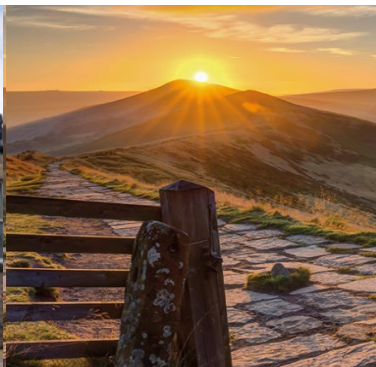


Economy and Growth Committee

25 July 2024

Growth Strategy - Lorraine Wright



High Peak
Borough Council

Agenda

- **Borough Plan**
 - Aims
 - Objectives
- **Growth Strategy Themes**
 - Business
 - People and Skills
 - Tourism
 - Town Centres + High Streets
 - Planning / Local Plan
- **Questions**



Borough Plan – 5 key aims

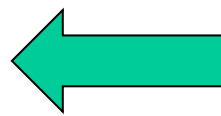
Aim **1** Supporting our communities to create a healthier and safer High Peak

Aim **2** Future proof housing

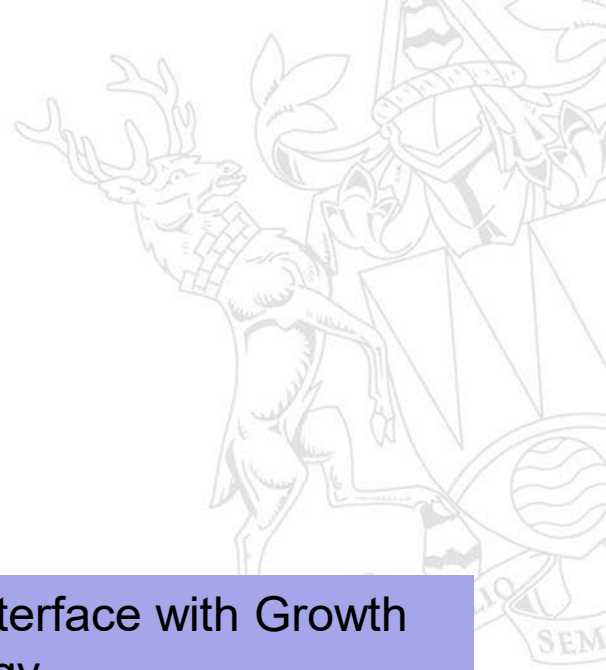
Aim **3** Protect and create jobs by supporting economic growth, development and regeneration

Aim **4** Protect and improve the environment including responding to the climate emergency

Aim **5** A responsive, smart, financially resilient and forward-thinking council



Key interface with Growth Strategy



Protect and create jobs by supporting economic growth, development and regeneration

Our objectives for 2023-2027 are:

- Encourage business growth including start-ups and enterprises.
- Working to support existing local businesses, both large and small across the High Peak as they respond to future challenges.
- Supporting the development of innovative green jobs and businesses across the High Peak.
- Promote tourism to maximise local benefit.
- Work to create flourishing town centres and thriving high streets that support the local economy.
- Maintain and deliver an effective Local Plan.
- High quality development and building control with an “open for business” approach.

Protect and create jobs by supporting economic growth, development and regeneration

What are we currently doing – for business?

- UKSPF £945,657 (Capital £290,011 / Revenue £655,646) – Business Support
- Programme support intervention underway through UKSPF:
 - Grants
 - Information, advice and guidance
 - New business development
 - Growth of existing business
- Enhance data collection at District and town level
- Peak District Partnership – lobbying for rural businesses



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Protect and create jobs by supporting economic growth, development and regeneration

Actions moving forward – for business?

- Collaboration with County / skills providers to develop training to support future business growth needs
- Indigenous businesses:
 - Understand challenges + opportunities for growth / spatial requirement
 - Consider key account management of key businesses / sectors
 - Develop programmes of business support
 - Collaboration with County Council business / sector overlap
- Consider an Inward Investment approach and offer
- Explore EMMCCA investment opportunities



Protect and create jobs by supporting economic growth, development and regeneration

What are we currently doing – for people and skills?

- UKSPF £247,000 (Revenue) - Skills
- E33 – Employment Support for Economically inactive people
- Delivery of work based skills –
 - E38 - Support for local areas to fund local skills needs
 - E39 - Green Skills Courses
 - E41 - Support for local digital skills
- D2 Employment and Skills meeting



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Protect and create jobs by supporting economic growth, development and regeneration

Actions moving forward – for people and skills?

- Identify current skills gap / requirements
- Collaboration with County / skills providers to develop training to support future business growth needs / qualifications
- Growing local skills base and retention of skilled workers
- EMMCCA – devolution of adult skills funding from academic year 2025-26

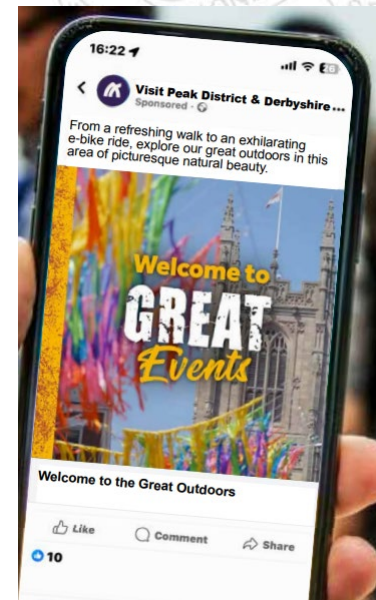


Protect and create jobs by supporting economic growth, development and regeneration

What are we currently doing – for tourism?

UKSPF

- Promotion of wider campaigns which encourage people to visit - £85,000:
 - Annual Walking + Cycling Festival
 - Promotional Material
 - Town Reels
 - Car Free Travel
- Promotion (both trade and consumer) of the visitor economy - £135,706
 - Website development / content
 - Business Toolkit
 - Sustainable and responsible tourism
 - Meet the Producer event

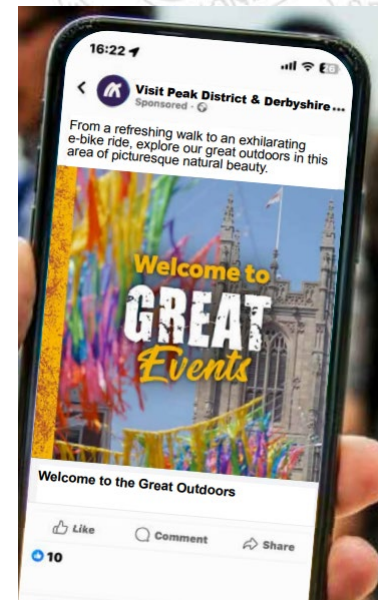


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Protect and create jobs by supporting economic growth, development and regeneration

Actions moving forward – for tourism?

- Analyse / insights from STEAM data 2023. 2024 insights include:
 - Believed that cost of living is impacting habits
 - Last minute bookings increased
- Active participants in the LVEP (Local Visitor Economy Partnership)
- Contribute to Destination Management Plan – sustainability / positive impact for residents and visitors
- Develop and implement action plan through Tourism Partnership Forum
- Analyse impact of UKSPF investment – to help establish needs / asks for future



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Protect and create jobs by supporting economic growth, development and regeneration

What are we currently doing – for town centres / high streets?

- Revitalising Buxton:
 - Heritage Action Zone completed
 - The Springs – Development Partner procurement / community engagement underway
- Refurbishment of Glossop Halls
- Monitoring town centre occupancy / vacancies
- UKSPF
 - High Street Grants
 - Public Realm Improvements
- Liaison with County regarding maximising the spread of funding secured / schemes complement



Protect and create jobs by supporting economic growth, development and regeneration

Actions moving forward – for town centres / high streets?

- Footfall – exploring ways to obtain footfall data and ongoing monitoring in key towns (The Springs + Spring Gardens have monitors linked to Govt funding)
- Explore meanwhile uses for town centre vacancies
- Explore potential for High Street Auction
- Secure development partner to deliver 'The Springs' – to include office accommodation and committee meeting space



Protect and create jobs by supporting economic growth, development and regenerations

What are we currently doing – Planning Applications / Development of Local Plan?

- Regeneration is a consultee for planning applications – provide an economic assessment of the impact of planning application
- Regeneration provides housing need / demand data for housing applications - ensures affordable housing provision meets HPBC needs (bedroom numbers etc)
- Regeneration is leading on delivery of residential development on council owned sites (allocated for housing)



Protect and create jobs by supporting economic growth, development and regenerations

Actions moving forward – Development of Local Plan?

- Regeneration will be part of Local Plan Working Group
- Regeneration will work closely with Planning colleagues on strategic / complex sites from an allocations and delivery perspective
- Timeline for Local Plan:
 - Sep/Oct '24 Reg18 Preferred Options consultation (inc. call for sites)
 - Feb/Mar'25 Reg19 Proposed Submission consultation
 - Jun'25 Submission
 - Oct'25 Examination Hearings
 - Jan/Feb'26 Adoption (no modifications)
 - Oct/Nov'26 Adoption (modifications)



Growth Strategy – Interface with Key Strategic Documents



Any questions

