

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

Report to Service Delivery Overview & Scrutiny Panel

21 November 2018

TITLE:	Growth Strategy - Consultation Responses
PORTFOLIO HOLDER:	Councillor Sybil Ralphs
CONTACT OFFICER:	Sarah Porru
WARDS INVOLVED:	All Wards

**Appendices Attached – Appendix 1 - Growth Strategy
Appendix 2 – Consultation responses**

1. Reason for the Report

- 1.1 The purpose of this report is to update the Cabinet on the response to consultation regarding the Draft Growth Strategy for Staffordshire Moorlands, developed jointly in partnership between SMDC and SCC.

2. Recommendation

- 2.1 To note the response to the draft growth strategy consultation.
- 2.2 To adopt the Growth Strategy for Staffordshire Moorlands as the Council's policy for regeneration.

3. Executive Summary

- 3.1 The emerging local plan was submitted to the inspector in June 2018. The examination took place in October 2018. Depending on the outcome of the examination, adoption is likely to happen in spring 2019.
- 3.2 In order for the Local Plan objectives to be achieved a delivery plan is required which will support appropriate development to come forward in identified locations and maximise community benefits from such development. The Growth Strategy provides the strategic vision and context to the development and proposes key actions to achieve the vision. While the Local Plan identifies where the development should be, the Growth Strategy identifies how it could be delivered and what benefits it could achieve. A Draft Growth Strategy was presented to the Service Delivery Overview and Scrutiny Committee and approved for consultation by the Cabinet in May 2018.

- 3.3 A four week consultation exercise was held in August 2018. The document was published on the Council's website and email notifications were sent out to all relevant stakeholders, district and county councillors and parish councils. Press releases were issued to notify the residents of the consultation period.
- 3.4 Responses received from eight organisations/Individuals including Staffordshire Chamber of Commerce, Biddulph Town Council, Leek Auctions, Churnet Valley Living Landscape Partnership as well as a number of individuals.
- 3.5 In total there were 34 separate comments or suggested alternations as well as a number of endorsements and welcome for the proposals. A summary of key points and actions taken are attached at appendix 2:

4. **How this report links to Corporate Priorities**

- 4.1 The report links Corporate Plan 2015-19; Aim 3: To help create a strong economy by supporting further regeneration of towns and villages; in that it will address delivery of priorities
- Encourage business start-ups and enterprises
 - flourishing town centres that support the local economy
 - encourage and develop tourism
 - support open for business approach

5. **Alternative Options**

- 5.1 Option 1: Do not agree approval for adoption
Under this option, the Council will not adopt the Growth Strategy as a material planning document. This would mean that there is no agreed delivery strategy to support key developments identified in the Local Plan. Not having a delivery mechanism in the form of the Growth Strategy in place will result in fewer opportunities to attract inward investment in the district and could risk the Council losing out on wider community benefits. **Not recommended**
- 5.2 Option 2: Agree adoption of the Growth Strategy. Having an implementation plan in place will help demonstrate the Council's commitment to delivering the Local Plan. This will support appropriate development to come forward in identified locations and maximise community benefits from such development. It will also provide context to prospective investors and funders and attract inward investment in the District. It will also help the public and private sector partners in preparing and assessing business cases for funding bids and investment propositions. **Recommended**

6. **Implications**

- 6.1 Community Safety - (Crime and Disorder Act 1998)
None

- 6.2 Workforce
SMDC Regeneration team in partnership with Staffordshire County Council
- 6.3 Equality and Diversity/Equality Impact Assessment
This report has been prepared in accordance with the Council's Diversity and Equality Policies and an Equality Impact Needs Assessment is not required at this time.
- 6.4 Financial Considerations
The Growth Strategy sets out an agreed approach to future development in the district and will act as a tool to lever in external funding as well as setting the framework for commitment of SMDC and SCC future resources.
- 6.5 Legal
None at this stage.
- 6.6 Sustainability
The Growth Strategy has been developed in line with emerging Local Plan proposals, adopted core strategy and Supplementary Planning documents relating to sustainability.
- 6.7 Consultation
The strategy has been developed as a joint SMDC/SCC growth strategy and as such has been subject to internal consultation within both organisations. The strategy sets out an approach to delivery of the Local Plan and the vision agreed by the Leaders of both authorities. The Growth Strategy has been subject to extensive consultation with relevant stakeholders and residents prior to adoption.
- 6.8 Risk Assessment
Separate risk assessments are produced as part of the delivery of each project in accordance with the Council's risk assessment procedures

Dai Larner
Executive Director (Place)

Web Links and Background Papers	Location	Contact details
Staffordshire Moorlands Growth Strategy	https://www.staffsmoorlands.gov.uk/media/3203/Staffordshire-Moorlands-Draft-Growth-Strategy/pdf/Growth_Strategy_for_Staffordshire_Moorlands-May_2018.pdf	Sarah Porru sarah.porru@highpeak.gov.uk

7. Detail

- 7.1 The Growth Strategy is a joint initiative between Staffordshire Moorlands District Council and Staffordshire County Council. It demonstrates commitment from both partner organisations to delivering sustainable growth in the District. It has been informed by the Councils' Corporate Plan priorities, existing evidence base reports, current initiatives being carried out by the Councils and their partners as well as overarching strategies for the wider Stoke & Staffordshire Local Enterprise Partnership area.
- 7.2 The key purpose of the strategy is to provide a wider growth context to prospective investors and funders and attract inward investment in the District. The Strategy will also help the public and private sector partners in preparing and assessing business cases for funding bids and investment propositions.
- 7.3 The Growth Strategy proposes to focus on key areas of intervention:
- Housing delivery
 - Business & Employment growth and skills
 - Visitor economy and town centres
 - Health & well-being
 - Connectivity
- 7.4 The key delivery principles for the Strategy are:
- Adopting a plan led approach which identifies and delivers priorities in line with the Local Plan
 - Delivery through the creation of strong partnerships including the Local Economic Partnership(LEP), Chamber of Commerce and others
 - Willingness to use the prospect of growth to support investment and focusing on what is feasible and achievable.
 - Proactive intervention in growth and development activities including taking control when required to acquire land and funding
 - Working with our neighbouring urban areas to create a complementary offer