

Deputy Leader: Regeneration Portfolio Statement 2018/19



INTRODUCTION

East Staffordshire Borough Council has three Corporate Priorities:

- **Value For Money Council Services:**
Protecting your money
- **Promoting Local Economic Growth:**
To benefit local people by turning aspiration into reality
- **Protecting and Strengthening Communities:**
Love where you live

The following statement sets out how the Deputy Leader for Regeneration and officers within this portfolio area will contribute to achieving these priorities, as well highlighting key achievements from 2017/18

However the activities outlined in the statement are often cross-cutting themes with overlaps into other areas, and throughout the statement there may be examples of joint delivery with other Executive Members as well as managers from other sections.

Each of the statements made by the individual portfolio holders will then be collated to form the basis of East Staffordshire Borough Council's Corporate Plan for 2018/19.

ACHIEVEMENTS IN 2017/18

Over the past 12 months, the Council has been working hard to improve its services and is currently on track to achieve around 92% of this portfolio's milestones set for 2017/18 by the end of this financial year.

Some of these achievements are highlighted in the following section.

The New Neighbourhood Fund

The new Neighbourhood Fund came into operation in April 2017 and has provided opportunities for interested groups from all over East Staffordshire to present their project proposals. A diverse variety of projects have come forward including some high impact ones that will benefit residents and visitors to the Borough. There will be further promotion of the scheme to ensure interested parties are aware of the fund and are able to engage. A review of the first 12 months of the scheme is underway.

The new Councillors Community Fund (CCF) continues to provide support to communities, a briefing workshop was provided by officers to ensure members are fully engaged with the scheme. Continuing opportunities have been taken to raise the public profile of the fund through various promotional means such as an improved website presence, photo opportunities and press releases.

Burton Town Regeneration Programme

The Burton Town Regeneration Programme, looking at public realm and highways issues in and around the town centre, continued to build on the work started in 2016/17. A number of projects were developed with key stakeholder input and project partners Staffordshire County Council and the Chamber of Commerce. These projects have been split across three distinct phases.

Phase 1a projects relate to already defined improvements to the public realm in and around Burton. Achievements to date include the implementation of a pilot scheme to improve the flow of traffic into the Coopers Square car park and

reduce congestion on Union Street; the retiming of traffic lights along Union Street to further reduce congestion; the implementation of all-year-round hanging baskets; and the removal of weeds and overgrown plants in the area known as the Abbot's Garden ready for a new planting scheme to be installed in the Spring of 2018.

Other projects that have started and will be completed over a longer period of time include improvements to the public realm areas of Andressey Passage and the Memorial and Remembrance Gardens; the implementation of new pieces of public artwork and repairs to existing pieces; and partnership working with key stakeholders to significantly improve the aesthetics of Burton's Railway Station and the provision of the Town's Washlands area.

Phase 1b relates to the potential future improvements of the paving and public realm on Station Street and High Street in the Town Centre, and Phase 2 relates to the joint commissioning of consultative support to produce a forward view report that considers what can be done to improve and change conditions for liveability and growth in Burton over the next 30 years.

Lynwood Road (Branston) Site Options

Having marketed and ascertained levels of interest in the proposed self-build scheme at Lynwood Road, the Council subsequently evaluated the interest against the requirement needed to successfully take the development forward. The decision was then taken to no longer deliver self-build at this location, but instead consider alternative options for the development of this site.

Delivering a Mixed Use Scheme on Bargates

A planning application for Bargates was submitted in December 2017 for a scheme consisting of 140 dwellings comprising 72 sheltered apartments, 24 private apartments and 44 houses. The scheme submitted also included commercial units and car parking for the Meadowside Leisure Centre.

Brownfield Regeneration

In October 2017, the Council approved the adoption of a Brownfield and Infill Regeneration Strategy which set out how the Council would approach brownfield regeneration in the future. This included consideration of how the Council could facilitate the delivery of affordable housing through the use of Section 106 commuted sums.

Delivered Three Jobs Fairs

East Staffordshire enjoys one of the lowest rates of unemployment in the West Midlands. However, the Council continued to work on improving this position even further by working with partners to deliver three jobs fairs this financial year. At the job fairs in May and September 2017, there were over 1,200 vacancies on offer.

Support Tourism in the Borough

The Council has continued to work with its strategic partners to support tourism in East Staffordshire. The National Forest recently introduced their National Forest Tourism Ten Year Growth Plan, and one of the aims was to move forward with digital marketing, aligning with Destination Staffordshire. This provided an opportunity for the Council to offer its support, where a case could be made that any investment would tangibly improve local business performance.

OBJECTIVES FOR 2018/19

The Council is determined to continue to build on its successes during 2017/18 as it moves forward into the 2018/19 financial year. It will continue to improve performance, service delivery and value for money through delivery of the Council's three Corporate Priorities. Achievement of these priorities will be supported by the new wider Regeneration portfolio through delivery of the objectives detailed in the following section. The specific performance indicators identified to measure these objectives are referenced in the paragraphs below.

Continue to Manage the Neighbourhood Fund (Targets R01; R02; R03)

During 2018/19 the Council will continue to raise the profile of the Neighbourhood Fund (NF) and the Councillor Community Fund (CCF) to continue to ensure that the maximum benefit from these funding sources is achieved. This will include a workshop aimed at briefing elected Members on the CCF as well as providing Members with guidance on developing community projects. An increased social media presence to highlight the projects supported during the year by the NF and CCF will also be undertaken. The Council will support a range of more substantial projects via the NF, taking forward at least four new projects and four existing projects to completion.

Implement the Brownfield and Infill Regeneration Strategy (Target R04)

Following on from the approval of the Brownfield and Infill Regeneration Strategy, the Council will look to take forward a pilot scheme for facilitating the delivery of affordable housing through the use of Section 106 commuted sums.

Delivering a Mixed Use Scheme on Bargates (Target R05)

As a scheme for the Bargates site has now been identified, the Council will look to complete the sale of Bargates to Jessup Brothers Limited who, subject to planning approval, will deliver a mixed use development on the site.

Help Facilitate Inward Investment into East Staffordshire and Support Businesses in Accessing Funding and Employment Opportunities (Targets R06; R07)

The Council will support businesses looking to invest in the Borough through assisting the ambitions of these businesses to relocate into the area and look for funding and employment opportunities as appropriate. To achieve this, the Council will market itself to businesses, both within the area and the wider region, through a targeted campaign in order to encourage greater levels of contact and engagement. The Council will also produce an annual report on activity to assess the impact of its support. Following this campaign, the Council will review the outcome and implement any relevant actions.

Promote Local Employment Opportunities through Supporting the Delivery of Three Job Fairs (Target R08)

Although unemployment levels in East Staffordshire continue to be better than the average for the West Midlands, the Council will keep supporting the delivery of job fairs through its local partnership with key organisations with an emphasis of promoting not only more jobs but quality jobs and careers.

Complete the Sale of Land at Lynwood Road (Target R09)

The sale of the land at Lynwood Road, Branston will be completed to deliver a residential development scheme with the preferred developer. This will be developed in line with the characteristics of the area.

World War One Centenary Commemorations (Target R10)

This year the Council will complete the World War One Centenary commemorations including a range of events, culminating in November 2018 with Armistice Day. An action plan will be developed to set out the specific activities.

Burton Town Regeneration Programme (Targets R11; R12; R13; R14)

Following the development of the strategic phased approach instigated in 2017/18, the Council will continue to work towards implementing the proposed

works of Phase 1b and the commissioning of consultative support as part of Phase 2 of the regeneration programme.

The Council will continue to work collaboratively with Staffordshire County Council, external partners and key stakeholders as part of the Phase 1b project investigating issues within the Town Centre relating to the public realm of Burton's Station Street and High Street. Milestones will be agreed and work will begin to enable the Council to work towards their achievement over the course of the financial year.

Phase 2 of the Programme will be developed in partnership with Staffordshire County Council. The Councils will commission consultative support to produce a thought provoking forward view of what improvements and changes need to be undertaken to create the right conditions for liveability and growth over the next 30 years in the short, medium and long term to ensure "a Better, Brighter Burton". The results of this report will inform strategic plans which will be instrumental in promoting the unique selling points for Burton. This will be used to attract inward investment to facilitate implementation in the future.

Promoting Tourism in East Staffordshire (Targets R15; R16)

The Council will continue to work with its Strategic Tourism Partners, such as the Destination Management Partnership and the National Forest, in promoting tourism in the area. It will also build upon the review of the Enterprise service's web based provision of tourism information, and will conduct a review of its existing physical provision, specifically looking at the location and content of tourism signage and information boards. This can be done as part of the "Better Brighter Burton" project but also includes other centres such as Uttoxeter, Tutbury and Rolleston. This will then result in recommendations for how these can be improved in line with the outcome of the website review.

MEASURES AND TARGETS FOR 2018/19

The Regeneration portfolio has identified a number of measures and targets for 2018/19 which will contribute to the delivery of the objectives detailed above. These are set out in the following tables.

Value for Money Council Services

Ref	Measures	Target 2018/19
R01	Neighbourhood Fund Implementation	4 New Projects and 4 Existing Projects Taken to Completion
R02	Raise the Profile of Neighbourhood Fund (NF) and Councillor Community Fund (CCF)	Highlight Supported NF and CCF Projects Via Social Media Channels (March 2019)
R03	Brief Elected Members on New Councillor Community Fund (CCF)	Hold Member Workshop on the CCF Providing Guidance on Developing Community Projects (July 2018)

Promoting Local Economic Growth

Ref	Measures	Target 2018/19
R04	Implement the Brownfield and Infill Regeneration Strategy	Identify a Pilot Scheme for Using Commuted Sums to Facilitate Affordable Housing on Brownfield Land (July 2018)
R05	Deliver a Mixed-Use Scheme at Bargates	Complete the Sale of Bargates (Conditional on Planning Permission Being Granted) (July 2018)

Ref	Measures	Target 2018/19
R06	Facilitate Inward Investment and Support Businesses Looking for Funding and Employment Opportunities Across the Region to Position the Council as a Key Contact for Inward Investment	(a) Conduct a Marketing Campaign Aimed at Businesses (October 2018) and; (b) Produce an Annual Report on Activity (March 2019)
R07	Facilitate Inward Investment and Support Businesses Looking for Funding and Employment Opportunities Across the Region to Position the Council as a Key Contact for Inward Investment	Review the Success of the Marketing Campaign and Implement any Relevant Next Steps (March 2019)
R08	Promote Local Employment Opportunities	Support the Delivery of Three Job Fairs (March 2019)
R09	Complete the Sale of Land at Lynwood Road	Complete the Sale of Land at Lynwood Road for a Residential Development (September 2018)

Protecting and Strengthening Communities

Ref	Measures	Target 2018/19
R10	World War One Centenary Commemorations	Action Plan Developed Setting Out a Schedule of Events (May 2018)
R11	Deliver Phase 1b of the Burton Regeneration Programme	Agree Project Milestones (May 2018)

Ref	Measures	Target 2018/19
R12	Deliver Phase 1b of the Burton Regeneration Programme	Deliver 80% of 2018/19 Project Milestones
R13	Deliver Phase 2 of the Burton Regeneration Programme	Commission Independent Consultant's Report on "A Strategic Vision for a Better, Brighter Burton in the Future" (May 2018)
R14	Deliver Phase 2 of the Burton Regeneration Programme	Consider Findings of Consultant's Report Within 6 Weeks of Receipt of Report
R15	Promote Tourism Across the Borough	Support the Council's Strategic Tourism Partners in Promotion Activities (March 2019)
R16	Review the Provision of Physical Tourism Information	Consider Existing Tourism Signage and Information Boards and How These Can be Improved (September 2018)