

APPENDIX II

AN ECONOMIC STRATEGY FOR CHESHIRE EAST

2020 to 2025

ACTION PLAN

NOV-2019

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REF	ACTION/OUTPUT	TIMESCALE	LEAD
THEME 1 – THE PLACE TO LIVE			
Strategic Objective 1 – Improve quality of place with a focus on regenerating our town centres			
	ACTIONS FOR CREWE TOWN CENTRE:		
T1/SO1.1	Deliver the redevelopment of the Royal Arcade site for a leisure-led mixed-use transformational scheme incorporating a new bus interchange, multi-storey car park, cinema and associated leisure (food and beverage), ancillary retail and other uses.	2020-2023	ED team
T1/SO1.2	Complete the redevelopment of the Grade 2 Listed Market Hall and re-establish it as a key attractor in the town centre alongside the operation of Crewe's other markets.	2020	ED team
T1/SO1.3	Progress with plans to deliver the new History Centre on the former Library site and, subject to funding, extend redevelopment across the remainder of the Civic Centre site to create a quality asset in the heart of the Civic and Cultural Quarter.	2022-2024	Cultural Economy team
T1/SO1.4	Secure funding from Government through the Future High Streets Fund and Towns Fund to help deliver key regeneration priorities in Central Crewe.	2019-2020	ED team
T1/SO1.5	Extend Crewe town centre's cultural offer through making use of key assets and curation of events/activities whilst raising awareness and engagement with key groups through collaboration with key stakeholders/funder.	2021-2025	Cultural Economy team
T1/SO1.6	Deliver public realm enhancements particularly in pedestrianised areas and at key gateways to the town centre, utilising high quality design and materials, street furniture and public art to enhance quality of place, and improve legibility and the town centre experience for residents and visitors.	2019-2021	ED team
T1/SO1.7	Review the redevelopment potential of existing Council assets to ensure that they deliver regeneration priorities including residential and commercial uses.	2020-2021	ED team
T1/SO1.8	Develop new governance and partnership arrangements to promote economic development in the town (including the town centre and HS2) with strong engagement from key stakeholders to ensure benefits for local residents.	2020-2022	ED team
T1/SO1.9	Produce a parking strategy that addresses the regeneration priorities and opportunities associated with the town	2020-2022	ED &

	centre and HS2 Hub.		Transport teams
	ACTIONS FOR MACCLESFIELD TOWN CENTRE:		
T1/SO1.10	Following approval of the Macclesfield Town Centre Strategic Regeneration Framework as an overarching, holistic, cross service strategy for the regeneration and revitalisation of the town centre, officers across the Place Directorate will work collaboratively to deliver actions in the pursuit of the vision and objectives that document sets out.	2020-2024	ED team
T1/SO1.11	Work with partners to deliver and refresh the Cultural and Heritage Strategy for Macclesfield to support regeneration plans.	2020-2022	Cultural Economy team
T1/SO1.12	To deliver a transformational public realm scheme on Castle Street and to pursue further town centre public realm schemes to enhance quality of place, support the 'greening' of the town centre, give greater priority to pedestrians and cyclists, improve legibility and enhance the town centre experience for residents and visitors.	2020-2025	ED team
T1/SO1.13	To commission a parking and movement review and plan which covers the town centre, which seeks to enhance car parking and movement in a manner which supports town centre regeneration and unlocks development opportunities in current inefficient surface car parks.	2020-2022	ED & Transport teams
T1/SO1.14	To explore options to bring forward development opportunities which will enhance the existing town centre offer including opportunities for redevelopment of the station gateway to deliver a commercial, residential, leisure hub and enhanced public realm whilst ensuring appropriate parking provision is retained/re-provided.	2020-2025	ED team
T1/SO1.15	To preserve and enhance townscape heritage, reviewing the Conservation areas and conservation related planning policies and the approach to enforcement of advertisements etc. by Planning and Highways to generally raise aspirations and quality of place.	2020-2024	Planning & Transport teams
	ACTIONS FOR OUR OTHER KEY MARKET TOWNS AND SERVICE CENTRES:		
T1/SO1.16	Develop Town Centre Vitality Plans for the Key Service Centres (Tier 2 Towns - Alsager, Congleton, Handforth, Knutsford, Middlewich, Nantwich, Poynton, Sandbach and Wilmslow) to include an analysis of the performance of each town, key attributes, strengths and challenges and recommendations for a vision, objectives and priority actions.	2020-2023	ED team
T1/SO1.17	Prepare a programme for the production of further plans for Local Service Centres (Tier 3 Towns - Alderley Edge, Audlem, Bollington, Bunbury, Chelford, Disley, Goostrey, Haslington, Holmes Chapel, Mobberley, Prestbury, Shavington and Wrenbury) by 2020/22 across Cheshire East.	2023-2025	ED team

Strategic Objective 2 – Influence housing delivery to expand the variety of housing and tenure			
T1/SO2.1	Deliver key strategic sites within the Borough e.g. Handforth Garden Village, South Macclesfield Development Area and North West Crewe.	2019-2020	Planning team
T1/SO2.2	Develop an appropriate housing delivery model via a Joint Venture or Housing Company to support the right quality and tenure mix of housing that we need to support the housing market.		
T1/SO2.3	Undertake strategic acquisitions in areas where the housing market needs major intervention to support economic growth.		
T1/SO2.4	Engage with developers and housing providers to work strategically with the Council to develop the right type of housing.		
T1/SO2.5	Support an Accelerated Construction Programme.		
T1/SO2.6	Carry out a Housing Mix Study to inform proposed policies in the Site Allocations and Development Policies Document. .		
T1/SO2.7	Identify opportunities for the release of public sector land for housing delivery through One Public Estate.		
Strategic Objective 3 – Protect and enhance the environment and economy in rural areas			
T1/SO3.1	Deliver the Rural Action Plan to help inform strategic choices as part of meeting the Council's strategic outcomes and identify priorities regarding the rural area. The plan will address priority actions related to connectivity, economy, communities and environment.		
T1/SO3.2	Deliver an Environment Strategy, along with related plans, such as for green Infrastructure, air quality and landscape, will help set the direction for environmental protection, stewardship and enhancement of the borough. Alongside the Economic Strategy it will help to define how Cheshire East will build on its strengths to deliver 'quality of place' and support a healthy, prosperous and sustainable community.		
THEME 2 – THE PLACE TO CONNECT			
Strategic Objective 4 – Capitalise on the growth opportunity of HS2			

T2/SO4.1	Develop Station Delivery Plans for rail hub stations at Crewe, Macclesfield and Manchester Airport.		
T2/SO4.2	Deliver an Area Action Plan for Crewe Hub Station.		
T2/SO4.3	Deliver a programme of key infrastructure development to support the growth associated with HS2 and be better coordinated with housing and skills development.		
Strategic Objective 5 – Improve connectivity options, efficiency and sustainability			
T2/SO5.1	Delivery of the Strategic Infrastructure Programme.		
T2/SO5.2	Effective Management of the Highway Network.		
T2/SO5.3	Promoting and supporting Rural and Public Transport.		
T2/SO5.4	Delivery of active travel plans through the cycling strategy, rights of way improvement plan and management of the related networks.		
T2/SO5.5	Promoting sustainable transport options through the energy efficiency, clean growth innovation, adoption of cleaner smarter technologies and encouraging active travel e.g. Electric Vehicle Charging Points, provision for cycling.		
T2/SO5.6	Develop bids /proposals to support Rural and Digital Connectivity and provide digital infrastructure investment to meet the needs of residents and businesses considering fixed line and wired technologies.		
T2/SO5.7	Consider strategies to encourage commercial operators to promote innovative solutions including the use of mixed mobile and fixed technologies that will better serve rural communities, including defining a more proactive digital champion role for the authority and at a sub-regional level.		
T2/SO5.8	Support government's rural connectivity programme, identifying areas needing intervention to inform future delivery plans.		
T2/SO5.9	Develop bids/proposals for accelerated infrastructure investment to those areas at-risk of being left behind in terms of digital connectivity, and for funds to provide the practical support residents and businesses need to maximise their digitalisation potential.		

THEME 3 – THE PLACE TO WORK AND LEARN			
Strategic Objective 6 – Support residents to improve their skills levels			
T3/SO6.1	Continue to drive forward the Public Sector Transformation Programme of activity to address the issues of worklessness and low pay progression across the Borough.		
T3/SO6.2	Build local skills provision, career inspiration, work experience and apprenticeships into planning and procurement policies to ensure that investment in housing, commercial development and infrastructure is accompanied by funded employment and skills plans e.g. through Section 106 or Community Infrastructure Levy (CIL) within the planning process.		
T3/SO6.3	Develop a programme of graduate placements, work experience and Apprenticeships for Cheshire East Council.		
T3/SO6.4	Continue to support skills and education through libraries and culture provision and Life Long Learning.		
Strategic Objective 7 – Ensure education provision meets employer demand			
T3/SO7.1	Work in close partnership with the LEP and other partners and providers on the development of skills strategy and programmes to ensure that the skills needs and priorities of Cheshire East employers and residents are recognised, acknowledged and supported.		
T3/SO7.2	Ensure that Cheshire East is represented on the Board of the sub-regional Skills Advisory Panel to influence local skills strategy, activity and investment planning and operation.		
T3/SO7.3	Support the LEP to develop a Local Digital Skills Partnership to bring together public, private and charity sector organisations to boost skills for a world-leading, inclusive digital economy, and to guarantee Cheshire East has appropriate representation on the Board to ensure our priorities are reflected and addressed.		
T3/SO7.4	Work alongside the sub-regional Skills and Pledge team in order to enhance the careers service support to schools.		
THEME 4 – THE PLACE TO INVEST			
Strategic Objective 8 – Strengthen business support, particularly for our key businesses			

T4/SO8.1	To work with business-facing organisations such as The Cheshire & Warrington Business Growth Hub and Chambers of Commerce to provide a range of business support services and continue to develop the capability to engage and account manage our key companies and high growth SME's.		
T4/SO8.2	Provide appropriate support and advice to help local businesses to prepare for EU Exit; to include help with access to finance for the administrative costs of implementing new trade arrangements, compliance with new standards and regulations and other potential new legal requirements, legal advice and support administrative costs of recruiting new EU citizens and reviewing the legal status of their current workers.		
T4/SO8.3	Continue to develop the legacy of the SHIFT programme (a pilot digital innovation and creative thinking initiative from 2016-18), by working with others to develop flexible work space and maker spaces in Macclesfield and Crewe to support the sector, promoting the sector to further raise the profile of Cheshire East as a creative and digital hub and further develop skills through identifying Digital Ambassadors.		
T4/SO8.4	Develop a programme to support productivity improvements in the Cheshire East growth sectors which have traditionally lower productivity levels (Agri-food, Visitor economy and Transport & logistics). This should include support for businesses (mainly SMEs) to access expert advice and appropriate funds to become more productive so they are prepared to adjust to economic change and to contribute to a higher-value and higher-pay economy.		
Strategic Objective 9 – Deliver and grow the Cheshire East Science Corridor			
T4/SO9.1	Cheshire East Council will continue to work closely with the key businesses, institutions and sites of the Cheshire Science Corridor to understand their needs and challenges and provide administrative and political support as required, to ensure the continuous growth and prosperity of the Corridor, which is a strategic asset for the Borough.		
T4/SO9.2	Aim to progress opportunities to develop and establish small business clusters and joint manufacturing facilities for smaller companies.		
Strategic Objective 10 – – Develop a clear place marketing approach and investment plan			
T4/SO10.1	Cheshire East to develop its free service that enables businesses to access information on commercial sites and independent advice and information to help organisations make considered choices on where they relocate.		

T4/SO10.2	Continue to deliver a programme of promotional activity for key investment opportunities and employment sites to encourage and secure new investment from businesses looking to relocate.		
T4/SO10.3	Develop a clear narrative about the benefits of Cheshire East as a destination for inward investment and the strengths of our key sectors and places.		
T4/SO10.4	Develop a strategy for the acquisition/development of land for commercial employment uses to meet the needs of both inward and indigenous investors to support business growth and job creation linked to infrastructure and housing development.		
T4/SO10.5	Develop distinctive investment plans for the different areas of the Borough, with holistic propositions to create desirable places to live, work and invest (e.g. Town Centre Action Plans).		
T4/SO10.6	Develop a programme to focus on regeneration, culture and uplift of town centres and high streets across the Borough.		
T4/SO10.7	Deliver destination marketing (linked to Visitor Economy Strategy and Destination Management Plan) to support economic outcomes, profile, 'distinctiveness' and positive image.		
THEME 5 – THE PLACE TO VISIT			
Strategic Theme 11 – Increase the economic contribution of the cultural and visitor economy			
T5/SO11.1	Develop and refresh strategic approaches to culture and programming linked to the cultural framework priorities and development of a cultural destination.		
T5/SO11.2	Support measures that help to nurture a 'creative ecology' that builds on current strengths leading to investment in culture and its economic contribution.		
T5/SO11.3	Deliver the Visitor Economy Strategy and engage sub-regionally to seek improved productivity and economic impact from the sector.		
Strategic Theme 12 – Position Cheshire East as a visitor destination			
T5/SO12.1	Deliver the Visitor Economy Strategy in partnership with business clusters and Marketing Cheshire.		

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