



APPENDIX 1

AGENDA ITEM: 5(f)

**EXECUTIVE OVERVIEW &
SCRUTINY COMMITTEE:
27th NOVEMBER 2014**

CABINET: 13th JANUARY 2015

Report of: Assistant Director Housing and Regeneration

Relevant Managing Director: Managing Director (Transformation)

Relevant Portfolio Holder: Councillor D. Westley

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**SUBJECT: DRAFT WEST LANCASHIRE ECONOMIC DEVELOPMENT STRATEGY
2015-2025**

Wards affected: Borough wide

1.0 PURPOSE OF THE REPORT

1.1 To provide Members with a copy of the Draft West Lancashire Economic Development Strategy 2015-2025 for comments to enable the draft Strategy to go out for public and stakeholder consultation.

2.0 RECOMMENDATIONS TO EXECUTIVE OVERVIEW & SCRUTINY COMMITTEE

2.1 That the content of this report and the draft Economic Development Strategy 2015-2025 document (Appendix A) be considered and that agreed comments be referred to Cabinet.

3.0 RECOMMENDATIONS TO CABINET

- 3.1 That Cabinet approve the draft West Lancashire Economic Development Strategy 2015-2025 (Appendix A to this report) for consultation from 14 January to 25 February 2015, having regard to the agreed comments of the Executive Overview and Scrutiny Committee.
 - 3.2 That Call In is not appropriate for this item as this report has already been considered by the Executive Overview and Scrutiny Committee on 27 November 2014.
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4.0 BACKGROUND

- 4.1 In March 2014 the Council, and its partners Lancashire County Council (LCC) and the Homes and Communities Agency (HCA), appointed Regeneris Consulting Ltd to undertake a refresh of the 2009 West Lancashire Economy Study and produce an updated document.
- 4.2 In February 2014 two Member sessions were held to gain an understanding from both political parties on the issues they believed should be addressed within an Economic Development Strategy and what they felt are the key priorities to deliver economic growth and prosperity for the Borough over the next 10 years.
- 4.3 The West Lancashire Economy Study 2014 was received in September 2014, providing the Council, LCC and HCA with a robust evidence base that includes accurate and up to date information on key issues such as travel to work patterns, business sectors, employee numbers, qualification levels, etc. In addition, the consultants, Council and partners developed eight core Strategic Themes that aim to drive forward economic growth together with a suite of activities and Key Asks over the short, medium and long term.
- 4.4 An all Member presentation was held on the 18th September 2014, which gave Members an opportunity to hear the consultants outline the findings of the West Lancashire Economy Study 2014 as well as their insights into what they believed are some of the most significant and transformational economic regeneration projects in the Borough. A copy of the West Lancashire Economic Study 2014 can be made available upon request or is available for download at <http://www.westlancs.gov.uk/media/150530/West-Lancashire-Economy-Study-2014.pdf>

5.0 CURRENT POSITION

- 5.1 The Member consultation events and the refreshed West Lancashire Economy Study have enabled the development of the Draft West Lancashire Economic Development Strategy 2015-25.
- 5.2 The eight core Strategic Themes developed as part of the Economy Study and which now form part of the Draft Strategy are:
 - Theme 1 – Stimulating Change
 - Theme 2 – Providing the Right Scale and Mix of Employment Sites

- Theme 3 – Housing as a Driver for Change
- Theme 4 – Revitalised Town Centres
- Theme 5 – A Better Connected West Lancashire
- Theme 6 – Promoting the Place
- Theme 7 – Supporting the Rural and Visitor Economy
- Theme 8 – Advantage Through Knowledge and Skills

5.3 There are a series of actions that have been developed to support the delivery of each of these themes, and a number of 'Key Asks' have also been developed.

5.4 The 'Key Asks' highlight the major projects and initiatives that are essential for the Borough to truly deliver on its economic priorities and ensure economic growth for the future. The 'Key Asks' are:

- Establish a 'Skelmersdale Leadership Board' that will champion the regeneration of Skelmersdale through forceful and effective stewardship
- Give consideration to the potential for the allocation, and delivery of additional employment land within, or in close proximity to Skelmersdale
- Support for the delivery of housing estate improvements
- New wet and dry leisure centre in Skelmersdale Town Centre
- Provision of night-time economy in Skelmersdale Town Centre
- Public realm in Skelmersdale Town Centre
- Improving Ormskirk as a Market Town
- Skelmersdale Rail Link and Station/Transport Hub
- West Lancashire 'Wheel' (circular cycle/pedestrian route linking key settlements, employment areas and education & leisure facilities)
- Rail Investment in West Lancashire
- Develop a Skelmersdale brand
- Improve the positioning of West Lancashire as a visitor destination
- Improved Secondary School provision in Skelmersdale, Improve the Skills Gap and Raise Qualification Levels

5.5 The eight core themes, the action plan and the 'Key Asks' have all been developed as a result of the findings of the West Lancashire Economy Study 2014. The consultation process will allow a full debate on the core themes and identified 'asks'. Further study and strategy work will also help inform this process. For example the results of the Leisure Strategy and Rail Study will be key documents in determining whether and how a new Leisure Centre and Rail Station for Skelmersdale progress.

6.0 PROPOSALS

6.1 A full copy of the Draft West Lancashire Economic Development Strategy 2015-25 is attached at Appendix A. Members are able to provide comments via the Executive Overview and Scrutiny Committee, and these will be presented to Cabinet for consideration at the January meeting.

6.2 Subject to Cabinet approval of the draft Strategy, a consultation exercise will be undertaken between the 14 January and 25 February 2015 to include all relevant citizens, stakeholders, partner organisations and businesses. Following

comments and any necessary changes to the draft Strategy, it is anticipated a Final Draft Strategy will return to Cabinet in March 2015 for approval with implementation of the action plan commencing in 2015.

- 6.3 A series of consultation questions have been devised alongside each of the eight strategic themes to add structure to the consultation process.

7.0 SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY

The Draft West Lancashire Economic Development Strategy 2015-25 has identified eight core strategic themes that will drive economic growth forward through a series of actions. The purpose of the Strategy will be to increase employment opportunities, raise skills and training levels of our local residents, support indigenous businesses and attract new investment into the Borough through the delivery of significant economic regeneration activities.

8.0 FINANCIAL AND RESOURCE IMPLICATIONS

- 8.1 The Draft West Lancashire Economic Development Strategy 2015-2025 has been produced using existing resources, although the final Strategy will incur some printing and design costs. Internal resources up to £150,000 over a 3 year period have already been secured to deliver some of the actions identified within the draft document.

- 8.2 However, implementing the more significant actions will require additional resources, some of which will be from a range of partner organisations, and some of the actions will require external funding to be secured. Reports will be brought back to Members in due course as some of the major projects are progressed further.

9.0 RISK ASSESSMENT

The actions referred to in this report are covered by the scheme of delegation to officers and any necessary changes have been made in the relevant operational risk registers.

Background Documents

The following background documents (as defined in Section 100D (5) of the Local Government Act 1972) have been relied on to a material extent in preparing this Report.

<u>Date</u>	<u>Document</u>	<u>File Ref</u>
Sept 2014	West Lancashire Economy Study 2014	ED Study14

Equality Impact Assessment

There is a direct impact on members of the public, employees, elected members and / or stakeholders. Therefore an Equality Impact Assessment is required. A formal equality impact assessment is attached as an Appendix to this report, the results of which have been taken into account in the Recommendations contained within this report.

Appendices

Appendix A - Draft West Lancashire Economy Strategy 2015-2025

Appendix B - Equality Impact Assessment

Appendix C – Minute of Executive Overview and Scrutiny Committee 27 November 2014 (Cabinet only)