund submission has resulted in a grant offer of £11 million, this includes alternative uses for key sites in the town centre.</li> <li>Accelerated town Deal Funding is funding the refurbishment of Unit 4 at Lancaster Building for an employment hub.</li> <li>Business accommodation has been included as a part of the planned re-development of the Zanzibar site.</li> </ul>

			<ul style="list-style-type: none"> <li>Contact has been made with the owner of the Roebuck Shopping Centre with a view to reviving activity in this key town centre location.</li> </ul>
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	<ul style="list-style-type: none"> <li>The Joint Local Plan has now been superseded by plans for a Newcastle Borough Local Plan.</li> <li>Consultation on plans for Housing on land at Chatterley Close in Bradwell is underway.</li> <li>Consultation on the Knutton Masterplan is currently being undertaken.</li> <li>Further investigation of re-use of the former golf course at Keele to explore how best to secure planning permission for housing development in advance of the site's designation in the local plan..</li> <li>Continued with the programme of land sales to facilitate housing and business growth in the Borough.</li> <li>Working with Keele University through Town Deal to devise a workable means of reducing the impact of additional traffic arising from the growth of the science park.</li> </ul>

### 3) People and Ideas

Action Proposed	Partners / Lead	Proposed Resources / timescale	Year one result
Work with Newcastle Employment and Skills Group and local providers to support people furthest from training and jobs and ensure effective communication	Council Aspire Housing NSCG DWP National Careers SCC / Libraries Providers Support Staffordshire	Staff time / ongoing	<ul style="list-style-type: none"> <li>Taking forward plans for establishing an Employment and Skills Hub in a vacant unit in Lancaster Building, which has been empty for 9 years, with the refurbishment being funded by Accelerated Town Deal Funding.</li> <li>Realise Charity are funding a full time coordinator and taking on a three year lease of the unit.</li> <li>Partners are developing arrangements for the services to be delivered from this hub.</li> </ul>

between service deliverers	Combined Health Business Enterprise Support		
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	<ul style="list-style-type: none"> <li>Regular attendance at Skills Advisory Panel focusing on: <ul style="list-style-type: none"> <li>Careers Information Advice and Guidance,</li> <li>Kickstart Programme</li> <li>Regular overview of Skills Strategy</li> </ul> Which is then used at the Newcastle Employment and Skills Group. </li> <li>Attendance at the County Redundancy Task Group where possible sharing information and updating relevant information on the Council's website as appropriate.</li> </ul>
Encourage a more enterprising culture working with the Cultural Education Partnership and Cultural Forum	Cultural education Partnership NuLB Council	Staff time Creative people and places	Our main cultural work has focused on the Creative People and Places programme, which has provided opportunities to extend exhibitions from the City into Newcastle – focusing on empty shops and outdoor exhibitions that enhance people's shopping experience whilst keeping them COVID safe.
Support the development and delivery of The New Keele Deal and Keele Deal Culture	Keele University and Science and Innovation Park SSLEP NuLBCouncil Staffordshire County Council	Staff time	Work is currently ongoing.
Work with partners to deliver the Creative People and Places programme in	New Vic Theatre, Newcastle BID, Go Kids Grove,	Staff time	<ul style="list-style-type: none"> <li>Activity severely impacted by Covid-19 restrictions however the Consortium has continued to meet to explore opportunities for a different approach within COVID safety guidelines focusing on outdoor exhibitions and social media coverage.</li> </ul>

Newcastle and Kidsgrove	Keele University, Staffordshire University, Partners in Creative Learning and Six Towns Radio		<ul style="list-style-type: none"><li>• AstleyFest took place online in August, reaching 3,500 people.</li><li>• Three Counties outdoor exhibition was presented in Newcastle town centre.</li><li>• Covid-secure 'Projector Bikes' provided Christmas entertainment in areas of Kidsgrove and Newcastle. This was warmly received.</li></ul>
----------------------------	---	--	---