

Economic Strategy

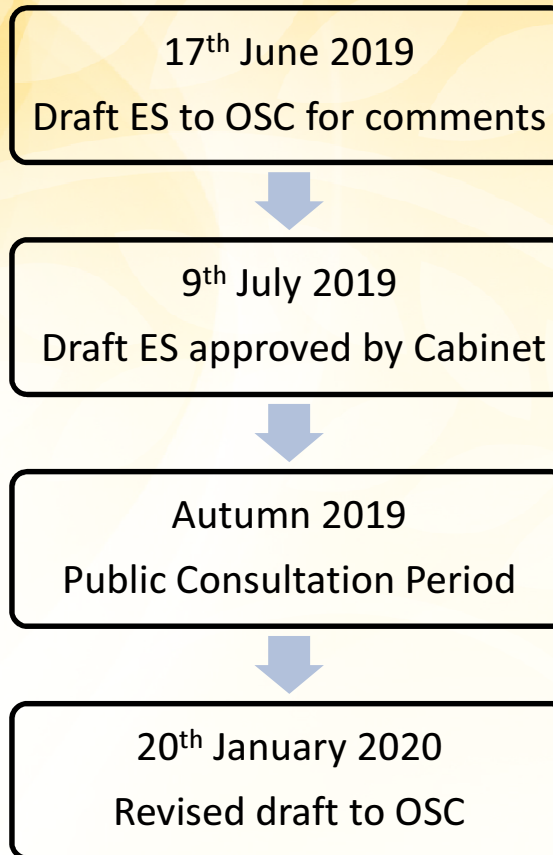
Environment and Regeneration OSC
20 January 2020

Cheshire East a place to

- **Live**
- **Connect**
- **Learn and Work**
- **Invest**
- **Visit**



Development of the Economic Strategy



Consultation Process

Questionnaire designed to:

- Test the priority themes and objectives
- Understand where joint delivery is possible
- Check if any key priorities have been overlooked

Consultees

The consultation was promoted through many channels on the Cheshire East Website, through social media channels (Twitter and Facebook) and also sent directly to members of the Cheshire East Council Digital Influence Panel and other relevant stakeholders and generated:

- 211 responses via the web site
- 7 email/letter responses
- 5,764 engagements* via Facebook
- 284 engagements on Twitter.

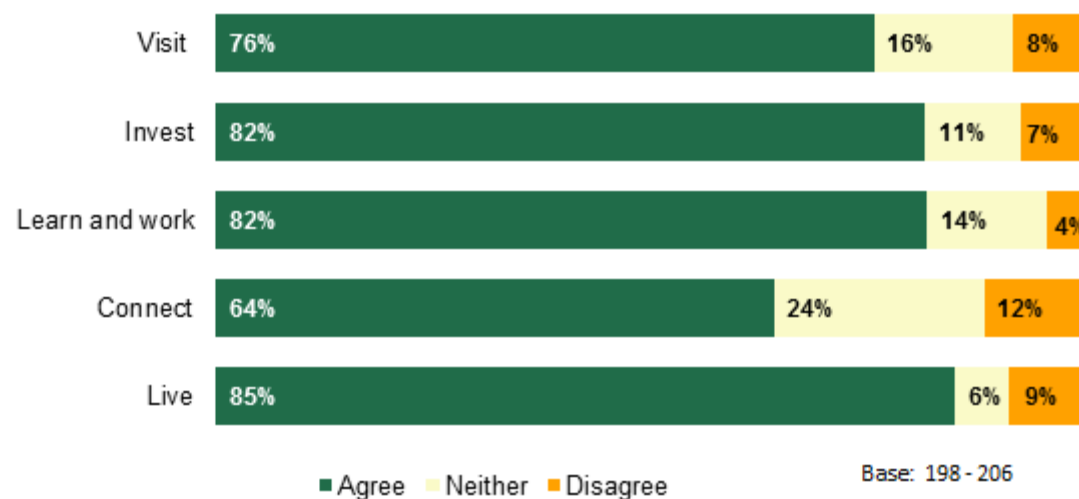
*Engagement = the number of unique people who for example commented on, liked, shared or clicked upon particular elements of the post

Consultation Results

Overall views on the priority themes

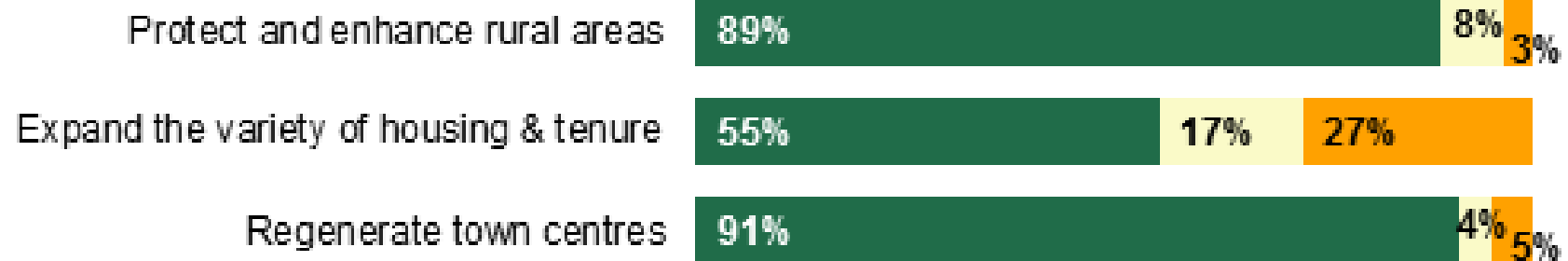
Agreement that the 5 priority themes are the right priorities to focus on within the draft Economic Strategy was high with 'making Cheshire East the place to live' receiving the highest agreement (85%, agreed either strongly or tend to) and 'making Cheshire East the place to connect' receiving the lowest (64% agreed, 24% neither agreed nor disagreed). Figure 1 shows the overall results.

Figure1: Agreement or disagreement that the themes are the right priorities to focus on within the Cheshire East Economic Strategy



The Place to Live – 63 comments

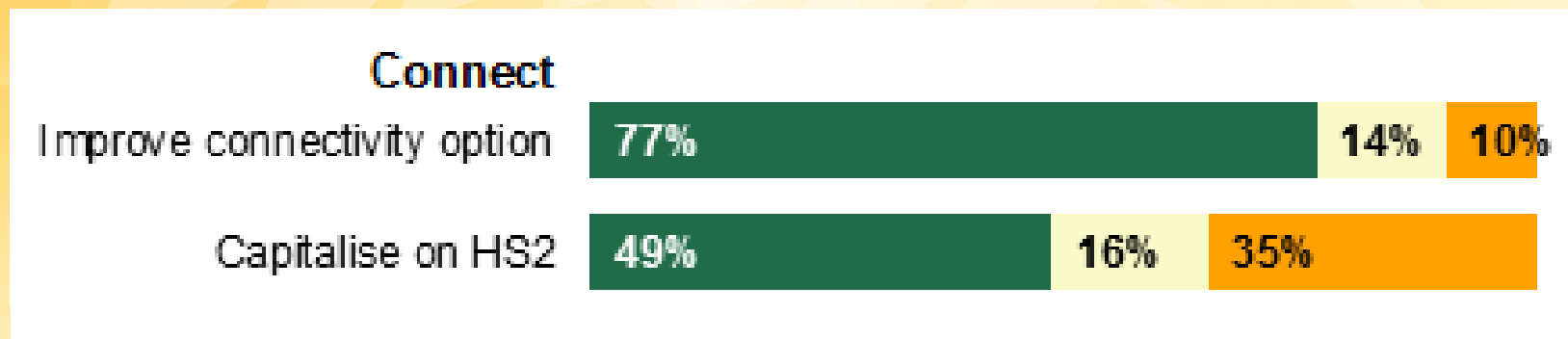
Live



■ Agree ■ Neither ■ Disagree

Base: 190 - 205

The Place to Connect – 74 comments



■ Agree ■ Neither ■ Disagree

Base: 190 - 205

The Place to Learn & Work – 45 comments

Learn and work

Education provision that meets employer demand

87%

7% 7%

Improve residents skills levels

86%

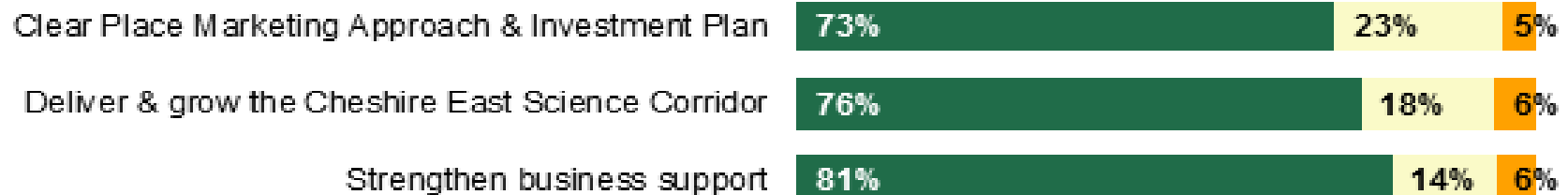
8% 6%

■ Agree ■ Neither ■ Disagree

Base: 190 - 205

The Place to Invest – 37 comments

Invest



■ Agree ■ Neither ■ Disagree

Base: 190 - 205

The Place to Visit – 39 comments

Visit

Position Cheshire East as a visitor destination

76%

14%

10%

Increase the cultural and visitor economy

79%

13%

7%

■ Agree ■ Neither ■ Disagree

Base: 190 - 205

Consultation Results

A key theme from the consultation was ‘putting people at the heart’ of our strategic thinking and this is something that we have reflected on in this latest draft of the Economic Strategy.

We have focussed on key changes of emphasis that will help to demonstrate how we are aiming to ensure that growth is both inclusive and sustainable across the borough.

Inclusive Growth

Creating 'inclusive growth' not just growth:

So that growth combines increased prosperity with greater equality; creates opportunities for all our residents; and distributes the benefits of increased prosperity fairly.



Community Development

**Developing
'communities' not just
housing:**

**The quality of housing;
its type, tenure and cost;
and its location are of
primary importance to
ensure that everyone can
participate in their
community.**



Sustainable Travel

Providing 'sustainable travel options' not just transport :

Thinking about integrated planning and transport, walking, cycling, expanding public transit infrastructure and improving existing public transit services.



Sustainable Growth

Promoting a 'sustainable approach' to growth:

Supporting delivery of the Council's Environmental Strategy through encouraging businesses, residents, visitors and organisations across Cheshire East to reduce their carbon footprint and to protect and enhance our natural environment.

