

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

Report to the Cabinet

19 June 2018

TITLE:	Staffordshire Moorlands Growth Strategy
PORTFOLIO HOLDER:	Councillor Sybil Ralphs – Leader
CONTACT OFFICER:	Pranali Parikh
WARDS INVOLVED:	All wards

Appendices 1: Draft Growth Strategy For Staffordshire Moorlands

1. Reason for the Report

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

2. Recommendation

- 2.1 To note the draft growth strategy.
- 2.2 To approve the Draft Growth Strategy for Staffordshire Moorlands for publication for the purpose of public consultation.

3. Executive Summary

- 3.1 The emerging local plan is due to be submitted to the inspector in June 2018, with the examination process expected to take place in Sept/ October 2018. Depending on the outcome, 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 Draft Growth Strategy is prepared to provide the strategic vision and context to the development and propose key actions to achieve the vision. While the Local Plan identifies where the development should be, the Growth Strategy identifies how could it be delivered and what benefits could it achieve. The Draft Growth Strategy was presented to the Service Delivery Overview and

Scrutiny Committee in May 2018 and the members have recommended to the Cabinet to approve the document for consultation.

- 3.3 The Draft 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.
- 3.4 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. It is anticipated that the Draft Strategy will help the public and private sector partners in preparing and assessing business cases for funding bids and investment propositions.
- 3.5 The Draft 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
- 3.6 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
- 3.7 It is proposed to conduct a four week consultation exercise by publishing the document on the Council's website. Email notifications will be sent out to all relevant stakeholders, district and county councillors and parish councils. Press releases will be prepared to notify the residents of the consultation period. Following the consultation, the comments will be collated and incorporated in the document where appropriate. Final draft will be presented to the Full Council for consideration and adoption as a material planning document.
- 3.8 Officers at Staffordshire County Council are also preparing a report to be considered by their Cabinet that will enable the County Council to actively engage with the delivery of this strategy, once approved. This will form part of the County Councils emerging thinking surrounding the delivery of sustainable growth, most notably through enabling the provision of new homes together with associated infrastructure and employment opportunities.

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. **Options and Analysis**

- 5.1 Option 1: Do not agree approval for consultation
Under this option, the Council will not seek public and stakeholder consultation on draft Growth Strategy. This would mean that there is less opportunity for key partners and residents to influence local strategy **Not recommended.**
- 5.2 Option 2: Agree approval for consultation to opportunity for key partners and residents to influence local strategy. **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 draft 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
This draft Growth Strategy has been developed in line with emerging Local Plan proposals, adopted core strategy and

Supplementary Planning documents relating to sustainability.

6.7 Internal and External Consultation

This report 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 Local Plan has been subject to extensive consultation. The Draft Strategy will be consulted with relevant stakeholders and residents prior to adoption.

6.8 Risk Assessment

The key risk to the preparation of the Draft Growth Strategy is the potential lack of buy-in for the Growth Strategy from partners and residents

The Draft Growth Strategy sets out an approach to delivery of the priorities and sites agreed by the Local Plan which has been developed through an extensive consultation process so the risk of buy-in from the residents is minimal. It is important to engage with the stakeholders and partners as they will be key for the delivery of it. While most partners and stakeholders are engaged in the process of developing the strategy, a public consultation exercise is proposed for more formal engagement.

Dai Lerner
Executive Director of Place

**Web Links and
Background Papers**

Location

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