

APPENDIX A

Economic Development Strategy Year 2 Action Plan Progress

THEME 1 – Stimulating Change

Action	Estimated Timescale	WLBC Officer	Progress to end July 2017
<p>1.1 A more forceful and effective stewardship of the Skelmersdale regeneration agenda, including the establishment of a ‘Skelmersdale Leadership Board’ and local business/partner Ambassadors</p> <p>Partners: WLBC/LCC/HCA/Private sector</p>	2015-2017	IG	Skelmersdale Place Board represented by key leaders across public and private sector in place. Place Plan anticipated to receive approval in Sept. It is possible the Skelmersdale Place Board would take on the role of Leadership Board.
<p>1.2 Investigate the merits of a mini Growth Deal for Skelmersdale</p> <p>Partners: WLBC/LCC/HCA</p>	2015-2016	IG	Meeting held with Brandon Lewis MP (11.03.15) with brochure highlighting Skelmersdale’s growth potential. Meeting held with LCC, HCA (26.05.15) to discuss ideas and Strategy. Further consideration of growth proposals to be given through emerging Local Plan and Housing Infrastructure Fund.
<p>1.3 Be more vocal amongst sub-regional and national partners of West Lancashire’s needs and opportunities</p> <p>Partners: WLBC/LCC/HCA/STEP partners/schools</p>	2015-2016	IG	<p>Presentation of Strategy to be given to Liverpool Combined Authority, Liverpool LEP and LCC/Lancashire LEP. Continued engagement with Liverpool City Region and LCC by the MD’s. Relationship continuing with Wigan Council’s economic regeneration team.</p> <p>Attendance at MIPIM UK in Oct 2015—together with CEO of Marketing Lancashire and LCC on a joint ‘Team Liverpool’ stand. Attended MIPIM 2016 as part of Lancashire stand.</p> <p>Partners have attended Skelmersdale Ambassador events which promote the area's opportunities.</p> <p>Meetings continue to be held with key partners, including Lancashire & Liverpool LEP, LCC, Growth Lancashire and the HCA.</p>
<p>1.4 The Borough Council will become an even more business facing organisation, with sustained engagement at a senior level with key local businesses, developers and investors</p> <p>Partners: WLBC</p>	2015-2017	IG	Membership to Growth Lancashire approved by Council for the period 2017/18 to further develop out approach to business engagement, including a seat on the Growth Lancashire Board for the WLBC Leader. Sustained business engagement continuing with Skelmersdale Ambassadors.
<p>1.5 Develop an action plan and make resources available to</p>	2015-2017	PH	Membership to Growth Lancashire will further enhance and

<p>further develop the approach to business engagement and support business growth enabling them to capitalize on sub-regional and national funding programmes. This needs to focus on ensuring businesses perceive WLBC as a Council which is “open for business and open for growth”</p> <p>Partners: WLBC</p>			<p>support our offer to businesses across the Borough. Data Sharing Agreement currently being negotiated.</p>
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THEME 2 - Provide the right scale and mix of employment sites

Action	Estimated Timescale	WLBC Officer	Progress to end July 2017
<p>2.1 Consider the potential for the allocation, and delivery of additional employment land within, or in close proximity to Skelmersdale to meet longer term needs</p> <p>Partners: WLBC/Liverpool LEP/Lancashire LEP</p>	2015-2020	PR/IG	<p>Members Update Report Oct 2015 regarding available land & premises. Study work has been repeated and currently looking at ways of integrating data across planning and regeneration to give the work added value. Conversations with neighbouring authorities are ongoing. Allocation of additional employment land around Skelmersdale would involve Green Belt release, and so would need to be done as part of a Local Plan Review.</p>
<p>2.2 Deliver Greenshoots</p> <p>Partners: WLBC/private sector</p>	2016-2018	RK	<p>Development completed to time and budget. All 11 units let (the final tenant taking up occupation in August 2017), thus exceeding the projected rental income (80% by Sept 2017).</p>
<p>2.3 Improve the signage and the wider environment of Skelmersdale’s existing employment areas, particularly at key gateways</p> <p>Partners: WLBC/LCC</p>	2015-2017	PH	<p>Draft designs created to update signage on the major employment area entrances, including J4 and J5. Further discussions required with LCC Highways to secure approval for promotional banners/flags at J4 which will utilise branding and provide potential sponsorship opportunities.</p>
<p>2.4 Work with the private sector to ensure the delivery of allocated employment land at Burscough and Simonswood</p> <p>Partners: WLBC/LCC/private sector</p>	2015-2020	PR	<p>The allocated employment land at Burscough and Simonswood is in the ownership of individuals who have stated a desire to bring them forward, the sites are free from any significant development constraints therefore delivery is dependent on market interest.</p>
<p>2.5 Consider the potential for a Greenshoots 2 development, further remodeling workspaces in Skelmersdale</p>	2018-2020	RK	<p>Acceptable plans produced for Grimrod, however the existing units are let and producing a significant income. Therefore, an enhanced scheme produced for 34-40 Gorseley Place receiving</p>

Partners: WLBC /private sector			Council authority to proceed in July 2017.
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THEME 3 – Housing as a Drive for Change

Action		Estimated Timescale	WLBC Officer	Progress to end July 2017
3.1	Support for the delivery of housing estate improvements Partners: WLBC/HCA/LCC	2015-2025	JSL	Firbeck Revival completed in 2016. Beechtrees Regeneration currently in planning stages with the planning application submitted, on site and ready for demolition, which will result in 36 new 2-bed semi-detached properties. Exploration into release of resources ongoing to launch further regeneration schemes
3.2	Support the delivery of significant new market and affordable housing in Skelmersdale on allocated sites, including within the town centre Partners: WLBC/HCA/Private sector	2015-2025	PR	Whalleys 4. Development work commenced on the delivery of 202 dwellings. Former Digmaor Sports Centre, Findon and Delf Clough sites now benefit from Local Development Orders and have been sold to a house builder. The Council is currently considering planning applications for the three sites (for a total of 308 dwellings). Firbeck estate regeneration has been completed including the erection of 42 new homes. Development Brief for Firwood Road adopted August 2014. First phase (94 new homes) recently granted planning permission. First phase of Chequer Lane site now complete (66 new homes), HCA recently sold second phase to a house builder. The sale of the site was linked to another HCA site at Abbotsford. Planning applications in relation to both sites is expected shortly. Planning permission also granted for residential development on land at Ashurst (45 dwellings). Funding bid summited to the HCA for the Accelerated Construction initiative. 7 Skelmersdale sites successfully shortlisted from a total of 222 shortlisted proposals. Site title

				checks currently being undertaken and legal self-certification certificates are being prepared. Should our funding bid be successful we will look at targeting local small builders to support them to take the necessary steps to become developers in the area by de-risking small sites.
3.3	Work with the private sector to explore if additional opportunities for further new housing growth in Skelmersdale can be identified and work with partners to drive this forward Partners: WLBC/HCA/Private sector	2015-2025	IG	MDs met with Housing & Planning Minister to discuss potential Skelmersdale Growth Deal and initial meeting held with LCC. Further new housing growth around Skelmersdale will inevitably involve Green Belt release, and so would need to be done as part of a Local Plan Review. Discussions with the private sector to take place as part of the Local Plan review. Opportunities being explored through the Housing Infrastructure Fund.
3.4	Support the delivery of homes on allocated sites in Burscough and Ormskirk Partners: WLBC/Private sector	2015-2020	PR	Local Plan seeking to deliver at least 750 new homes in Ormskirk with Aughton and 850 new homes in Burscough. First five years of Local Plan (2012-2017) saw 381 new homes built in Ormskirk with Aughton and 193 new homes in Burscough. Planning permission for 313 new homes at Grove Farm, Ormskirk being implemented. Outline Application for 580 dwellings plus 100-bed care home Yew Tree Farm, Burscough granted and Reserved Matters application on first phase (146 new homes) submitted. Permission already granted (but not yet built) for over 200 new homes in Ormskirk and Burscough on other sites.
3.5	Develop employment initiatives in collaboration with house builders, contractors and training providers, to support local people into employment Partners: WLBC/ West Lancashire College/STEP/private sector/	2015-2016	PH	Support will be available to employers as and when required, tailored to individual employers and utilising Local Enterprise Partnership funded support where available.

THEME 4 – Revitalised Town Centres

Action	Estimated	WLBC	Progress to end July 2017
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		Timescale	Officer	
4.1	<p>Deliver the Skelmersdale Vision Town Centre proposals for the regeneration of Skelmersdale</p> <p>Partners: St Modwen/WLBC/ HCA/LCC/LCP</p>	2015-2020	IG/JH	<p>Planning consent granted but judicial review process delayed progress. Having successfully defended the legal challenge, partners are now working with St Modwen to establish the level of retail and leisure interest in the site. They are also assessing how any proposed leisure centre can be incorporated into the scheme.</p>
4.2	<p>Investigate funding/ development opportunities to re-develop civic spaces and leisure facilities within Skelmersdale Town Centre</p> <p>Partners: WLBC/LCC</p>	2015-2016	IG	<p>St Modwen scheme will deliver some improvements. Discussions ongoing to understand how new leisure provision can be made in the Town Centre.</p>
4.3	<p>Ensure proposals for infrastructure projects which complement the regeneration of Skelmersdale Town Centre are co-ordinated and joined-up</p> <p>Partners: LCC/WLBC</p>	2015-2022	PR	<p>Liaison with LCC and other infrastructure providers ongoing to ensure delivery of appropriate infrastructure at the right time. Skelmersdale Leadership Board will need to consider this action.</p>
4.4	<p>Implement a skills, training and employment strategy, drawing in all the relevant partners to maximise employment opportunities for local people arising from the regeneration of Skelmersdale town centre</p> <p>Partners: STEP/WLBC</p>	2015-2020	PH	<p>The Council's employment support projects will continue to support this activity, alongside LEP funded skills support where appropriate. Anticipate joint initiatives with STEP members once retailers are known.</p>
4.5	<p>Implement the Ormskirk Town Centre Strategy and Action Plan, working with partners including local business networks and social enterprises</p> <p>Partners: WLBC/LCC/Private Sector</p>	2015-2020	PH	<p>Considerable work has been undertaken to deliver the Strategy, in particular around business and partner engagement to ensure successful implementation of branding, promotion and events within the town centre. Town Centre Management are continuing to meet on a regular basis to share ideas and take initiatives and events forward. Stakeholder Forum held early in 2017 to disseminate achievements so far, and to further develop relationships with local of businesses and organisations. Preparatory work is being undertaken for a BID proposal, working with the independent and experienced organisation Groundwork, who are collating views from businesses around the town centre, including Edge Hill University. Updates are provided to Cabinet and an annual Stakeholder Forum.</p>

THEME 5 – A Better Connected West Lancashire

Action	Estimated Timescale	WLBC Officer	Progress to end July 2017
5.1 Pro-actively support the development of the business case and future delivery of a new rail station and transport hub in Skelmersdale Partners: LCC/Mersey travel/Network Rail/WLBC	2015-2022	PR	GRIP1-2 Study completed and the Business Case Study published by LCC June 2015. Study completed in 2016 which assessed the two possible options for the location of the station and identified the preferred location. Network Rail commissioned to undertake GRIP2A study to look in more detail at key constraints. Work underway on the brief for the commissioning of a GRIP3 study which would be undertaken upon completion of the GRIP 2A study.
5.2 Develop cycle and walking infrastructure between key settlements across the Borough (West Lancashire Wheel) Partners: WLBC/LCC	2015-2017	PR	Draft Cycling & Green Infrastructure Strategy consulted on in February 2017. Final Strategy to be taken to Cabinet in September 2017. S106 monies allocated to certain projects already, proposals being drawn up by LCC. Other proposals to come forward as part of large housing allocations.
5.3 Develop sustainable and long-term transport initiatives to connect Skelmersdale's residential and employment areas to support job seekers to access skills, training and employment opportunities Partners: LCC/WLBC/STEP	2015-2018	PR	To be considered more fully as Skelmersdale Rail advances and through a Skelmersdale Movement Strategy as the Highways & Transport Masterplan begins to be implemented.
5.4 Support the implementation of Superfast Lancashire to ensure West Lancashire's businesses and residents have access to the latest digital infrastructure Partners: LCC/BT/WLBC	2015-2016	PH	Current programme has now concluded. Action complete.
5.5 Develop a movement strategy for Ormskirk Partners: LCC/WLBC	2015-2025	PR	LCC to commission this study in September 2017.
5.6 Continued case making for rail infrastructure improvements in Ormskirk and Burscough Partners: LCC/Merseytravel/Network Rail/WLBC	2015-2019	PR	Northern Rail announced their intention to move to an hourly service between Ormskirk and Preston from May 2018.

5.7	Support the development of the proposed Tarleton 'Green Lane Link' to alleviate rural road congestion and support businesses Partners: LCC/WLBC	2019-2020	PR	Contained within LCC's Transport Plan.
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THEME 6 – Promoting the Place

Action		Estimated Timescale	WLBC Officer	Progress to end July 2017
6.1	Improve the image of Skelmersdale through the development of a Skelmersdale brand Partners: WLBC/Marketing Lancashire/HCA/Private Sector	2015-2017	PH	Significant work has been undertaken, including creating a welcome pack and pin badge for Ambassadors, website development, e-newsletters and investigating capital initiatives (signage). Attendance at MIPIM UK 2016 with Marketing Lancashire, helped to raise the profile of Skelmersdale and the new branding.
6.2	Identify and utilise West Lancashire Ambassadors from public and private sectors who will act as high profile advocates for West Lancashire Partners: WLBC/Private Sector	2015-2016	PH	Around 100 Ambassadors now signed up with regular attendance at all events, continue to work with Place Board to devise future themed events to enable Ambassadors to develop a strong understanding of the key messages to raise Skelmersdale's profile.
6.3	Periodically refresh the Welcome to West Lancashire inward investor 'script' Partners: WLBC/Marketing Lancashire	2015-2025	PH	Template developed and tailored accordingly. Working with Marketing Lancashire to develop the offer across Lancashire ensuring West Lancashire has sufficient exposure.
6.4	Develop and periodically refresh a Skelmersdale 'script' Partners: WLBC/Marketing Lancashire/HCA	2015-2025	PH	This will be developed alongside Skelmersdale website

THEME 7 – Supporting the Rural and Visitor Economy

Action		Estimated Timescale	WLBC Officer	Progress to end July 2017
7.1	Improve the positioning of West Lancashire in the forthcoming Lancashire Visitor Economy Strategy	2015	PH	Action complete.

	Partners: WLBC/Marketing Lancashire			
7.2	Support the 'Made in Lancashire', and other similar campaigns by encouraging more businesses to participate Partners: WLBC/Marketing Lancashire/Myerscough College	2015-2025	PH	Officer involved in Lancashire rural support programme to ensure West Lancashire's continued involvement for the benefit of our rural areas and businesses.
7.3	Actively participate in the Rural Development Programme for England (RDPE) Lancashire Programme to ensure activity is directed into the Borough and West Lancashire businesses benefit from support Partners: WLBC/LCC/Myerscough College/Wigan Council	2015-2017	PH	As above, the RDPE programme is underway.
7.4	Market rural visitor attractions as part of the WL visitor offer Partners: WLBC/Marketing Lancashire	2015-2020	PH	Several activities underway to support this action, including a new Ormskirk website and using this as a tool to promote the wider tourism offer, continued membership with Marketing Lancashire and developing new relationship with the Head of the Liverpool Visitor Economy. Corporate and Environmental Overview and Scrutiny Committee have also expressed interest in tourism, which resulted in a 12 month review being undertaken.
7.4	Consider the need for bespoke rural workspace/rural technology hubs and investigate opportunities Partners: WLBC/LCC/Private Sector	2017-2020	PH	Under consideration, dependent upon demand.

THEME 8 – Advantage through Knowledge and Skills

Action	Estimated Timescale	WLBC Officer	Progress to end July 2017
8.1 Support the regeneration of Skelmersdale by strengthening secondary school provision, particularly at Glenburn Partners: LCC/WLBC/STEP/Schools	2020-2025	IG/PH	Discussions have taken place at a senior level with LCC regarding secondary provision in Skelmersdale. Lancashire LEP Employment & Skills Hub officers regularly attend STEP meetings to provide updates on emerging initiatives, there are 9 new skills-related Lancashire initiatives delivered by 4 different providers. An Enterprise Co-ordinator has now been appointed by the Hub to liaise with schools and businesses in

				West Lancashire.
8.2	Develop sector-focused work-based training in partnership with employers and training providers, and strengthening links between businesses and training providers Partners: STEP/WL College/Edge Hill University/WLBC	2015-2017	PH	ESIF funded programmes in place to support this agenda, delivered by LEP officers who link into the STEP group.
8.3	Strengthen FE links with Liverpool Superport stakeholders to maximise opportunities in the logistics sector Partners: WLBC/WL College/Edge Hill University/Liverpool LEP	2015-2016	PH	Action complete. Ongoing relationships will be maintained with Liverpool LEP and Knowsley Council (Place Board/Ambassadors).
8.4	Develop sustainable and long-term skills initiatives to support tenants and residents into employment Partners: WLBC/STEP/LEP	2015-2016	PH	The Council's employment and skills initiatives continue to support this activity. Leisure & Wellbeing Service-led ESIF More Positive Together project has been specifically developed to support tenants into employment (a Lancashire-wide project with Lancashire Sport as lead organisation). Officers from across different service areas are supporting the Well Skelmersdale initiative, ensuring there is a co-ordinated effort amongst partners.
8.5	Ensure Edge Hill University & West Lancashire College are linked into all major projects in West Lancashire as appropriate, strengthening engagement with LCC and LEP Partners: LCC/LEP/WLBC/STEP/WL College/Edge Hill University	2015-2025	IG	Strong relationships continue to be formed with EHU and WL College, both organisations have senior representation on the Skelmersdale Place Board and both organisations representing on the STEP group.
8.6	Develop an Employment Charter and encourage employers, including social enterprises and Business Ambassadors to sign up, this will encourage employers to consider local employment options, work experience, apprenticeships and other local skills and employment initiatives Partners: WLBC/STEP	2015-2016	PH	The Council's Let's Talk Employment and Skills Charter now has over 70 businesses signed up. Encourages businesses to participate in careers fairs and mock interviews, facilitated by Council officers. Activities will dovetail into the work plan of the newly appointed LEP Enterprise Co-ordinator for West Lancashire.
8.7	Continue to support partners in the delivery of the WL Challenge project, continue to monitor the project's	2015-2016	PH	See action 8.4

	success and its future sustainability Partners: STEP /WLBC			
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