



EAST STAFFORDSHIRE BOROUGH COUNCIL

REPORT COVER SHEET

Title of Report:	Uttoxeter Masterplan	To be marked with an 'X' by Democratic Services after report has been presented
Meeting of:	Corporate Management Team – 17 th November 2020	X
	Leader and Deputy Leaders – 23 rd November 2020	X
	Leader's / Leader of the Opposition's Advisory Group - 2 nd & 3 rd December 2020	X
	Full Council – 21 st December 2020	
	Scrutiny Audit and Value for Money Council Services Committee [DATE] / Scrutiny Economic Growth Communities and Health Committee [DATE]	



Is this an Executive Decision:	NO	Is this a Key Decision:	NO
Is this in the Forward Plan:	NO	Is the Report Confidential:	NO
If so, please state relevant paragraph from Schedule 12A LGA 1972:			

Essential Signatories:

ALL REPORTS MUST BE IN THE NAME OF A HEAD OF SERVICE

Monitoring Officer: **Angela Wakefield**

Date: 2nd November 2020 Signature: Angela Wakefield (electronic)

Chief Finance Officer: **Sal Khan**

Date: 3rd November 2020 Signature: Sal Khan (electronic)

EAST STAFFORDSHIRE BOROUGH COUNCIL

Report to Full Council

Date: 21st December 2020

REPORT TITLE: Uttoxeter Masterplan
PORTFOLIO: Regeneration
HEAD OF SERVICE: Andy O'Brien
CONTACT OFFICER: Simon Humble Ext. No. x1272
WARD(S) AFFECTED: Town, Heath, Abbey

1. Purpose of the Report

- 1.1. To provide members with the final Uttoxeter Masterplan produced by Cushman and Wakefield that will provide a long-term coherent vision for Uttoxeter as a whole town.

2. Executive Summary

- 2.1. East Staffordshire Borough Council (ESBC) and Staffordshire County Council (SCC) have worked together to consider options for the improvement and future proofing of the town of Uttoxeter.
- 2.2. The purpose of this project is to carry out a "Masterplan Plus" process that will provide a long-term coherent vision for Uttoxeter as a whole town.
- 2.3. In order to do this the Councils commissioned Cushman and Wakefield (C&W) to undertake two processes. These were:
- 2.3.1. To review and appraise the success of the original Uttoxeter Masterplan of 2003 considering what has and what hasn't been achieved.
- 2.3.2. To create a new Masterplan, considering what could be implemented to help Uttoxeter to improve in the future, providing outputs as to how the Town can be improved as a place for people to live, work, invest and visit over the next 10 to 20 years.

- 2.4. The brief set out the work required in order to review the original Masterplan and deliver a new version that will inform the future corporate planning priorities of Uttoxeter as a whole (taking into account economic, movement, design and commercial considerations) and will also support the development of any emerging and future planning policies.
- 2.5. The Masterplan has considered what combination of improvements and changes need to be undertaken to create the right conditions for growth, providing more, and/or better, employment opportunities, along with the necessary infrastructure (roads, housing, utilities, broadband etc.) to support that growth.
- 2.6. The work has captured existing baseline data sources, contrasted these against comparator towns, analysed future opportunities and speculated future potential positive benefits, both in economic and social growth if the recommendations are followed through fully.
- 2.7. The final Masterplan produced by Cushman and Wakefield is attached at Appendix 1.

3. Background

- 3.1. In March 2020 ESBC and SCC commissioned Cushman and Wakefield to carry out an assessment of the original Uttoxeter Masterplan of 2003 and to develop a new Masterplan considering what could be implemented to help Uttoxeter to improve in the future, providing outputs as to how the Town can be improved as a place for people to live, work, invest and visit over the next 10 to 20 years.

4. Contribution to Corporate Priorities

- 4.1. This report contributes to the Corporate Priorities:
 - 4.1.1. Community Regeneration
- 4.2. The report particularly relates to the Corporate Plan targets of CR24 to gather Member approval of the final Uttoxeter Masterplan

CR24	Identify a vision for the future regeneration of Uttoxeter	Member approval of the final Uttoxeter Masterplan
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5. Report

- 5.1. Cushman and Wakefield, supported by Lathams Architects, has been appointed to undertake a ‘Masterplan Plus’ process to provide a long-term coherent vision for Uttoxeter as a whole town.
- 5.2. This includes a review of the original 2003 Uttoxeter Masterplan considering what has and hasn’t been achieved, and the development of a new masterplan to help Uttoxeter to improve in the future, providing outputs as to how the Town

can be improved as a place for people to live, work, invest and visit over the next 10 to 20 years.

5.3. The final Masterplan produced by Cushman and Wakefield is attached at Appendix 1.

5.4. **Scope of the Masterplan**

5.4.1. It is widely appreciated that the role of town centres has fundamentally changed over the last decade, owing to shifting socio-demographic and market trends. This has resulted in polarisation between larger destinations that have a critical mass of activity and the strategic accessibility; and smaller secondary town centres, such as Uttoxeter, that find themselves lacking the profile, accessibility and local catchment capacity to drive footfall, dwell time and spend, to compete and thrive.

5.4.2. Uttoxeter now requires an updated Masterplan to provide a long-term coherent image for the future of Uttoxeter, as a whole town, that sets out realistic and deliverable masterplan options that meet your ambitions.

5.4.3. To achieve this, Cushman and Wakefield have undertaken the following key stages of work:

5.4.3.1. **Review of 2003 Masterplan** – This identifies a summary of which projects from the 2003 Masterplan for Uttoxeter have been delivered and whether the delivered projects meet the expectations that were set out for the site. Where projects have not been delivered, the opportunities will be re-assessed to understand whether they should be included in the new Masterplan.

5.4.3.2. **Baseline Report** – This provides an evidence base to inform the options development process. The report sets out to understand the current function of the town, its strengths and weaknesses, including a detailed market review to ensure that development proposals are realistic and commercially deliverable. Individual sites were assessed for constraints and opportunities (i.e. access, neighbours, existing features, topography etc.) which might influence and inform efficient and deliverable development.

5.4.3.3. **Stakeholder Engagement** – As part of the Uttoxeter Masterplan Plus process C&W have consulted with key stakeholders and landowners to establish their motivations for the town. In addition to this, they have undertaken a public consultation process to identify the key opportunities, challenges and strengths of Uttoxeter Today.

5.4.3.4. **Options development** – The Baseline Report identifies a number of opportunity sites. Options were informed by physical, technical and market considerations and incorporating stakeholder feedback. They were reviewed with the client to establish compatibility with the overarching aspirations for the future of the town, with a focus

on increasing vibrancy, footfall and spend to support and strengthen the town centre.

5.4.3.5. **Prioritisation of interventions** – This section of the report identifies the prioritisation of site-specific interventions. Sites have been prioritised based on their land assembly issues, delivery of Council objectives and the impact on the town centre

5.4.3.6. **Delivery mechanisms** – This section of the report outlines a number of potential delivery mechanisms and funding sources that may be available to assist with the delivery of the options.

5.4.3.7. **Conclusions & recommendations** – This section summarises the overall advice contained within the report making a series of clear and prioritised interventions.

6. Financial Considerations

This section has been approved by the following member of the Financial Management Unit: Lisa Turner

- 6.1. There are no financial issues arising from this Report. The consultants make a number of recommendations for both Councils to consider for potential future Development options. This report does not include any financial considerations as it is simply intended to provide Elected Members with the results of the Masterplan.
- 6.2. Should future projects arise from the recommendations of the Masterplan these will need to be considered as part of the development of the Medium Term Financial Strategy and business cases provided for approval in line with the Constitution and Financial Regulations. These will set out detailed proposals and identify sources of funding where they are not yet established (including any new funding streams).

7. Risk Assessment and Management

- 7.1. The main risks to this Report and the Council achieving its objectives are as follows:
- 7.2. **Positive** (Opportunities/Benefits):
 - 7.2.1. The projects identified could act as a catalyst to future inward investment and regeneration schemes in the town.
 - 7.2.2. Some of the proposed projects allow ESBC to continue to work collaboratively with Staffordshire County Council and private stakeholders.

7.3. **Negative** (Threats):

7.3.1. The projects identified could result in significant capital outlay by ESBC.

7.4. The risks do not need to be entered in the Risk Register.

8. **Legal Considerations**

*This section has been approved by the following member of the Legal Team:
Angela Wakefield*

8.1. There are no significant legal issues arising from this Report.

9. **Equalities and Health**

9.1. **Equality impacts:** The subject of this Report is not a policy, strategy, function or service that is new or being revised.

9.2. **Health impacts:** The outcome of the health screening question does not require a full Health Impact Assessment to be completed.

9.3. An equality and health impact assessment is not required.

10. **Human Rights**

10.1. There are no Human Rights issues arising from this Report.

11. **Sustainability** (including climate change and change adaptation measures)

11.1. Does the proposal result in an overall positive effect in terms of sustainability (including climate change and change adaptation measures) No

12. **Recommendation(s)**

12.1. That Members consider and approve the findings of the Masterplan.

13. **Background Papers**

13.1. Uttoxeter Masterplan 2003

13.2. Uttoxeter Neighbourhood Plan

13.3. East Staffordshire Borough Council's Local Plan

14. **Appendices**

14.1. Appendix 1: Uttoxeter Masterplan Plus