

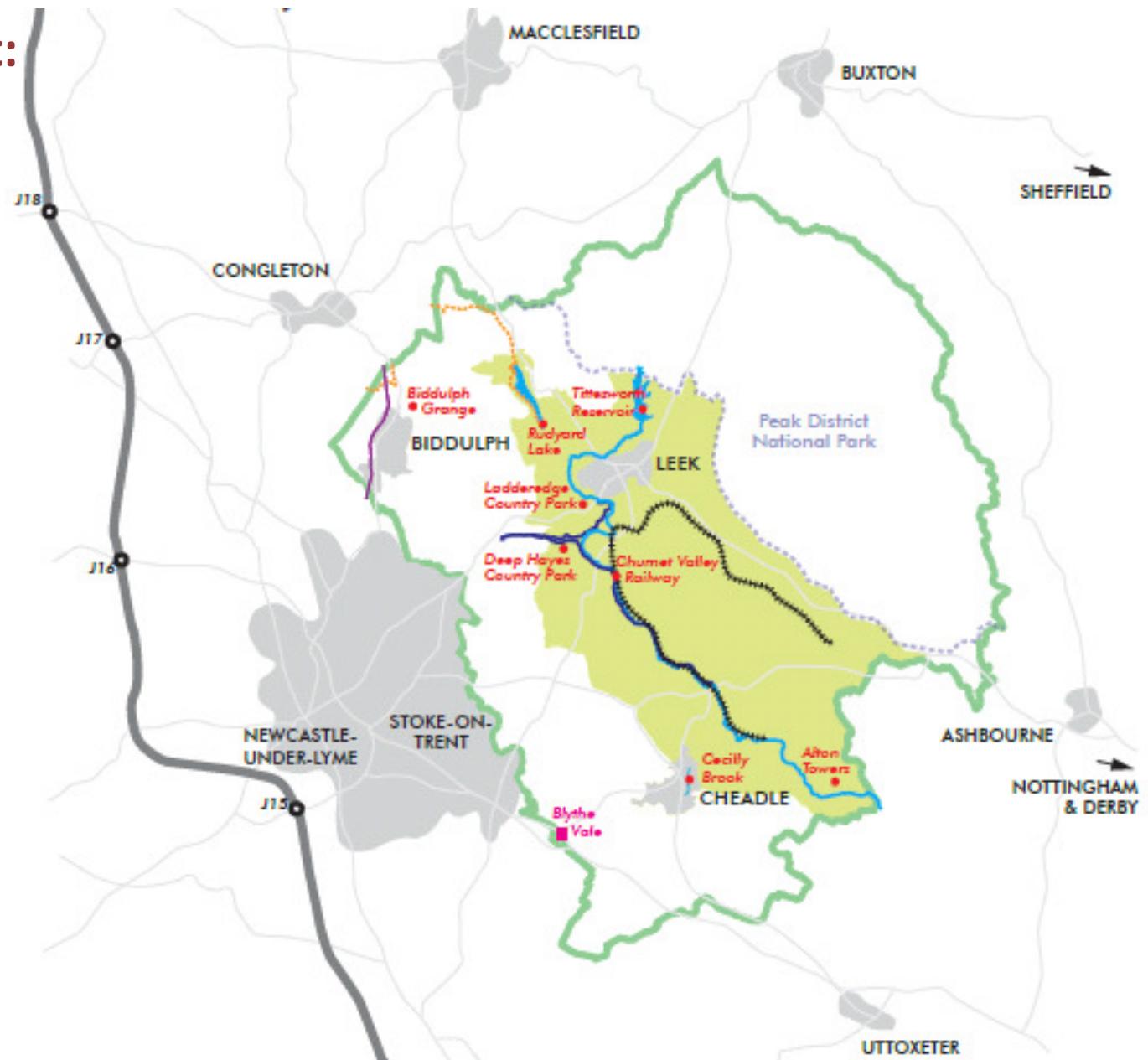


Growth Strategy for Staffordshire Moorlands

December 2018



Spatial Context:



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Foreword:

The Growth Strategy for Staffordshire Moorlands is a joint initiative between Staffordshire Moorlands District Council and Staffordshire County Council.

The Strategy sets out a plan for sustainable growth and identifies development opportunities in the District for the next 13 years. It demonstrates the partners' commitment to regeneration as well as to the delivery of the Local Plan.

It has been informed by Councils' corporate plan priorities, existing evidence base reports and current initiatives being carried out by both Councils and their partners.

We believe it will not only guide future developments, but also help attract inward investment and funding from private and public sector sources.

The Strategy is an ambitious step forward for the District to position itself in the wider North Staffordshire context.

Cllr Philip Atkin, Leader, Staffordshire County Council

Cllr Sybil Ralphs, Leader, Staffordshire Moorlands District Council

Vision

Staffordshire Moorlands aims to be an area with a vibrant and distinctive natural and built environment which welcomes planned growth to create an independent and sustainable economy and offer a high quality of life to the residents, visitors and the business community in North Staffordshire.

Purpose

- To create a shared vision among partners
- To demonstrate our commitment to growth and delivery of the Local Plan
- To set out clear priorities and our approach to their delivery.

Aim

To support planned growth in housing, jobs, entrepreneurial activities and the visitor economy through the provision of appropriate infrastructure for health, education and transport in order to deliver our vision for the area.

The key principles for the Growth Strategy are:

- Adopting a plan led approach with a focus on delivering 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

The key objectives for the Growth Strategy are:

- To achieve delivery of housing targets as set out in the Local Plan which will provide 'good growth' that supports community vitality and enhances towns and villages as places where residents want to live and work.
- To deliver a business growth approach that supports entrepreneurship, innovation and investment across a diverse economic base to provide a wide range of jobs and opportunities for present and future residents.
- To facilitate leisure development, enhance leisure infrastructure and carry out place marketing activities to support the visitor economy and increase visitor spend.
- To support a high performing, relevant and responsive education and skills system that narrows the skills gap and anticipates future challenges and opportunities to ensure a productive workforce for tomorrow.
- To be a place where improved health and wellbeing is experienced by all.

Local Context:



Peak District National Park



Leek town centre

Corporate Plans: The Councils' corporate plans support Economic Development and Regeneration to achieve increased economic growth and sustainable towns and rural communities.

Planning Policy: Staffordshire Moorlands District Council adopted a Core Strategy in 2014 which established the principle of growth in Leek, Cheadle and Biddulph and in the more sustainable villages of the Rural Areas. A new Local Plan is now in the latter stages of preparation which carries this principle forward whilst identifying sites for development and protection. The plan seeks to support the growth of 320 homes per year and a total of 27 hectares of additional employment land up to the year 2031 to support economic growth.

Built Heritage: The District Council is committed to planning positively for high quality and inclusive design for all development and has adopted a Design Guide as a Supplementary Planning Document to the Local plan. A high quality, well designed, development can enhance the sense of place and identity of an area and can bring significant benefits to the local environment and economy.

Natural environment: Staffordshire Moorlands lies in the foothills of the Pennines and around a third of the District lies within the Peak District National Park. Of the remainder, around 30% is Green Belt, extensive areas of the District are protected for their environmental value such as the Churnet Valley which is an area recognised of significant landscape, wildlife and heritage value and there are also many other valued landscapes and natural settings within the district.

Key employment sectors: (ONS 2015)

Manufacturing, mining and associated logistics - 25% of workforce

Growth Potential – Supply chain growth linked to JCB, Rapiscan, Keyplant engineering, Klarius, Altrad Belle, Greenhouse People, F Ball & Co and others.

Key constraints – Availability of sites and skills

Agri-Supply Chain- 2,339 jobs

Growth potential- Economic Impact Assessment (2017) identifies £541m pa GVA; Linked to Ornua, Croda, Cottage Delight, IAE, LM Bateman, and Leek Auctions as one of Midlands principle agriculture markets.

Key constraints –business support for diversification, identifying new markets, incubation space, digital connectivity

Professional services and real estate (construction, finance, scientific and technical) - 24% of workforce

Growth potential – Linked to Capita, creative and digital services, University

Key constraint – Availability of higher grade office accommodation with high speed digital connectivity

Leisure & Tourism (Accommodation, food, retail, arts and entertainment)- 17% of workforce

Growth potential- Link to Peak Park, Biddulph Grange, Alton Towers Resort, Churnet Valley, Lodges and outdoor recreation

Key constraints- Connectivity, packaging and marketing of offer and low wages.

Education, Health and Public services-23% of workforce

Growth potential- Link to NHS, University, Council

Key constraints- Public sector funding, recruitment

Local Context:

Economic Profile

- Economic activity rate in the District (84.2%) is higher than the national average (77.8%).
- Weekly pay for full time jobs available in the District in 2018 is low (£478.70) compared to the national average (£571.10) and those that live in the area but may work elsewhere (£537.10).

Employment:

- Average wages of full time workers are £3,000 below the national average pa.
- Net outflow of 12,800 workers from District.
- Claimant unemployment is very low at 0.6%
- Youth unemployment has fallen sharply since 2012 to >1.2%

Skills:

- At level 2(GCSE) and 3(A level), the district performs at par with the regional average.
- 10% fewer residents hold a degree or equivalent higher level qualification than the national average.
- 390 workplaces offer apprenticeships in the District.
- 59% of the apprenticeships are at Level 2.
- Number of Level 3 apprenticeships have risen since 2013/14 by 13%

Enterprise:

- Lowest business start up rate in Staffordshire at 10.5%
- 4120 enterprises based in the District in 2016 (ONS); 75 workplaces employ more than 50 people on site
- In 2016, self-employment rate has fallen to 10.1% but remains above Staffordshire average (9.5%)
- Ranked highest in Staffordshire for proportion of employees working in knowledge based economy
- Business survival rate is strong with 93% businesses established in 2014 still trading

National Context:

The Government is driving housing delivery, utilising changes to the planning system, and reducing barriers to development. This is reflected in the recently adopted National Planning Policy Framework.

Stoke & Staffordshire Local Economic Partnership (LEP):

The LEP brings businesses and local authorities together to deliver clear targets set out in the Strategic Economic Plan to use resources supplied by government to drive economic growth, create jobs and raise skills levels.

Constellation Partnership Growth Strategy:

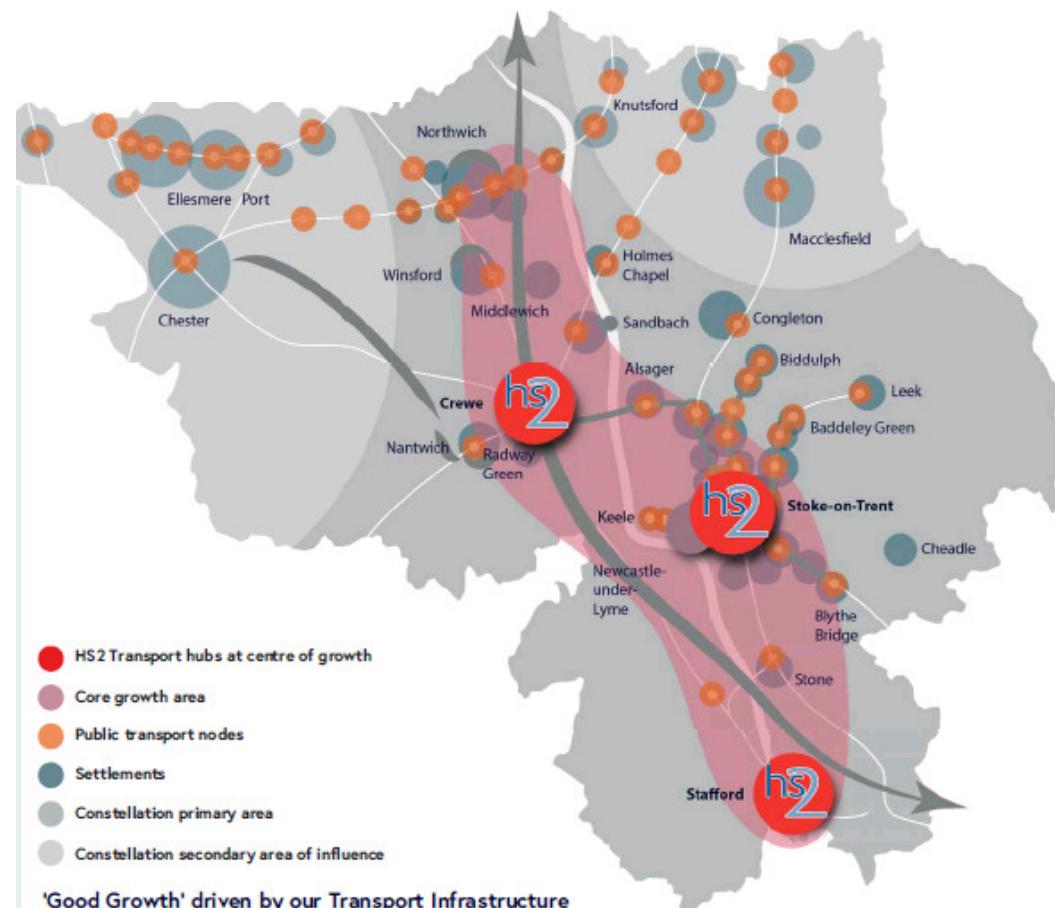
As part of the Constellation Partnership (Northern Gateway Development Zone) and the development of the Crewe Hub, a Growth Strategy is being prepared to provide new jobs and homes in Cheshire, Stoke and Staffordshire. Blythe Vale is identified as a priority along with Crewe and Stoke for improved road and rail links.

Midlands Connect:

The Midlands Connect strategy identifies rail and road connectivity between the Stoke and Staffordshire hub (Crewe) and the Derby/Nottingham hub (Toton) as a key strategic priority. It acknowledges their potential to act as catalysts for business and professional services in both economic hubs. Better connectivity to these hubs could also provide better access to the HS2 stations at Crewe and Toton, raising their potential to unlock the growth of higher-value sectors in North Staffordshire.

National and Regional Context:

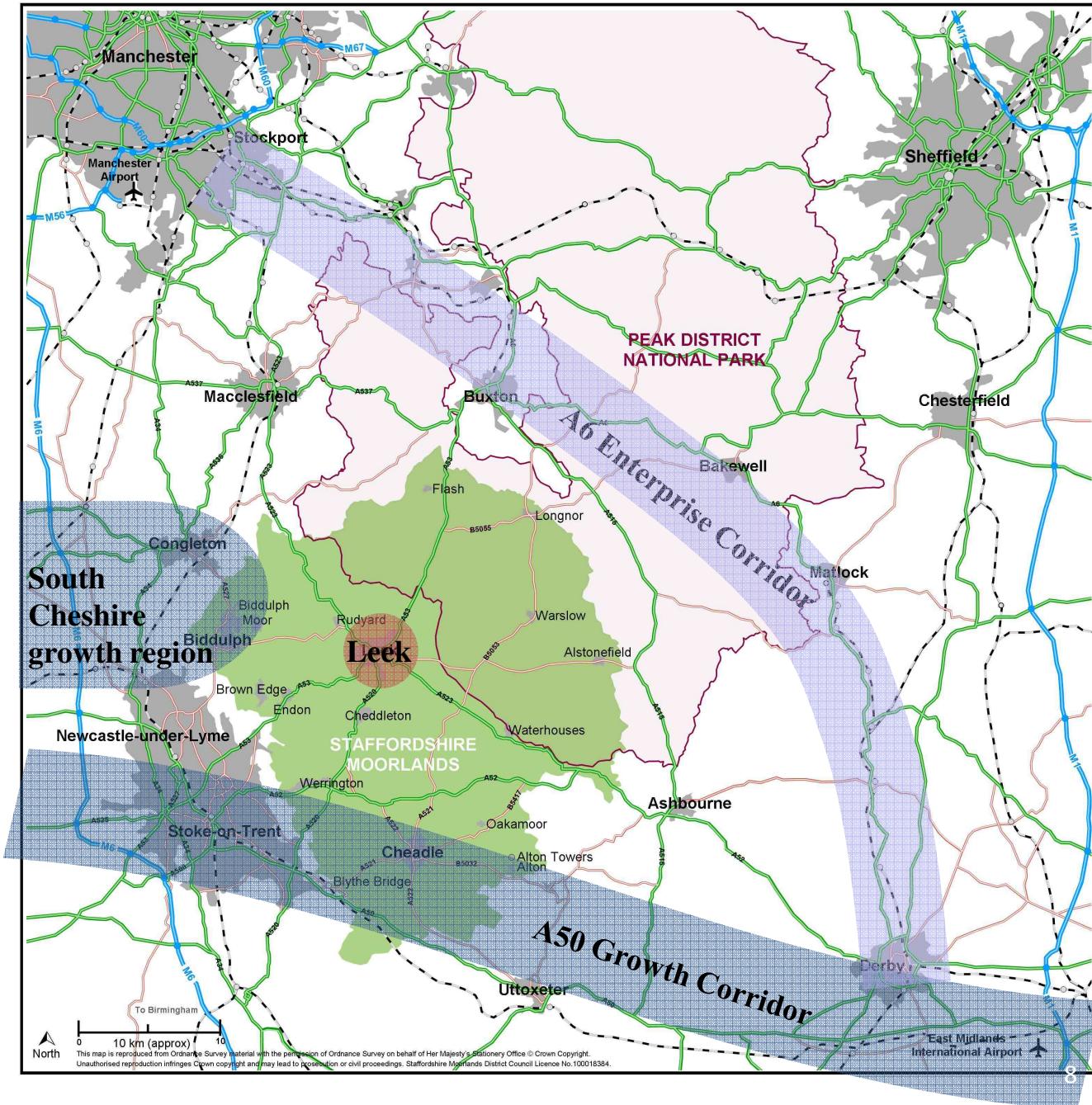
Constellation Partnership:



Growth Context:

A50 Corridor connects:

- M6 and M1
- Stoke-on-Trent and Derby
- HS2 Eastern arm and HS2 Western arm
- High-tech and hi-skilled businesses such as Bentley, JCB, Toyota, Rolls-Royce and Bombardier





Challenges :

- Delivery of Local Plan housing and employment sites
- Delivery of affordable and special needs homes
- Rural environment and accessibility to external infrastructure
- Low growth area and low level of economic dynamism
- Retention of skilled young people/graduates
- Lower level skills at NVQ4+ and above
- Low level of development and inward investment
- Few large employers & lack of career progression
- Vacant and under-used heritage assets
- Low level of start-ups and growth of small businesses
- Ageing population and social exclusion
- Low wages limit re-spend potential

Strengths:

- Vibrant town centres & distinctive built heritage
- Outstanding natural environment
- Good partnership working with SCC and LEP
- Successful growing businesses- JCB, Klarius, Rapiscan, Greenhouse People
- Available skilled technical workforce for engineering, professional services and creative industries
- Low land values, reduced cost of development
- Use of great outdoors to promote health and wellbeing offer
- High quality of life – attractive to aspirational residents
- Local Plan submission draft approved- clarity and certainty of development



Leek



Biddulph



Cheadle



Churnet Valley

Our focus:

Leek

- Self-contained market town
- Attractive town centre with high percentage of independent shops attracting visitor spend & new hotels
- Hub for arts & creative industries
- Strong & successful local industry – including engineering & manufacturing, food production and financial sector

Biddulph

- Attractive residential town with good range of local amenities
- Neighbourhood plan & Development orders under development
- Strong interest in investment from growing engineering & manufacturing firms
- New housing, employment & retail uses planned
- Biddulph Grange- key destination

Cheadle

- Need to increase housing in the town centre – bring more local spend, investment in health & recreation
- Daisy Bank redevelopment for new office accommodation & business growth
- Continued focus for engineering growth – JCB, Klarius
- St Giles church & new markets

Blythe Bridge & Churnet Valley

- Deliver Blythe Park housing and industrial estate expansion
- Improve rail and road access to key destinations
- Churnet Valley Masterplan – supporting tourism to increase visitor stays & economic impact
- Support development of Churnet Valley railway
- Promote the use of green infrastructure, paths and trails

Housing Delivery:

Local Plan Context:

6080 homes to be completed (2012-2031) at an annual average of 320 per year on allocated sites in Leek (30%), Biddulph (20%), Cheadle (25%) and rural areas (25%).

The Housing supply data suggests that:

- Homes completed during 2015/16 = 100
- Homes under construction = 266
- Homes with full/outline consent not yet under construction = 1034

In the towns, residential development of 15 homes or more to provide a target of 33% affordable housing on site.

Housing market: (Rightmove)

The majority of sales in Staffordshire Moorlands during the last year were semi-detached properties, selling for an average price of £152,842. Detached properties sold for an average of £274,828, with terraced properties fetching £120,205.

Staffordshire Moorlands, with an overall average price of £184,627 was more expensive than nearby Stoke-On-Trent (£133,520) & Newcastle under Lyme (£157,441).

Overall sold prices in Staffordshire Moorlands over the last year were 6% up on the previous year and 8% up on the 2015 level of £171,721.

Issues:

- Low rate of house-building due to:
 - small sites not attractive to regional developers and investors
 - viability issues due to low values
 - poor connectivity adding to high construction costs
 - low level of profit margins- not enough incentives for developers
- Over 189 homes with full permissions unimplemented on larger sites
- Further 900 homes with outline planning approvals
- Lack of control and certainty for Council due to lack of publicly owned land that can be developed for housing
- Aging population
 - Need for suitable accommodation
 - Rural residents unable to access services if unable to drive/lack public transport
- Lack of diversity in available house types- not attracting premium earners/high skilled and young first time buyers
- Potential threat to decline in workforce without sufficient and right quality housing

Opportunities:

- Draft Local Plan approved by the Council- providing clarity and certainty
- Government's focus on housing growth and availability of funding
- Strong track record of delivering 275 homes through ASCENT
- Keen interest from Registered Providers and specialist housing product developers
- Constellation Partnership Growth Strategy in place, provides context and positioning
- Stoke's economy is improving with direct positive impact on housing market
- A50 is a key growth corridor for skilled labour force creating a strong housing market along it
- A50 corridor is recognised as an investment priority in Midlands Connect growth strategy
- Recent rise in development activities-
 - St Modwens approved planning application on Blythe Vale phase 1
 - McCarthy & Stone on site with schemes for refurbished mill in Leek
 - Waitrose site sold very quickly, more interest from food retailers in all towns- proving spend capacity

Proposed Actions:

- Prepare Masterplans and delivery options for larger housing clusters such as Biddulph Wharf Rd, Cheadle Town Centre, Leek and the Blythe Vale sites.
- Commission consultants to prepare an investment and acquisitions strategy for the masterplanned areas.
- Consider all options to support housing delivery.
- Review all council owned/ public sector owned assets and consider development opportunities where appropriate.
- Work with Homes England to promote the 'Home Building Fund' aimed at small sites and small scale builders to bring forward the delivery of sites.
- Revise planning pages to include guidance for small site owners and businesses- demystifying the planning application process.
- Prepare Developer Contribution Supplementary Planning Guidance to give additional guidance to developers.
- Closer Partnership working to improve timescale for s106 agreements to reduce planning delays.
- Consider refurbishment of mill buildings as part of the wider strategy to deliver apartments, student accommodation and serviced accommodation to add to diversity.

Housing Delivery:



Extra care housing in Leek

Business, Employment Growth and Skills

Local Plan Context 2018:2031

The employment land requirement study (2017) recommended 27ha additional employment land to support the growth of 320 homes per year.

This is identified in various locations, mainly in Leek, Biddulph, Cheadle and rural locations.

Key allocations:

- 5ha at land off Tunstall Road, Biddulph
- 1ha at Wharf Road, Biddulph
- 4.27 ha at land off New Haden Road, Cheadle
- 4ha at Leekbrook (expansion of existing industrial estate)
- Phase 1 - 18ha at Blythe Vale, off A50

Issues:

- Lower than average business start-up rates.
- Perception of rural areas being unsuitable and unwelcoming for business growth.
- Lack of fit-for-purpose accommodation and freehold sites.
- Viability issues due to high remediation/infrastructure costs and low values that restrict delivery of allocated and available sites
- Local demand is for light industrial units that create lower density of jobs. Funding favours high job density to meet 'value for money' criteria.
- Funding for growth is restricted to SMEs who have no/little direct customer sales
- Lack of national/international business or key cluster which restricts ability to attract co-locators /supply chain and access to sector growth funding.
- Council does not own land for development.
- Poor connectivity and road infrastructure restricts growth potential.
- Distance to skill providers/lack of transport (or cost of transport) acts as a barrier to skills acquisition & apprenticeships for low income households
- High use of temporary agency staff in manufacturing & engineering & nursing/care sectors means lack of access to advanced training/skill development
- Low wages & terms and conditions acts as a disincentive to skills acquisition in a number of sectors which effect availability of skilled labour for sector growth
- Lack of strategic interaction between schools career teams/labour market information/ businesses

Opportunities:

- Emerging Local Plan identifies approximately 27ha of additional employment land.
- Track record of delivering serviced plots in Victoria Business Park in Biddulph which is fully occupied.
- A50 Corridor allows for labour movement for advanced manufacturing businesses such as Bentley, JCB, Toyota and Bombardier.
- Cushman Wakefield report (November 2017) has identified demand for commercial use and a need for public sector intervention.
- Established relationship between the Growth Hub, Chamber and partners for business support.
- District has higher rates of Level 3 qualified working age residents than Stoke-on-Trent, and better than average school leaver attainment.
- Council owns and manages a portfolio of commercial units with a high occupancy rate and good rate of return on investment.
- Employment growth is a key political priority and is supported by the District Deal commitment from SCC.
- Funding available for small businesses from LEP, Peak LEADER and other sources for proactive businesses.

Proposed Actions:

- Prepare deliverable masterplans for key sites such as Biddulph Tunstall Road and Blythe Vale.
- Commission an investment and acquisitions strategy for the masterplanned areas as well as other employment locations.
- Support town centre regeneration through viable re-use of surplus public estate and heritage assets.
- Promote development of managed workspaces to support business start-ups, entrepreneurs and SMEs in Leek, Biddulph and Cheadle town centre.
- Use of Council resources (Council assets , funding and staff expertise) to increase deliverability and act as match funding to lever private and public sector investment.
- Use the power of strategic acquisition of land where relevant to ensure sustained income and future growth.
- Develop investment prospectus & investor relationships including with developers and local landowners for development sites.
- Co-ordination of district wide data on Gatsby Careers Benchmarks as audit for schools to understand strategic issues and, with partners, develop action plan to address gaps.
- Continue to engage with the businesses to identify their skill needs and work with the University as well as HE and FE providers to meet the need.

Business, Employment Growth and Skills



JCB factory in Cheadle

Visitor Economy & Town Centres

Local Plan Context 2018:2031

New Local Plan policies support appropriate tourism development and recognises cultural tourism and they support a greater range of new accommodation, attractions and facilities for tourists and visitors.

The visitor economy is an integral part of the:

- Churnet Valley Masterplan
- Cheadle Town Centre Masterplan
- Biddulph Town Centre Area Action Plan
- Leek Town Centre Masterplan

Visitor economy sector:

- Generates over 6.3m visitor days (4.7m day visitors)
- Creates £277m economic impact across Staffordshire Moorlands as a whole – (6% growth since 2016)
- Creates £32.6m economic impact from visitors to Leek – increased by £4.25 since 2014 (9% growth)
- Staying visitors have more than double the value of day-visitors per day.
- Generated 83,970 more visitors in Leek since 2013 (STEAM data) – 9% growth

Town Centre Retail vacancy rates:

UK (towns) average- 9.9%

West Midlands- 10.2%

Leek- 11.6%

Biddulph- 17.0%

Cheadle- 17.8%

Issues:

- Under utilised and under-recognised visitor opportunities and attractions
- Low visibility/awareness of visitor infrastructure in form of paths/longer trails
- Poor physical links between trails & green infrastructure (Peak Park, Churnet Valley area) to key destinations and town centres and Stoke urban area.
- Need for a greater clarity and promotion of offer (why come and what to do & even where district is in relation to neighbouring cities).
- Ratio of staying/day visitors is low (but improving) in part due to lack of visitor accommodation compared to Derbyshire.

Opportunities:

- Outstanding built and natural environment
- Key tourism destinations with national profiles such as Alton Towers, Peak District National Park, Biddulph Grange (National Trust).
- Historic villages and town centres with tourism appeal
- Moneystone Park and Alton towers accommodation expansions
- Churnet Valley heritage railway expansion to Leek (planning application approved) and reinstatement of line to Oakamoor to connect to Moneystone development.
- Emerging Local Plan and adopted Green Infrastructure Strategy- supportive of visitor economy development
- Opportunity to create a close physical relationship of the District with the Peak District National Park through enhancement of Green Infrastructure.
- Opportunity to enhance the distinctive built and cultural heritage in town centres and create a unique offer to suit contemporary uses.
- Opportunity to work with stakeholders to implement any adopted neighbourhood plan provisions or adopted development orders.

Proposed Actions:

- Attract more staying visitors by improving the quality and range of accommodation stock across the district by working with key operators and small businesses
- Working with private sector partners, ensure the delivery of planned and approved 350 bed spaces (Travelodge in Leek, Alton Towers expansion) and Moneystone (250 lodges)
- Use of green infrastructure to improve connectivity from urban areas and extend trails to town/village centres by working with SCC, the National Park Authority and voluntary groups ensuring clear linkages to shops, restaurants & pubs and Churnet valley railway to generate visitor spend.
- Undertake an economic impact assessment by visitor activities and have a clear focused strategy on increasing numbers of high spending groups/individuals
- Enhanced place marketing linked to key audiences by working with Destination Staffordshire
- Churnet Valley Railway project implementation including extension to Moneystone Park and Leek town centre with linkages to path/cycle trails.
- Working with SCC, Stoke and Newcastle to link housing development to countryside as quality of life offer for urban areas.

Visitor Economy and Town Centres



©Alton Towers

Health and Well-being

Local Plan Context 2018:2031

The vision for the Draft Local Plan states that the needs of all sectors of the community, in particular younger and older people, will be better met through the provision of recreational, sport and community facilities, local employment opportunities and appropriate housing. Encouragement of physical activity and active travel throughout the District and across all age groups will improve health and well-being.

Health Profile 2017 (Public Health England)

Rates of violent crime, long term unemployment, early deaths from cardiovascular diseases and early deaths from cancer are better than national average. Priorities for Staffordshire Moorlands include childhood obesity, smoking in pregnancy, drug misuse and aging well.

Key facts:

- 13% children live in low income families
- In year 6, 19.4% of children are classified as obese.
- Levels of smoking at the time of delivery are worse than England average.
- The rate of self-harm hospital stays is worse than the average for England.
- The rate of excess winter deaths is worse than national average.
- Life expectancy for men is higher than the England average.

Issues:

- The significant and acknowledged issues within the health economy in North Staffordshire.
- Aging population and changing need for health and social care.
- Recruitment of skilled health professionals as well as support workers.
- Proposed closure of hospital sites in Leek and Cheadle (pending consultation)
- Need to improve provision and accessibility to health and education services and facilities.
- Need to increase physical activity and encourage healthy travel across all age groups.

Opportunities:

- The development and the delivery of the NHS Sustainable Transformation Plan
- Opportunity to consider reshaping service delivery for health sector in Leek and Cheadle
- Opportunity to bring health development within the town centre in a more accessible and sustainable location.
- Opportunity for health development to lead and drive town centre regeneration.
- Opportunity to redevelop the health centres sites for appropriate use.

Health and well-being

Proposed Actions:

- Support the delivery of the Strategic Transformation Plan (STP) with an initial focus on Leek and Cheadle to develop health and other services that are fit for the future.
- Consider health offer as an integral part of any town centre masterplans to be prepared.
- Work in partnership with NHS trust and SCC to access OPE support and funding.
- Prepare business cases and relevant funding bids to bring the developments for both new and unrequired sites as appropriate.
- Work with private sector developers and land owners to deliver school sites identified and allocated in the Draft Local Plan.
- Work with others including the local education sector and employers to address the skill gaps identified.



Leek College campus

Connectivity

Local Plan Context 2018:2031

The Spatial Strategy of the Local Plan supports connectivity at the outset by focussing growth in the most sustainable locations. However, the plan seeks to further enhance connectivity with support for measures identified in the County Council's Integrated Transport Strategy, sustainable transport measures such as improvements to Green Infrastructure and more strategic infrastructure such as consideration of the A50 and links to Stoke.

The A50 is an important strategic corridor supporting global advanced manufacturing businesses such as Bentley, JCB, Toyota, Rolls Royce and Bombardier. It is identified as a key corridor as part of the Midlands' Connect programme. A50 is the key east-west link between two major transport corridors of M1 and M6. As per of the planned HS2 route, A50 connects the eastern and western arm of HS2 by linking Stoke in the West and Derby in the East. The roundabout at Blythe Bridge is the last remaining roundabout on the A50 that requires remodelling.

Blythe Bridge railway station is the only station in Staffordshire Moorlands and from which passenger numbers are increasing despite the poor and infrequent service. Blythe Bridge railway station is right in the middle of the eastern and western arm of HS2 with currently 40 mins travel to both Crewe and to Derby.

Issues:

- Safety issues for heavy vehicles on A50 near Blythe Bridge.
- Lack of access to key strategic sites such as Blythe Vale (south of A50) and other master planned areas for residential and employment sites.
- Traffic issues in Cheadle. (and also poor links to/from Cheadle to A50)
- Pedestrian and cycle connectivity between towns, Churnet Valley and Stoke urban area.
- Lack of consistency and quality in digital connectivity throughout the district – need for increased funding & intervention rates or innovation solutions to address areas in final 4% (areas with no planned broadband coverage)
- Lack of rail connectivity.

Opportunities:

- The development of north/south HS2 routes and the opportunity to enhance the east –west link through Blythe Bridge station.
- Further development of the A50 as a major growth route enabling the movement of skilled labour force.
- Potential to develop the Leek to Moneystone heritage rail link- Enhance the visitor economy through the further development of the Churnet Valley Heritage Line.
- Existing network of trails, paths and walking routes that can be joined up and promoted as a coherent package.
- Consideration of potential light rail network to link Biddulph/Knypersley to Hanley/Stoke
- Digital connectivity needs to be explored to overcome some of the constraints of physical infrastructure provision and tackle social and economic inclusion.
- Opportunities to embed high speed broadband in new developments via emerging Local Plan Policy which states that: *all development shall be served by high speed broadband (>30mbps) unless it can be demonstrated through consultation with Next Generation Access Network providers that this would not be possible, practical or economically viable. In all circumstances during construction of the site sufficient and suitable ducting should be provided within the site and to the property to facilitate ease of installation at a future date.*

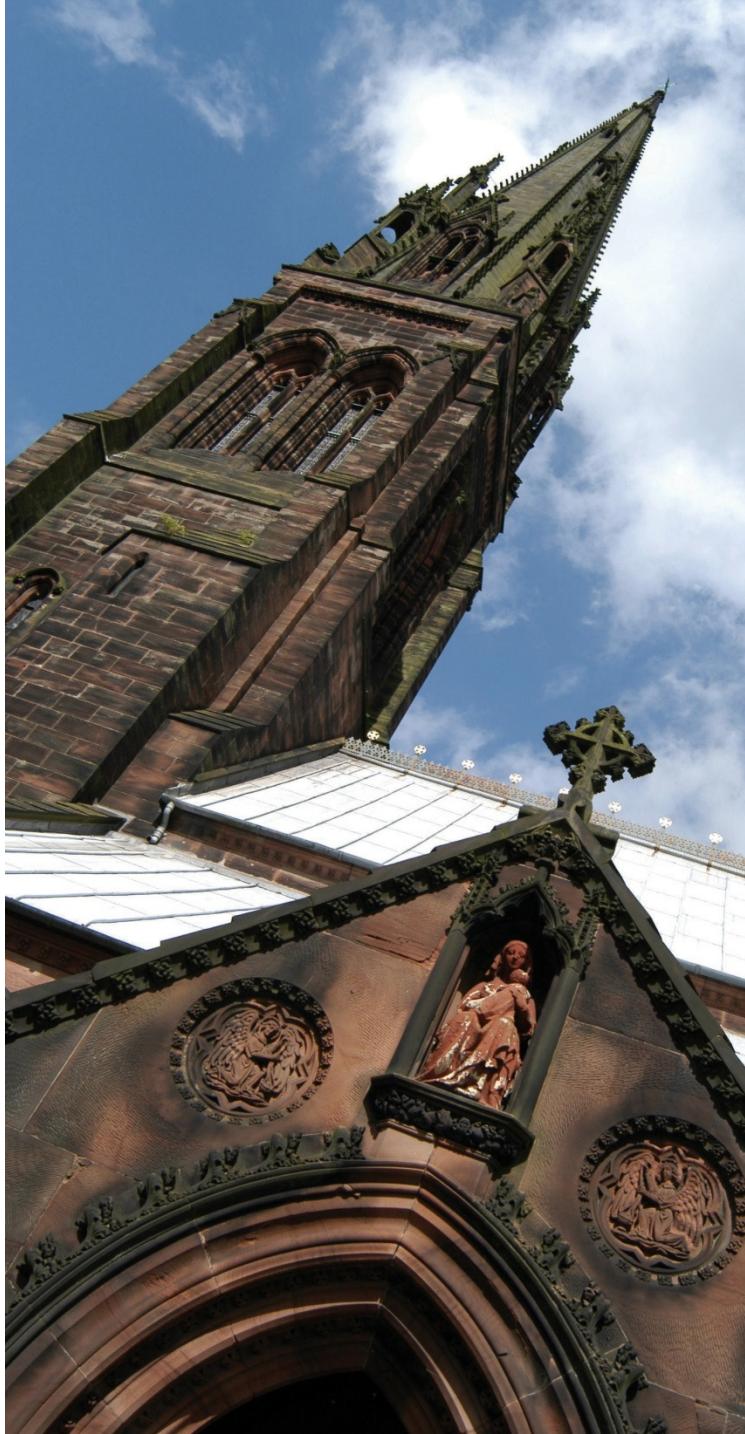
Proposed Actions:

- Develop and deliver projects from Cheadle transport package by working with public and private sector partners.
- Work to support developments which require infrastructure improvements to unlock delivery including access to funding where viability gaps exist.
- Work in partnership with Highways England and SCC to deliver infrastructure to unlock Blythe Vale site.
- Develop a joint masterplan for Blythe Vale site to include enhancement and long term vision for the east-west route and specifically Blythe Bridge station and seeking support for this through the Constellation Partnership and Midlands Engine.
- Support as required to the Churnet Valley Railway as they seek to connect additional lengths of the heritage tourist line.
- Work with public, private and voluntary sector to enhance sustainable transport network of pedestrian and cycle paths, canal towpaths and other green infrastructure corridors with a view to connect key visitor destinations as well as residential and employment areas.
- Work with Superfast Staffordshire and commercial sector to ensure s106 requirements for digital infrastructure all new build business & housing allocation developments
- Consider business case for travel subsidy for vocational skills/apprenticeships 16-24 year group (including wheels to work initiatives) or sustainable transport network to key business clusters.

Connectivity



Delivery Mechanism



Our Priorities

The District Council and County Council will work to delivering the actions identified in this document; indicative lead partner as below:

Overall:

- Review all council owned/ public sector owned assets and consider development opportunities where appropriate. SCC
- Prepare an Investment and Acquisitions Strategy for the District. SMDC

Housing Delivery:

- Deliver the Accelerated Housing Delivery Programme as approved by the SMDC Cabinet in April 2018. SMDC

Business Employment Growth and Skills

- Deliver the Accelerating Business Growth programme as approved by the SMDC Cabinet in September 2016. Joint

Visitor Economy and Town Centres:

- Prepare masterplan for Cheadle Town Centre and Leek Mill Quarter SCC
- Support the development of bed spaces across the District SCC
- Undertake an economic impact assessment to understand the impact of this sector on the wider economy and identify area of intervention by public sector. Joint

Connectivity:

- Develop and deliver projects from Cheadle transport package by working with public and private sector partners. SCC
- Work with CVR to reinstate Railway including extension to Moneystone Park and Leek town centre with linkages to path/cycle trails. SMDC
- Work in partnership with Highways England and SCC to deliver access infrastructure to bring forward Blythe Vale site. SCC

Health and Well-being:

- Support the delivery of the Strategic Transformation Plan (STP) for Leek and Cheadle to develop health and other services that are fit for the future. SCC

Key areas of intervention:

- Housing Delivery
- Business, Employment and Skills Growth
- Visitor Economy & Town Centre Regeneration
- Health
- Connectivity

Interdependencies:

- Staffordshire Moorlands Local Plan and Corporate Plan
- SCC Strategic Plan
- Stoke & Staffordshire Local Enterprise Partnership's Strategic Economic Plan
- Constellation Partnership Growth Strategy
- Midlands Engine Strategy
- Enjoy Staffordshire Tourism strategy, SMDC visitor economy strategy
- Health & Wellbeing Board Strategy
- Playing pitch and built facilities strategy, SMDC
- Green Infrastructure Strategy

Funding opportunities

To ensure that the growth strategy is delivered external funding opportunities will be explored as including developer contributions and national options.

Partners

The initial growth strategy will be between SCC and SMDC but other partners including Your Housing, Leek and Buxton College will be invited to be part of emerging approach.

Governance structure

It is proposed that a formal Governance arrangement is required with both SCC and SMDC reporting progress through their existing arrangements.

A joint oversight Board will include the Leaders of both SCC and SMDC and their Chief Executives and officer support who will monitor delivery of the Growth Strategy and take action as required.

Key stakeholders:



Key stakeholders include :

- Staffordshire County Council
- Stoke on Trent and Staffordshire LEP
- Constellation Partnership
- Peak District National Park Authority
- Town and Parish councils
- Staffordshire Chambers of Commerce
- Enjoy Staffordshire
- Totally Locally
- Local Business community
- Stoke & Staffordshire Growth Hub
- Make It Stoke and Staffordshire
- HCA, RPs, house builders
- Site owners and developers
- Support Staffordshire
- Churnet Valley Living Landscapes Partnership
- Churnet Valley Railway PLC
- Buxton & Leek College (University of Derby)
- Business Peak District
- Civic society, other active community organisations
- Historic England
- Environment Agency





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