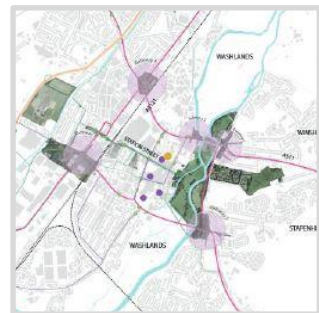


Regeneration

Deputy Leader's Statement

2019/20



INTRODUCTION

East Staffordshire Borough Council has three Corporate Priorities:

- **Value for Money Council**
- **Community Regeneration**
- **Environment and Health & Wellbeing**

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 2018/19.

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 2019/20.

ACHIEVEMENTS IN 2018/19

Over the past 12 months, the Council has been working hard to improve its services and is currently on track to achieve **92.86%** of this portfolio's milestones set for 2018/19 by the end of this financial year.

Some of these achievements are highlighted in the following section.

Continued to Manage the Neighbourhood Fund

During 2018/19 the Council continued 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 included 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 has also been undertaken. The Council has supported a range of more substantial projects via the NF, taking forward four new projects and four existing projects to completion.

Implementation of the Brownfield and Infill Regeneration Strategy

Following on from the approval of the Brownfield and Infill Regeneration Strategy, the Council considered a pilot scheme for facilitating the delivery of affordable housing through the use of Section 106 commuted sums. The Council agreed that it should look to take schemes forwards through an open process based on the Council's brownfield register. There have been a number of discussions throughout the latter half of the year with organisations such as: Burton Rugby Club; Cameron Homes; Molson Coors and Black Swan Developments.

Delivering a Mixed Use Scheme on Bargates

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

Facilitated Inward Investment into East Staffordshire and Supported Businesses in Accessing Funding and Employment Opportunities

The Council has supported 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. The Council has marketed 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 has also produced an annual report on activity to assess the impact of its support which will be considered by Cabinet in March 2019. Following this campaign, the Council has reviewed the outcome and implemented relevant actions.

Promote Local Employment Opportunities through Supporting the Delivery of Three Job Fairs

Although unemployment levels in East Staffordshire (1%) continue to be better than the average for the West Midlands (3%), the Council has continued to support the delivery of job fairs through its local partnership with key organisations with an emphasis on promoting not only more jobs but better jobs and careers. Four jobs fairs have been supported this year across Burton and Uttoxeter, which have been highly successful with an average of 40 employers and over 300 job seekers attending each.

Completed the Sale of Land at Lynwood Road

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

World War One Centenary Commemorations

This year the Council completed the World War One Centenary commemorations including a range of events, culminating in November 2018 with Armistice Day. This involved working with partners in relation to the Winshill Peace Wood and the William Coltman family commemoration at Stapenhill Gardens. A report detailing all of the activities was circulated to all Councillors.

Burton Town Regeneration Programme

Following the development of the strategic phased approach instigated in 2017/18, the Council has continued to work towards implementing the proposed works on Station Street and the commissioning of consultative support from Cushman and Wakefield to deliver a thirty year vision of a Burton Regeneration Strategy.

The Council has continued to work collaboratively with Staffordshire County Council and the Chamber of Commerce, external partners such as FIRA and Amey, as well as key stakeholders, as part of the Station Street project investigating issues within the Town Centre relating to the public realm of Burton's Station Street and High Street.

The Cushman and Wakefield commission was developed in partnership with Staffordshire County Council. The two Councils commissioned 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 upon Trent. This will be used to attract inward investment to facilitate implementation in the future.

Promoting Tourism in East Staffordshire

The Council has continued to work with its Strategic Tourism Partners, such as the Destination Management Partnership and the National Forest, in promoting tourism in the area. It has also built upon the review of the Enterprise service's web based provision of tourism information, and conducted a review of its existing physical provision, specifically looking at the location and content of tourism signage and information boards.

OBJECTIVES FOR 2019/20

The Council is determined to continue to build on its successes during 2018/19 as it moves forward into the 2019/20 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 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.

Achieve Further Investment for our Town Centres and Large Settlements (Targets RE01, RE02, RE07)

Following the submission of an expression of interest for the Future High Street Fund in March 2019, the Council will continue to try and secure funding and investment for the town centres and large settlements in East Staffordshire, including Uttoxeter. As part of this, we will consider the outcome of that expression of interest in order to evaluate any opportunities the Future High Street Fund could offer for the Burton Town Regeneration Programme and other future regeneration proposals.

The Council will also be finalising an agreement with Staffordshire County Council in order to fund the delivery of the Station Street public realm project.

Achieve Optimum Working in Economic Partnership (Targets RE03, RE18, RE19)

The Council works closely with a number of partners in order to take a cohesive approach to the services it delivers. On a regional level, the Council is a partner to the Greater Birmingham and Solihull Local Enterprise Partnership, which is being evaluated as part of a national review of LEP arrangements. Following the outcome of this, we will review any new arrangements and consider any possible implications on GBSLEP funding for current projects, such as the Washlands.

We will also continue to work with tourism partners, such as The National Forest and Staffordshire Destination Partnership, in facilitating the promotion of tourism information. This will also involve collaborative working on environmental enhancement projects that will complement the Council's Washlands project, such as Brook Hollows, involving other partners like the Environment Agency and Transforming the Trent Valley.

Progress the Commutation of S106 Sums to Deliver Key Brownfield Development Opportunities (Target RE04)

Building upon the discussions that have taken place this year, the Council will look to further engage with landowners of key, strategic brownfield sites in order to facilitate the delivery of affordable housing using S106 commuted sums. These partnerships will enable the Council to influence the type, distribution and quality of affordable housing on key sites in the Borough. This year, we will be focussed on progressing our partnerships with landowners in order to help bring these sites forwards for development.

Easy In and Easy Out of Burton (Targets RE05, RE14, RE15)

The Burton Regeneration Strategy demonstrated the need to enhance accessibility in and around Burton. From this, the Council will be exploring opportunities to improve wayfinding in and out of the town, utilising better signposting that identify appropriate routes to key locations in the town. Working with Staffordshire County Council, we will also evaluate the existing network of cycling and walking routes around the town and consider any upgrades and improvements that could be delivered in order to enhance the connectivity of Burton.

Alongside considering the accessibility of the town for pedestrians and cyclists, the Council will be exploring the creation of a bus interchange and active travel hubs in the Burton Place area. This work will consider the feasibility of redirecting bus routes around the town centre in order to alleviate congestion in the New Street and Union Street areas and facilitating the use of 'eco buses' in the town, preparing Burton for future technological developments.

Consider a Business Improvement District (Target RE08)

The Council will engage key business groups and networks in Burton, such as the Chamber of Commerce and Burton Small Business Federation, in order to consider the creation of Business Improvement District (BID). From discussions with these partners, we will seek to establish a BID 'Memorandum of Understanding' that will help stimulate private sector investment in Burton town centre.

Promoting Local Employment and Business Activity (Targets RE06, RE09, RE10)

Although unemployment levels in East Staffordshire are well below the regional average, the Council will continue to promote employment through its partnership with the Worklessness Action Group. In order to achieve this, we will support a further three job fairs across 2019/20 and look to address any niche areas of unemployment where additional support and interventions could be undertaken.

Complementing this, the Council will report on business activity and economic performance in East Staffordshire in order to assess the impact of support offered to businesses by either the Council or its partners during 2019. We will also be engaging with businesses for their views on the benefits of being based in East Staffordshire and how this could be marketed to others considering relocating to the area.

Implementation of the Neighbourhood Fund (Targets RE11, RE12, RE13)

As the Neighbourhood Fund project enters its final year, the Council will look to support the completion of all existing projects that started in 2018/19 and at least 5 new projects for 2019/20. During the first half of this year, the Council will identify all of the community projects it will be supporting through the Neighbourhood Fund, with funding allocations agreed, leaving the second half of the year for supporting successful applicants in delivering their projects.

Once all of the Neighbourhood Fund projects have been identified with funding allocated, we will conduct a review of the Neighbourhood Fund in order to identify the impact of the project during its three year period.

Working to Improve Burton Railway Station and Networks (Targets RE16, RE17)

We will continue to work with the relevant rail authorities and partners to invest in and improve the fabric of Burton Railway Station building, as well as working with partners to lobby for the opening of the Burton to Lichfield and Ivanhoe rail links.

MEASURES AND TARGETS FOR 2019/20

The Regeneration portfolio has identified a number of measures and targets for 2019/20 which will contribute to the delivery of the objectives detailed above. These are set out in the following tables.

Value for Money Council

Ref	Measures	Target 2019/20
RE01	Achieve further investment for our town centres and large settlements	Finalise agreement with SCC to fund the implementation of the co-designed Station Street new public realm project (June 2019)
RE02	Achieve further investment for our town centres and large settlements	Consider the outcome of the council's expression of interest to the Future High Street Fund (June 2019)
RE03	Achieve optimum working in economic partnership	Consider the outcome of the national LEP review findings and implication on the Washlands LEP monies (June 2019)
RE04	Progress the commutation of s106 sums to deliver key brownfield development opportunities	Review progress on working in partnership with Burton Rugby Club (Peelcroft) and Molson Coors (Cross Street) (October 2019)

Community Regeneration

Ref	Measures	Target 2019/20
RE05	Improve wayfinding on Worthington Way, High Street and Washlands area: easy in and out of Burton	Establish clearer routes in and out of the town (October 2019)
RE06	Introduce new public realm civic space	Working with new Street traders forum, introduce a food hall concept into the Market Hall (December 2019)
RE07	Look to roll out learning from improvements made in Burton to Uttoxeter and other large settlements	Consider learnings from regeneration that can be applied elsewhere in the borough with a view to applying for funds from phase 2 of the Future High Street Funds (March 2020)
RE08	Consider a Business Improvement District (BID) in Burton Town Centre to stimulate private sector investment in the Town Centre	Seek a BID 'memorandum of understanding' with the Burton Chamber of Commerce and Burton Small Business Federation (October 2019)
RE09	Promote local employment opportunities	Support the delivery of three job fairs (March 2020)
RE10	Consider business activity and economic performance in East Staffordshire	Report on local business activity during 2019 (March 2020)
RE11	Neighbourhood Fund implementation	7 existing projects and 5 new projects brought to completion (March 2020)

Ref	Measures	Target 2019/20
RE12	Neighbourhood Fund implementation	All Neighbourhood Fund projects to be identified with funding allocated (September 2019)
RE13	Neighbourhood Fund implementation	Review the Neighbourhood Fund project (March 2020)

Environment and Health & Wellbeing

Ref	Measures	Target 2019/20
RE14	Improve active links: easy in and easy out of Burton	Working with SCC, audit the existing walking and cycling network and propose the upgrade and improvement of the network to ensure Burton is well connected to and from its town centre (December 2019)
RE15	Improve active and green links: easy in and easy out of Burton	Begin scoping works for a bus interchange and active travel hubs in the Burton Place area (December 2019)
RE16	Upgrade Burton Railway Station in terms of functionality and aesthetics	Continue to work with the relevant rail authorities and partners to invest in and improve the fabric of Burton Railway Station building (March 2020)
RE17	Upgrade Burton Railway Station in terms of functionality and aesthetics	Work with partners to lobby for the opening of the Burton to Lichfield and Ivanhoe rail links (March 2020)

Ref	Measures	Target 2019/20
RE18	Achieve optimum working in economic partnership	<p>Continue to work with strategic tourism partners to facilitate the promotion of tourism</p> <p>(March 2020)</p>
RE19	Achieve optimum working in economic partnership	<p>Support partners such as the National Forest and Transforming The Trent Valley in delivering environmental enhancement projects, such as the Brook Hollows project</p> <p>(March 2020)</p>