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GROWTH AND ECONOMY COMMITTEE AGENDA

Date: Wednesday, 4 September 2024

Time: 6.00 pm

Venue: The Council Chamber, Moorlands House, Stockwell Street, Leek

27 August 2024

1. Welcome and Apologies
2. Notifications of Substitute Members, if any
3. To approve the minutes from the previous meeting (**Pages 3 - 6**)
4. Declarations of Interest
5. Work Programme 2024-2025 (**Pages 7 - 10**)
6. Local Transport Plan - Staffordshire County Council (**Pages 11 - 18**)
7. Consider Questions from Members
8. Exclusion of the Press and Public
9. Housing Delivery Update (**Pages 19 - 30**)
(Paragraph 3 - Information relating to the financial or business affairs of any particular person (including the authority holding that information))

MARK TRILLO EXECUTIVE DIRECTOR AND MONITORING OFFICER

Membership of Growth and Economy Committee

Councillor J Garvey (Chair)	Councillor G Taylor (Vice-Chair)
Councillor P Barks	Councillor A Church
Councillor M Deaville	Councillor B Emery
Councillor I Herdman	Councillor T Holmes
Councillor J Kempster	Councillor M Haines

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STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

GROWTH AND ECONOMY COMMITTEE DECISIONS

TUESDAY, 30 JULY 2024

PRESENT: Councillor J Garvey (Chair)

Councillors P Barks, A Church, B Emery, T Holmes, J Kempster and G Taylor

IN ATTENDANCE: Councillor(s) B Cawley, K Hoptroff, D Pascall, D Proudlove, K Flunder, M Spooner, M Swindlehurst and C Wood

APOLOGIES: Councillors M Deaville, I Herdman and M Haines

27 **NOTIFICATION OF SUBSTITUTE MEMBERS, IF ANY.**

The following substitutions were made:-

Councillor Flunder for Councillor Herdman
Councillor Spooner for Councillor Haines.

28 **TO APPROVE THE MINUTES FROM THE PREVIOUS MEETING**

The Chair summarised the activities that had taken place which related to the required measures detailed at the last meeting. Officers will confirm if item 24, 3, has been actioned.

RESOLVED:

That the minutes from the previous meeting held on 12 March be approved.

29 **DECLARATIONS OF INTEREST**

Agenda No.	Member Declaring Interest	Nature of Interest
Item 6 – Update on Business Support/UKSPF Grants	Councillor Taylor	Other – UKSPF grant applied for The Foxlowe.
Item 6 - Update on Business Support/UKSPF Grants	Councillor Barks	Other – UKSPF grant applied for Ipstones Show.
Item 6 - Update on Business Support/UKSPF Grants	Councillor Garvey Councillor Church Councillor Wood Councillor Proudlove	Other – UKSPF grant applied for Biddulph Garden Festival.

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Item 6 - Update on Business Support/UKSPF Grants Item 7 – Growth Strategy - Business and Inward Investment	Councillor Flunder	Other – County Councillor
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30 **WORK PROGRAMME 2024-2025**

RESOLVED:

That the work programme be approved.

31 **UPDATE ON BUSINESS SUPPORT/UKSPF GRANTS**

Members received a presentation which covered the following topics;

- Financial Overview
- Programme Overview
- Overview by Priority Area – Community and Place, Business Support, People and Skills.
- Summary of Achievements to date – Spotlight on Towns.

Members discussed the difference between capital and revenue, visitor economy data following specific events, local discretion to decide what an area needed, STEAM data, the areas and key activities that SMDC applied for funding, deadlines for grants and applications and the involvement of Town and Parish Councils. They further discussed an analysis of geographical locations of successful bids and the parameters that Officers work to. Officers advised that a monitoring return form was completed every 6 months for central government and at the end there would be an evaluation of the programme.

RESOLVED:

1. That the presentation be received.
2. That a geographical map showing successful grant applications be provided to the committee.

32 **GROWTH STRATEGY - BUSINESS AND INWARD INVESTMENT**

Members received a presentation which covered the following topics;

- Profile of SMDC businesses
- Top 50 Businesses – Turnover
- Top 50 Businesses – Employee Numbers
- Insights
- Inward Investment
- What we are currently doing
- Actions moving forward.

Members were further advised that the data was taken from Companies House and only included businesses registered in the District.

Members discussed the need for granular data, transport and education sectors on the list, staff turnover of the businesses, large sites not meaning high

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employment levels, what jobs were needed for the District, what the District was doing to attract external companies to the area, the need for fluidity and the suggestion of a tourism road map.

RESOLVED:

- That the presentation be received.
- That Councillor Flunder approach Staffordshire County Council for the granular data.
- That a Business Economist be consulted with the granular data and invited to report back to the Committee.

33 **EXCLUSION OF THE PRESS AND PUBLIC.**

The Chair moved:

“That pursuant to Section 100A (2) and (4) of the Local Government Act, 1972, the public be excluded from the meeting in view of the nature of the business to be transacted or nature of the proceedings whereby it is likely that exempt information as defined in Section 100A (3) of the Act would be disclosed to the public in breach of the obligation of confidence or exempt information as defined in Section 100I (1) of Part 1 of Schedule 12A of the Act would be disclosed to the public by virtue of the paragraphs indicated.”

34 **TO APPROVE THE EXEMPT MINUTES FROM THE PREVIOUS MEETING**

RESOLVED:

That the exempt minutes of the meeting held on 12 March 2024 be approved.

The meeting closed at Time Not Specified

Chairman

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Aim 1 Help create a safer and healthier environment for our communities to live & work	Aim 2 Use resources effectively and provide value for money
Aim 3 Help create a strong economy by supporting further regeneration of towns and villages	Aim 4 Protect and improve the environment

Growth and Economy Committee Proposed Work Programme 2024/25				
Date	Work Item	Scrutiny Role	Work Item Detail	Responsible Officers
17.7.24	Encourage business growth including start-ups and enterprises.			
	Update on business support/UKSPF grants	Overview	Data from grant uptake across the District	Head of Regeneration
	Growth strategy - Spotlight on Business	Overview	Understanding Business Landscape Across the District	Head of Regeneration
	Inward Investment	Overview	Inward Investment	Head of Regeneration
4.9.24	Transport			
	What improvements could be made to the Moorlands to boost the Economy?	Policy Development	Scrutinise Proposals and input. Officers from SCC to deliver LTP proposals	Head of Regeneration
	Housing Delivery	Update	Delivery Options for Affordable Housing	Head of Regeneration

13.11.24	Flourishing town centres that support the local economy.			
	What is the Business Demographic of the three towns?	Policy Development	Data on vacant properties, current business mix for the different towns	Head of Regeneration
	What we need to do.	Policy Development	Business expert invited? Needs analysis, discussion and recommendations.	
	Staffordshire Local Transport Plan	Policy Development	Scrutinise proposals & input. Invite SCC officers	
22.1.25	High quality development and building control with an “open for business” approach. Maintain and deliver an effective Local Plan			
	UKREiiFF	Policy Development	Update	Head of Regeneration
	Develop a masterplan for bringing redundant mills back into use	Policy Development	Status Update, needs analysis, discussion and recommendations.	Head of Regeneration
	Development of Cornhill	Policy Development	Update.	Head of Regeneration
	Development of business premises	Policy Development	Update. Needs analysis, discussion and recommendations.	Head of Regeneration

	Local Plan	Policy Development	Key Growth & Economy areas impacting the Local Plan development (Housing delivery, Business development inc. agricultural diversification, town centre development)	Head of Development Services Head of Housing Services Head of Environmental Services
26.3.25	Skills			
	Growth Strategy – Focus on Skills Development	Policy Development	How are the ideas being incorporated into the Growth strategy? <ul style="list-style-type: none"> To encourage Business Growth To develop the workforce Invite Leek College?	Head of Regeneration

*A completed PAPER analysis form may be required for the inclusion of items on to the Work Programme

1. **Public Interest:** the concerns of local people should influence the issues chosen for scrutiny
(1= low public interest, 2=medium public interest, 3=high public interest)
2. **Ability to change:** priority should be given to issues that the Committee can realistically influence
(1= little chance of changing, 2=reasonable chance, 3=good chance)
3. **Performance:** priority should be given to the areas in which the Council, and other agencies, are not performing well.
(1= good performance, 2=moderate performance, 3=low performance)
4. **Extent:** priority should be given to issues that are relevant to all or large parts of the District.
(1= only one ward, 2= multi-ward issue, 3=the entire District)
5. **Replication:** work programmes must take account of what else is happening in the areas being considered to avoid duplication or wasted effort.
(1= already well covered, 2=already partly covered, 3=not already covered)

Emerging Local Transport Plan, 2025 - 2050

September 2024

Dave Atkinson & Nicola Swinnerton
Connectivity and Sustainability

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Agenda Item 6

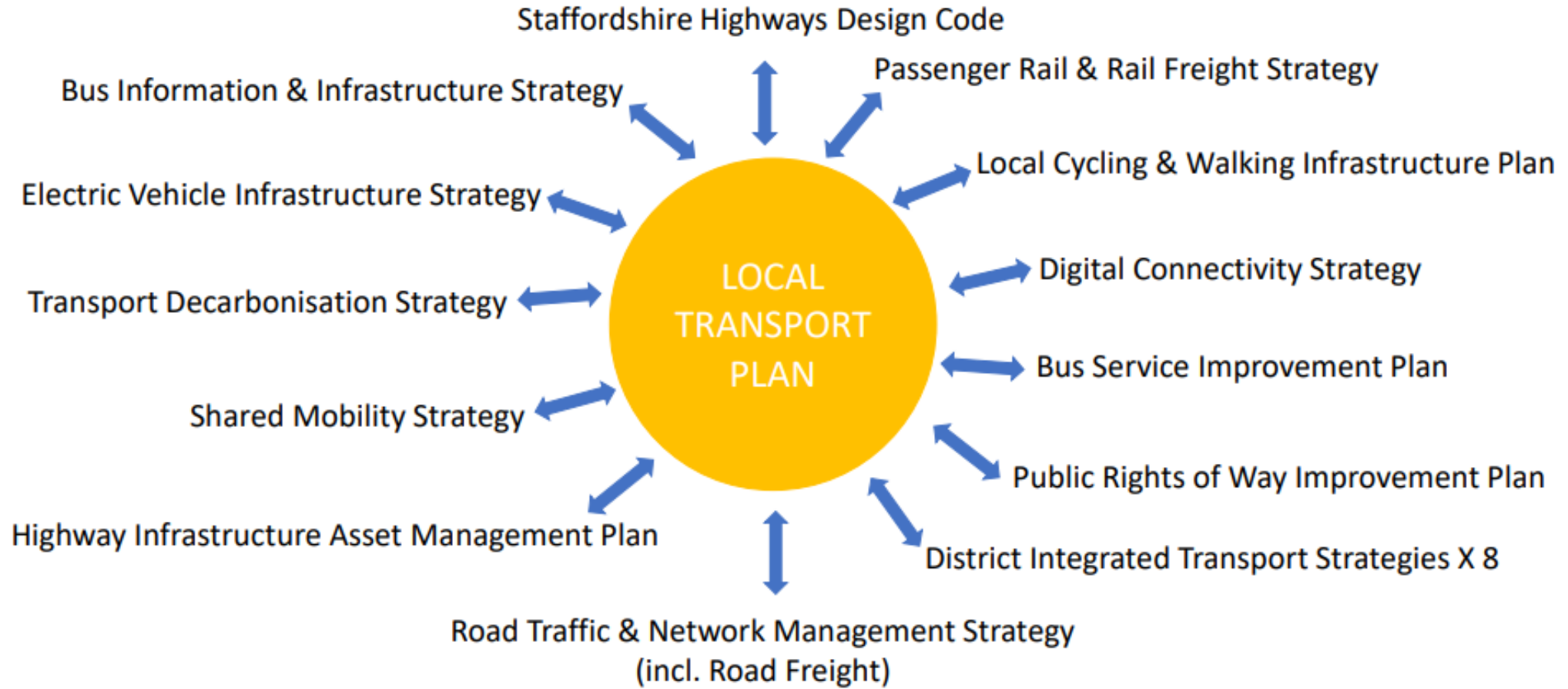
LTP comprises

- Long-term strategy document (2025 – 2050)
- Short-term implementation plan (2025 – 2030)

Combined
Sustainability
Assessment:

- HRA
- SEA
- Health

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Vision

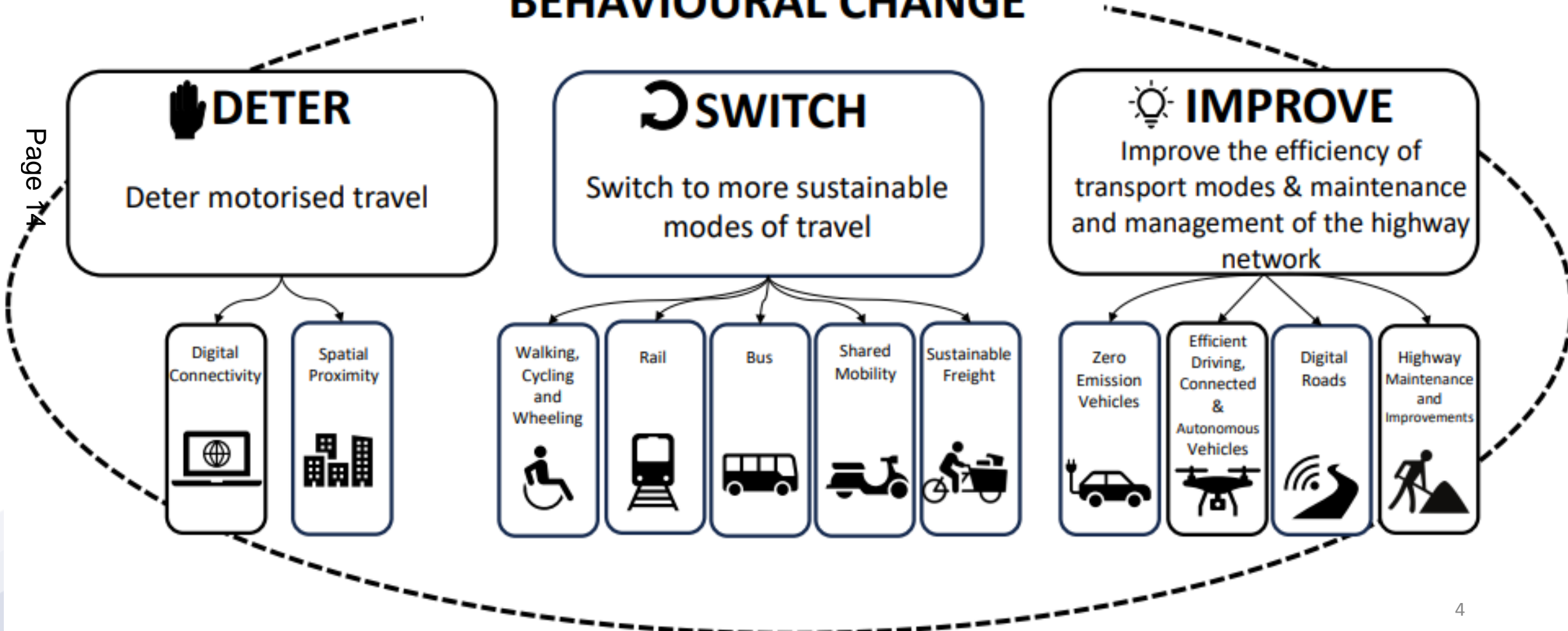
“A net-zero transport system that supports sustainable economic prosperity, healthy, safe and inclusive communities, and excellent quality of life for residents, whilst seeking to enhance the built and natural environments.”



Guiding Principles

1. Promote high quality, prosperous places and puts people first.
2. Reduce dependency on petrol and diesel vehicles (Deter, Switch, Improve).

BEHAVIOURAL CHANGE



Section 1:

1. Vision and Objectives, Guiding Principles
2. Issues and Opportunities (including Transport Decarbonisation and Behaviour Change)
3. Transport evidence base)
4. Engagement and Consultation

Section 3:

1. Forward Programme of Schemes (Capital and Revenue) 2025 to 2030
2. Proposals for 2030 – 2040
3. Ideas for 2040-2030 (based on delivery)

Section 2:

1. Behaviour Change
2. Joint Strategic Transport Plan / Cross Boundary Connectivity
3. Creating Attractive, Healthy, Sustainable Places
4. Active and Inclusive Communities
5. Public Transport (Bus and Rail) and Shared Mobility
6. Zero Emission Vehicles
7. Road Network and Traffic Management
8. Highway Management
9. Digital Connectivity

Section 4:

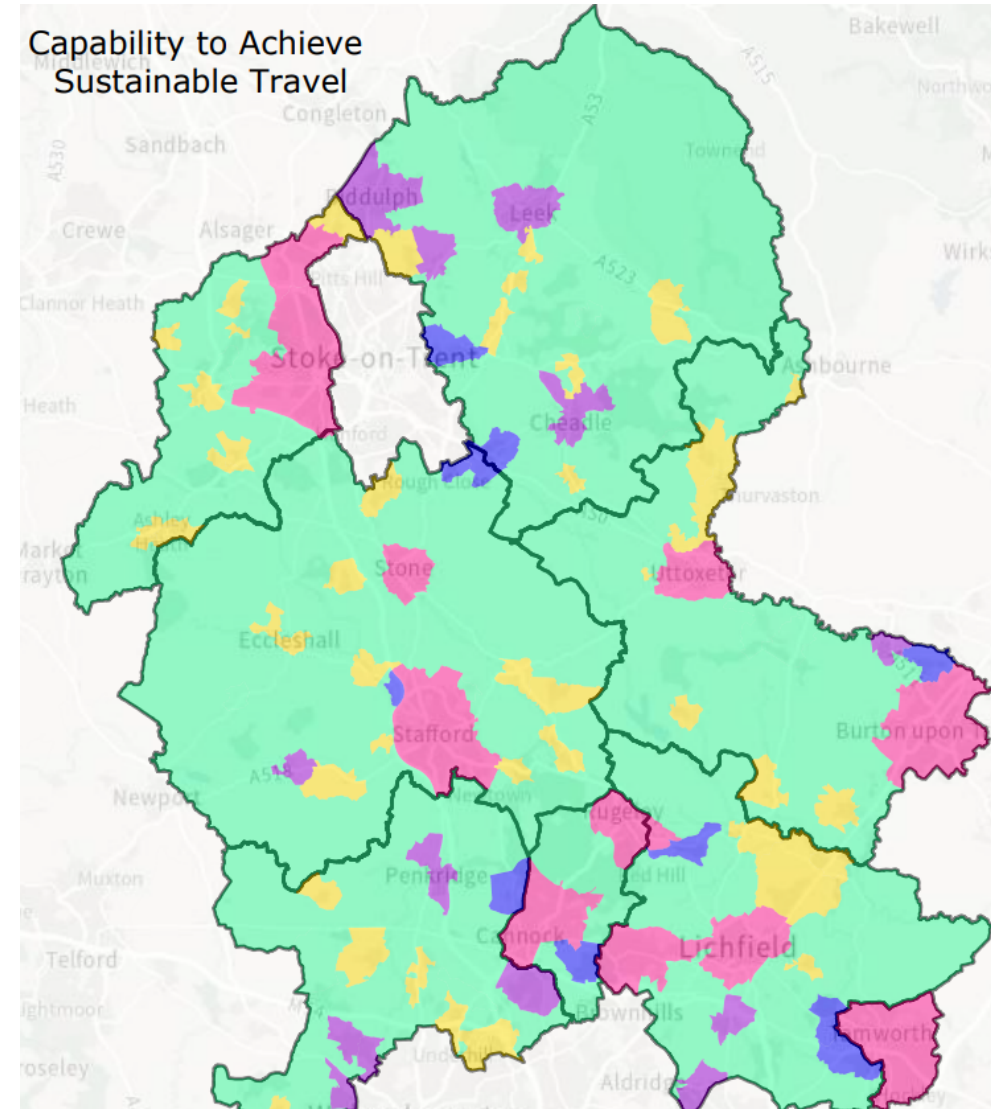
1. Targets, Milestones, Monitoring and Evaluation

- Staffordshire Household Travel Survey 2023
- Capability to Achieve Sustainable Development
- Employment destinations (Census 2021)
- Short vehicular journeys
- Car ownership (Census 2011 and 2021)
- Travel Plan monitoring locations
- Strategic and Major Road Network
- Traffic volumes
- Traffic delays
- Rail services 2024
- Rail station footfall 2024
- Commercial and subsidised bus network
- Bus routes by operator
- Bus stop accessibility
- Bus stop patronage (Sept 2023)
- Bus reliability (Sept 2023)
- Pedestrian and cycling data (VivaCity)
- Walking audits
- Cycling levels (Strava)

Capability to Achieve Sustainable Travel (CAST)

- There's no one size fits all.
- Based on a settlement's likelihood to move to sustainable travel options.

For example, sparsely populated areas are less likely to move to sustainable travel options because they are unlikely to sustain a frequent bus service and walking and cycling journeys are too long to be viable alternatives to car travel.



- 1. Settlements with all travel options available and close proximity to facilities
- 2. Settlements adjacent to those with all travel options and facilities
- 3. Settlements on key transport corridors with some facilities
- 4. Settlements with bus services and limited proximity to facilities
- 5. Settlements with very limited transport infrastructure and remote from facilities

Target Date	Milestone
July/August 2024	Publication of LTP evidence base (District Transport Data Reports)
September 2024	District, County and Parish Councillor engagement
November 2024	Transport Decarbonisation Plan (draft for consultation)
December 2024	2-year and 7-year Implementation Plans (dependent on Government announcements)
March 2025	New Local Transport Plan (draft for consultation)

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By virtue of paragraph(s) 1 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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