

West Lancashire Economic Development Strategy 2015-2025 Consultation Responses

PART 1

Summary of consultation responses recommended for inclusion

Consultee	Response	WLBC Officer Response
Homes and Communities Agency	<p>a. Action Plan – Themes 1, 3, 4 and 6, agree to be a named partner.</p> <p>b. Add an additional Key Ask to Theme 3:- Support for the delivery of significant new market and affordable housing in Skelmersdale on allocated sites, including within the town centre.</p> <p>c. Add an additional Key Ask to Theme 4:- Deliver the Skelmersdale Vision Town Centre proposals for the regeneration of Skelmersdale. Delivering the Skelmersdale Town Centre regeneration project is a</p>	<p>No changes.</p> <p>HCA are a key partner. Agree to additional Key Ask, plus additional bullet point: Affordability is a particular concern for those on lower incomes, or those forming new households. With the Councils Housing Need Survey 2010 identifying an annual need of 214 affordable units. Add a further paragraph: In recognising housing as a driver for change we will seize upon opportunities that will enable housing growth within the context of West Lancashire Local Plan 2012-2027 including appropriate development in our smaller settlements and rural communities. This will be delivered in line with the Council Vision for housing which aims to see ‘The provision of good quality housing, in the right locations which also supports our economic and regeneration priorities, meets people’s changing needs and is situated within pleasant, safe and sustainable communities’.</p> <p>Agree to reference to the delivery of the wider Skelmersdale Vision proposals as part of a Key Ask and through merging the Key Asks which relate to the Night time Economy and Public Realm.</p>

	key priority for the Borough Council and we will continue to work with our partners to bring this important and significant regeneration proposal forward.	
West Lancashire Clinical Commissioning Group (WLCCG)	<p>a. Theme 3 - There is an opportunity to work collaboratively to; “Design in” health (including working with public health) and consider the opportunity and/or need to plan for additional health and wellbeing services (including working with NHS England and NHS Property Services).</p> <p>b. Theme 5 – Support enhancements to infrastructure that encourage healthy transport options such as walking and cycling, this could be maximised by considering the link in providing cycling and walking routes to employment sites, schools and colleges, recreational facilities etc.</p>	<p>Include additional text within Theme 3 to incorporate working collaboratively with WLCCG.</p> <p>Noted. The aim of the West Lancashire Wheel is to provide not only leisure opportunities, but access to employment and training. Text to be emphasised further within the Strategy to incorporate the points made.</p> <p>All the comments provided by WLCCG are important and they are a potential key partner in the delivery of many of the themes as they are linked to the health and wellbeing agenda. WLCCG will be approached to participate in the future STEP (Skills, Training and Employment Partnership) meetings due to their cross-cutting nature.</p>

PART 2

Summary of additional consultation responses **received for noting** or are **not recommended** for inclusion

Consultee	Key Points	WLBC Officer Response
Lancashire County Council	a. Lancashire County Council's Economic Development Service supports the draft West Lancashire Economic Development Strategy, Themes and Action Plans.	LCC are key partners. The support, referenced also in the comments below, is to be welcomed. Noted.

	<p>b. Following adoption of the Strategy, further action plan development will be required.</p> <p>c. Skelmersdale Leadership Board supported.</p>	<p>Noted.</p> <p>Noted.</p>
Marketing Lancashire	<p>a. Supportive of the Strategy, Themes and Action Plans. Recognising the importance of our diverse visitor economy, in particular our food and drink offer. Believe the relationship needs to be continually strengthened to maximise opportunities for the borough and are keen to continue to work with the Council.</p> <p>b. Key areas highlighted which align to their emerging Visitor Economy Strategy include, cycling and walking (WL Wheel); access to business support; rail connectivity; skills development and the Ribble Estuary Regional Park.</p>	<p>'Marketing Lancashire's' support is to be welcomed.</p> <p>Noted.</p> <p>Noted.</p>
Homes and Communities Agency	<p>a. Supportive of the Strategy, Themes and Action Plans</p> <p>b. Add an additional action to Theme 1 Action Plan. Appointment of a senior level Skelmersdale Regeneration Officer to drive the delivery of regeneration in Skelmersdale and to support the Skelmersdale Leadership Board, and amend the timescale for to 2015-2016.</p> <p>c. Themes 2 and 3 – new allocations in Green Belt locations require</p>	<p>Noted.</p> <p>Further work is required to determine whether there is an appetite for a Skelmersdale Leadership Board, who membership would consist of and its purposes. The appointment of a senior level officer and reducing the timescale would have a significant resource implication as engaging with businesses is a time-consuming exercise and a multi-partnership approach would be required. The timescale recommended within the draft Strategy should remain (2015-2017).</p> <p>The work Knowsley, St Helens and Wigan are doing is to meet current employment needs and “natural” growth, not anticipated demand i.e. from SuperPort, therefore Officers do</p>

	<p>major planning considerations. This will promote and target large scale employment developers and compete with neighbouring authorities who are currently considering Green Belt incursions. The draft strategy could be more proactive by developing a more detailed and ambitious timetable, otherwise West Lancashire is in danger of being left behind. The key ask or main priority identified within the draft strategy could also be strengthened by making clear that the potential allocation is in relation to large scale employment land.</p> <p>The Economy Study 2014 promotes Skelmersdale as a major housing growth location and asks that additional opportunities for significant further new housing growth be explored. The Study also advocates a greater focus on delivering further housing in smaller settlements and rural communities. The draft strategy does not reflect this suggestion as a potential way to tackle local housing need, affordability issues and provide a revenue source to cross subsidise town centre regeneration.</p>	<p>not believe West Lancashire is being left behind and therefore see no need to bring forward the timescales. In any event, even if work was to start on a new Local Plan immediately, it would not be adopted (and so beginning to deliver new employment land) until 2018/19 at the very earliest, therefore the timescales in the Strategy are appropriate and realistic.</p> <p>It would not be appropriate for the Economic Development Strategy to include quantities for housing or employment land, as there would be no evidential basis for these numbers. In preparing a Local Plan, it is necessary to prepare a range of studies, including ones that help to identify the “objectively-assessed need” for housing and employment land, and these must form the primary evidential basis for housing numbers and employment land targets. The Economic Development Strategy cannot do this and, were it to attempt to, would either just create a problem for the Local Plan further down the line or it would undermine the credence of the Economic Development Strategy (because the numbers would not be based in evidence).</p>
Newburgh Parish Council	Confirmed they had no comments.	Noted.
North & Western Lancashire Chamber of Commerce	<p>a. We support the overall vision of the strategy and look forward to working with the Council and other stakeholders to help deliver its aims and objectives.</p> <p>b. As the public sector faces increased challenges across the board the need for more effective relationships between business and local authorities are even greater. We therefore support the</p>	<p>Noted.</p> <p>Noted.</p>

	<p>creation of Skelmersdale Leadership Board, such an initiative, properly constituted and with meaningful powers, would be an important asset to the development of the town.</p> <p>c. We would like to see indicative budget costs for the “key asks” and, in particular, the infrastructure projects detailed in the Strategy. We would also like to see the likely sources of funding.</p> <p>d. The Strategy should acknowledge that whilst there are advantages in being linked with neighbouring LEP regions such linkages may well dilute the West Lancashire brand. This can lead to difficulties in understanding what decisions are needed for West Lancashire and, importantly, potentially limit the Council’s ability to take action needed for economic growth.</p> <p>e. We note that the Strategy acknowledges the opportunities to be derived from exploiting shale gas. The Chamber’s position is one which welcomes the economic benefits and opportunities shale gas will bring to the local business community and its employees (providing it is managed in a safe and responsible manner and is operated within a robust regulatory framework).</p> <p>f. The Strategy’s timeframe will cover several election cycles and therefore potentially subject to change depending on the political aims of the ruling party. Business confidence would be greatly enhanced if the aims of the Strategy were shared across the whole Council.</p>	<p>Noted.</p> <p>Noted, however there is strength and advantage to be gained for the West Lancashire economy by working more closely with the neighbouring LEP regions, therefore we see this as an important area of exploration for the Council.</p> <p>Noted.</p> <p>Noted. The development of the Strategy has involved discussion with various services across the Council, and it is therefore a corporate document.</p>
West Lancashire Clinical Commissioning Group	<p>c. Welcome and support the Strategy as it will contribute to improved health and wellbeing outcomes for our population.</p> <p>d. Theme 1 - Supportive of a Skelmersdale Leadership Board and</p>	<p>Noted.</p> <p>Noted.</p>

	<p>would welcome involvement and the consideration of the emerging objectives for such a Board to include acknowledgement of tackling health inequalities particularly in context of the social determinants of health. Having a Skelmersdale Regeneration Officer would be of benefit, with 'regeneration' being seen in the broadest sense with an understanding of the impact of this, as part of the wider determinants of health, on health and wellbeing outcomes. Would also like to see the voluntary, community, social enterprise sector have a place on the board.</p> <p>e. Theme 2 – Strongly support this theme due to evidenced link between health and employment.</p> <p>f. Theme 4 – Support the development of wet & dry leisure facilities due the importance of healthier behaviour, including fitness and diet. Important that there are equal access opportunities for Skelmersdale residents so that health inequalities do not increase. There is no reference to playgrounds/play facilities for younger children. Would also encourage consideration to be given to making new provision and town centres smoke free. Would support the consideration of working closer with colleagues in public health as there is good learning to be had regarding the night-time economy and harm from alcohol.</p> <p>g. Theme 6 – Support and welcome involvement. In terms of perception, WLCCG see a very strong sense of community within and across Skelmersdale and better understanding of these differences is important when developing a brand, as is the challenges and opportunities this brings. Residents need to be a keen partner in this Theme. There is a lot of green space in Skelmersdale, with potential opportunity to increase its usage and (linked to Theme 3) a number of housing areas seem tired, characterised by straight lines, sharp corners, poor street</p>	<p>Noted.</p> <p>Noted and information shared with appropriate Council service area, including for consideration in the forthcoming Leisure Strategy and town centre regeneration plans.</p> <p>Noted and will be picked up as part of any branding work for Skelmersdale. Further discussions will be had WLCCG should any branding work be initiated.</p>
--	---	---

	<p>lighting and monochrome schemes, there may be opportunities to address this and make improvements to the environment. We have started a large piece of work to better understand the drivers of health-related attitudes, beliefs and behaviours of the residents of Skelmersdale that result in adverse health outcomes, therefore we see we have a role to play in supporting this theme utilising the assets and opportunities within Skelmersdale.</p> <p>h. Theme 7 – Support.</p> <p>i. Theme 8 – Support.</p>	<p>Noted.</p> <p>Noted.</p>
--	---	-----------------------------