

ECONOMIC GROWTH & PROSPERITY DIRECTORATE

Introduction

The EGP Directorate is different from other directorates in that it does not provide direct public-facing services, but its outputs can have significant impacts on job opportunities, prosperity and quality of life for residents in the borough. It is a 'hidden' resource in that its work is not obvious on a daily basis and much of its success takes time to come to fruition. This report seeks to provide a flavour of what EGP does through looking at examples of projects delivered, work in progress and aspirational outcomes within its areas of operation. Those examples are taken from looking back over the last 12 months and looking forward into the future.

Strategic Development Sites

<ul style="list-style-type: none"> Old Trafford Masterplan : Providing much of the land for nine development and regeneration projects which, in conjunction with Trafford Housing Trust and others, will tackle social, economic and environmental issues in Old Trafford over next ten or so years. This will re-draw the skyline of Old Trafford and the Land Pooling Agreement will maximise land use to the benefit of both Council and the projects themselves. 	<p style="text-align: center;">Work in Progress</p> <ul style="list-style-type: none"> - First project in build. - Land pooling agreement by summer 2013.
<ul style="list-style-type: none"> Stretford Masterplan : Providing a comprehensive vision for the town centre, incorporating many lessons learnt from regeneration in Altrincham. The plan examines surrounding area and buildings for future development, and the key actions required to deliver the change. The plan is ready for public consultation. 	<p style="text-align: center;">Delivered</p> <ul style="list-style-type: none"> - Plan now ready for public consultation
<ul style="list-style-type: none"> Carrington : Working closely with landowners Shell and National Grid, through stakeholder events, to create relationships with companies likely to be involved in the residential and commercial development of the sites. 	<p style="text-align: center;">Work in Progress</p> <ul style="list-style-type: none"> - Likely to be a 20-30 year project.

Strategic Planning

<ul style="list-style-type: none"> Trafford Park Growth Strategy : Capitalising on the City Deal in providing a detailed plan for realising an additional 10,000 new jobs through improving the marketing of the potential of the Park and encouraging the take up of empty units. Includes commercial and residential linkages to adjoining areas of The Trafford Centre, Pomona, MUFC and MediaCity, as well as synergy with The Quays and Manchester City Centre. 	<p style="text-align: center;">Delivered</p> <ul style="list-style-type: none"> - Plan adopted by Trafford Park Board prior to initiating delivery. - Now designated as a Business Neighbourhood Area.
<ul style="list-style-type: none"> Community Infrastructure Levy : Introduction of this Levy will allow funds to be raised from new building projects, to provide funding for a wide range of infrastructure projects that support growth and which will benefit local communities. It will provide greater certainty for developers when assessing viability. 	<p style="text-align: center;">Work in Progress</p> <ul style="list-style-type: none"> - Have consulted on Preliminary and Draft Charging Schedules.
<ul style="list-style-type: none"> Delivery of New Homes : facilitated and supported the delivery of over 280 new homes, including 70 affordable homes, in the borough during 2012-13. This has resulted in securing £ 1.35 million of New Homes Bonus to the Authority during 2012-13. 	<p style="text-align: center;">Delivered</p>

Business Support / Inward Investment

<ul style="list-style-type: none"> • ‘Trafford - First for Business’ : Produced a suite of marketing/ promotional materials advocating Trafford as a prime location for business and inward investment. 	Delivered
<ul style="list-style-type: none"> • Inward Investment Opportunities : Working with MIDAS (Greater Manchester’s own inward investment agency) to secure opportunities for Trafford and, in particular, exploring a ‘live’ enquiry to bring a South American manufacturer to Trafford Park 	Ongoing
<ul style="list-style-type: none"> • Business Relationship Programme : establishing and developing a business engagement and support programme for all sizes of business within the borough, to encourage expansion and attract new business. 	Commenced
<ul style="list-style-type: none"> • ‘Meet the Buyer’ Events : Facilitated successful events to promote local business opportunities in both Council tendered business (130 companies attending) and tendered business for the construction of the new Carrington Power Plant (80 companies attending). 	Delivered

Town Centre Regeneration

<ul style="list-style-type: none"> • Business Loan Fund : Launched this £ 350k scheme to assist new businesses relocate to Trafford town centres, providing short-term money either to fit out a shop front or as initial working capital. 	Delivered - 83 enquiries to end June 2013 (51 of which are ‘live’) with 2 applications received and 3 due imminently.
<ul style="list-style-type: none"> • Landlords’ and Retailers’ Forums : Have successfully encouraged landlords and retailers to work together for the wider good of Altrincham. This model can be rolled out across the other town centres. 	Delivered
<ul style="list-style-type: none"> • Altrincham Town Team: Unit and all team members (four) of staff now located in the heart of Altrincham. This model can be rolled out across the other town centres. 	Delivered
<ul style="list-style-type: none"> • Launched Altrincham Original’s campaign to champion independent retail in town centre: start of campaign to support strategic aim of increasing independent retail 	Work in Progress On-going Campaign
<ul style="list-style-type: none"> • Altrincham Forward boosting social media campaign, and merged campaign Twitter accounts into one, and will re-launch Altrincham Forward and Altrincham Town Websites with new look. 	Work in Progress Website Re-launched in Aug 2013
<ul style="list-style-type: none"> • Pedestrian and Traffic Management Report : Already produced for Altrincham but this approach can be rolled out across the other town centres. 	Delivered
<ul style="list-style-type: none"> • New Altrincham Library : Agreeing terms for investment in a modern 8,000 sq ft library and exhibition space (subject to approval at the June Executive) as part of the regeneration of the Market Quarter and the redevelopment of the old hospital site. 	Work in Progress - Build anticipated in 2015.
<ul style="list-style-type: none"> • Partington Shopping Centre : Working with Peel to secure their commitment to the regeneration of the town centre. 	Work in Progress - Key tenant expected by end May 2013.
<ul style="list-style-type: none"> • Stretford Masterplan : (Referred to above but redevelopment of the Mall will be a key element). Supporting 	Work in Progress

developments for new housing at former boatyard site (44 apartments) and the former Drum Public House site (12 affordable housing units).	
<ul style="list-style-type: none"> Urmston Town Centre : Working with Ask Developments has seen trading from new units from phase 2 increase car parking by 25%. 75% of retail units now let with 120,00 sq ft of retail offer, 76 apartments and a new library. Phase 1 was completed despite the recession and it is likely that phase 2 will shortly be fully let. 	Delivered

Employment & Skills

<ul style="list-style-type: none"> Partington Pledge : Launched initiative to help 85 unemployed young people (18-24) find employment. This includes a business sign up event and a separate Jobs Fair. 	Work in Progress - Both events delivered in May 2013.
<ul style="list-style-type: none"> Business Start Ups : Budget found to enable contract with Blue Orchid to continue into 2013-14. 	Delivered
<ul style="list-style-type: none"> Employer Ownership of Skills Programme : Supporting the Greater Manchester Chamber of Commerce in their delivering this programme which involves employers more directly in the allocation of programme funds. 	Work in Progress

Strategic Housing

<ul style="list-style-type: none"> Local Authority Mortgage Scheme : Assisting over 40 first time buyers to purchase their own homes through providing support with deposits required. 	Delivered - Second tranche now available.
<ul style="list-style-type: none"> Affordable Housing : Assisting over 400 households to be re-housed in affordable housing through Trafford Homesearch. 	Delivered
<ul style="list-style-type: none"> Housing Advice : Providing housing advice to over 12,000 households and preventing over 400 households from becoming homeless. 	Delivered
<ul style="list-style-type: none"> Sleeping Rough : Signing up to the Greater Manchester 'No Second Night Out' initiative, to ensure that no-one in Trafford has to sleep rough for more than one night. 	Ongoing
<ul style="list-style-type: none"> 'Green Deal' : Improving the energy efficiency of private sector properties through working with Greater Manchester to deliver the 'Green Deal' in Trafford. 	Work in Progress
<ul style="list-style-type: none"> Partington Canalside Development : Working with Peel and Barratt Homes to ensure that funding is in place from Growing Places and the Homes & Communities Agency. This project involves 550 houses. 	Work in Progress

Building Control

<ul style="list-style-type: none"> Trafford Building Control Service : Has retained 88% of building control work within the borough from 12 private sector companies.. This is a revenue stream in a competitive environment. 	Delivered
<ul style="list-style-type: none"> Trafford Building Control Service : Appointed as a the service provider on numerous new housing schemes in the borough, totalling construction costs of £ 25 million. 	Delivered

<ul style="list-style-type: none"> Trafford Building Control Service : Appointed as a the service provider on several new commercial schemes in the borough, totalling construction costs of £ 50 million. 	Delivered
<ul style="list-style-type: none"> Trafford Building Control Service : Now registered with 21 private sector design companies to carry out the Control Design Checking Service on schemes outside the borough, thus providing additional income. 	Delivered

Property Asset Management

<ul style="list-style-type: none"> Broomwood Community Centre : Facilitated successful asset transfer to BlueSci. 	Delivered
<ul style="list-style-type: none"> Sale West Community Centre : Working with potential third sector organisations to effect a successful asset transfer. 	Work in Progress
<ul style="list-style-type: none"> Lime Tree School : Assisting in the provision of a collaborative contract between the council and the developer to construct a new extension, to replace the old 1951 classroom block. 	Work in Progress
<ul style="list-style-type: none"> St Ambrose School : Asset Management successfully project managed the delivery of the new school, completed on time and within budget. The school has won two awards for building excellence and innovation in design. 	Delivered