GROWTH Strategy For High PEAK

October 2017





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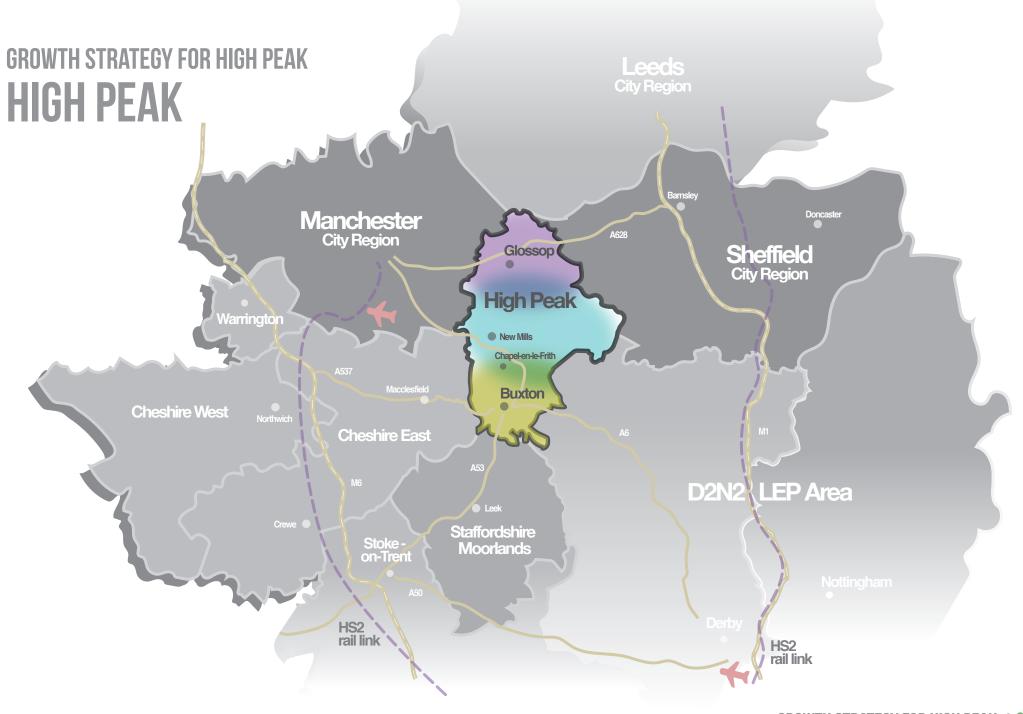
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FURTHER INFORMATION

The following documents are available at www.highpeak.gov.uk/growth-strategy

- Invest in High Peak Prospectus
- Profile of High Peak's Economy and Business Base
- Invest in Buxton Brochure
- Buxton Design and Place Making Strategy





O1 THE STRATEGY

01 INTRODUCTION

The Growth Strategy for High Peak sets out a plan for sustainable growth and identifies development opportunities in the Borough for the next 15 years. It demonstrates the Council's commitment to regeneration as well as to the delivery of the Local Plan.

It also projects the successful partnership approach the Council is taking to building the future of Derbyshire. It has been informed by the Council's Corporate Plan priorities, existing evidence base reports and current initiatives being carried out by the Council and its partners.

The Growth Strategy puts forward four key ambitions to deliver an aspirational yet realistic vision for planned growth in the Borough, a vision that respects the high quality and valued natural environment.

The Strategy is supported by a delivery mechanism that will drive growth in entrepreneurial activities, facilitate housing delivery and enhance the visitor economy, resulting in a reinforced identity of the High Peak.

Cllr Tony Kemp, Executive Lead for Regeneration

THIS PLAN SETS OUT:

- A strategy outlining the vision, growth areas, priority projects and governance structure involving public and private sector partners.
- A delivery plan including identifying funding opportunities, key timescales and delivery lead.
- A high quality prospectus and webpage for the audience of investors, funders, and developers.

THE PURPOSE OF THE GROWTH STRATEGY IS:

- Strategic positioning with neighbours and partners
- Creating the environment for growth and investment through demonstration of commitment (Open for Business)
- Accelerating delivery by working with partners and generating market confidence

01 Local context



Peak District National Park



Glossop Town Centre

CORPORATE PLAN:

The Council's Corporate Plan supports Economic Development and Regeneration to achieve increased economic growth and sustainable towns and rural communities.

PLANNING POLICY:

The new High Peak Local Plan was adopted in April 2016. The plan proposes to support jobs growth through the provision of 350 homes per year up to the year 2031. The market towns of Buxton, Glossop, Chapel-en-le-Frith, New Mills and Whaley Bridge are the focal point for the majority of new homes and the provision of land for new businesses and industry. The Local Plan makes provision for an additional 35.6ha employment land by 2031. The housing delivery rate has improved in the borough since 2011, there are 3549 dwellings to be delivered on sites with planning approval.

TRANSPORT:

High Peak lies within close proximity to Greater Manchester, Cheshire and Sheffield. The A6 connects Buxton and the Central Area to Cheshire and Greater Manchester to the north west and Matlock and Derby to the south. In the north of High Peak the A57 and A628 connect Glossopdale to Greater Manchester and South Yorkshire. Three passenger railway lines also serve the towns and villages in the Borough with the Buxton, Glossop and Hope Valley lines providing direct services to Greater Manchester as well as to Sheffield. The Mottram Bypass and Glossop Spur are included in the Government's new Road Investment Strategy and will provide Glossop with an enhanced connection to the M67 and wider motorway network. Although not in High Peak, the Manchester Airport Relief Road will provide the Borough with better road links to the Airport and M56 via the A6. An extensive network of trails provide excellent leisure opportunities for walking, cycling and horse riding. Local topography however does constrain transport connectivity.

HERITAGE:

Outside the National Park, there are approximately 500 listed buildings, 32 conservation areas, 3 registered parks and a vast number of designated heritage assets related to above and below ground archaeology. These all combine to protect the distinctive character of High Peak in which picturesque towns and villages are set against a dominant weathered gritstone landscape in the north or the softer limestone landscape in the south. These towns include Buxton with its Georgian and Victorian spa heritage, the former mill towns of Glossop and New Mills; Whaley Bridge, where the Cromford and High Peak Railway transferred it's goods on to Peak Forest Canal; and Chapel en le Frith, the Capital of the Peak. A key challenge is investment in protection and enhancement of these assets.

01 KEY EMPLOYMENT SECTORS: (ONS 2016)

Manufacturing 24% of workforce

- Growth Potential Linked to supply chain growth
- Key constraint Availability of sites + skills

Bio-Pharma

Professional, scientific & technical 5% of workforce

- **Growth potential** Currently exporting these skills; link to Medi Park, Universities and AstraZeneca
- Key constraints Quality of accommodation (business clustering)

Aggregates

Mining & quarrying 2% of workforce

- **Growth potential** Unique resource specific to High Peak geology, link to national infrastructure projects.
- Key constraints Development within national park areas + access to skills

Creative Industries

Arts, entertainment & recreation 5% of workforce

- Growth potential Linked to Media City, Manchester.
- **Key constraint** Availability of suitable office accommodation with high speed digital connectivity

Leisure & Tourism

Accommodation and food 7% of workforce

- **Growth potential** Link to Peak Park, Buxton Crescent and rise in cycling + outdoor leisure activities.
- Key constraints Quality of accommodation, diversity of offer and skill gap

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ECONOMIC PROFILE

EMPLOYMENT:

- Claimant unemployment rate is very low at 1% (December 2016).
- Youth unemployment has fallen significantly over the last three years.
- High Peak is dependent on the public sector for employment but manufacturing, retail, leisure & tourism and bio-pharma are the key employment sectors.

SKILLS:

- Proportion of the working age resident population qualified to degree level and above in High Peak is very high by national standards, with 43.5% of all residents qualified to this level.
- Less than 8% of residents have no qualifications.
- Over 17,000 of resident work force out-commute from High Peak, mainly to Greater Manchester and Cheshire.
- Passenger number from High Peak train stations to Manchester have gone up by 300% in the last ten years.

ENTERPRISE:

- The proportion of people in knowledge-driven sectors has increased from 11.8% to 14.4% between 1998 and 2015.
- High Peak now has the highest number of knowledge based workers in Derbyshire, after Derby City.
- The 24 month business survival rate 77%, 4% above the national average.

INNOVATION:

- In top 10% of districts in the UK for the number of patents awarded (2000 2013).
- Home to award winning bio tech businesses- such as Retrogenix and Peakdale Molecular.

01 National context:

The emergence of the '**Northern Powerhouse**' and '**Midlands Engine**' as key drivers in the Government's regional policy, linking key cities in the north and the Midlands to create a single economy that can help rebalance growth based on **increased productivity**.

The deals involving Greater Manchester and Sheffield City Region have been announced recently, aligned with the Government's **Localism agenda** that sees the devolution of resources and decision making to groupings of local authorities.

The new Housing and Planning Act and the Housing White Paper are **driving housing delivery**, utilising changes to the planning system and changing the definition of affordable housing whilst the newly emerging Industrial Strategy **is supporting the economy** and **reducing barriers to development**.

A6 Enterprise Corridor and the High Peak

is the crucial link that connects the:

- East Midlands and the Atlantic Gateway
- East Midlands and Manchester airport
- Greater Manchester urban area and Peak District National Park
- High skilled employment sectors in the Central Area of High Peak and the Airport City as well as MediPark and Cheshire Science Park
- Media City and creative sectors in Glossop.

REGIONAL CONTEXT:

High Peak sits in the middle of two key **HS2 corridors** connecting Birmingham and Sheffield through East Midlands (Toton) and Birmingham to Manchester through Crewe. **East-West connections** between these two key north-south routes **through High Peak** will be the key to maximising the economic benefits.

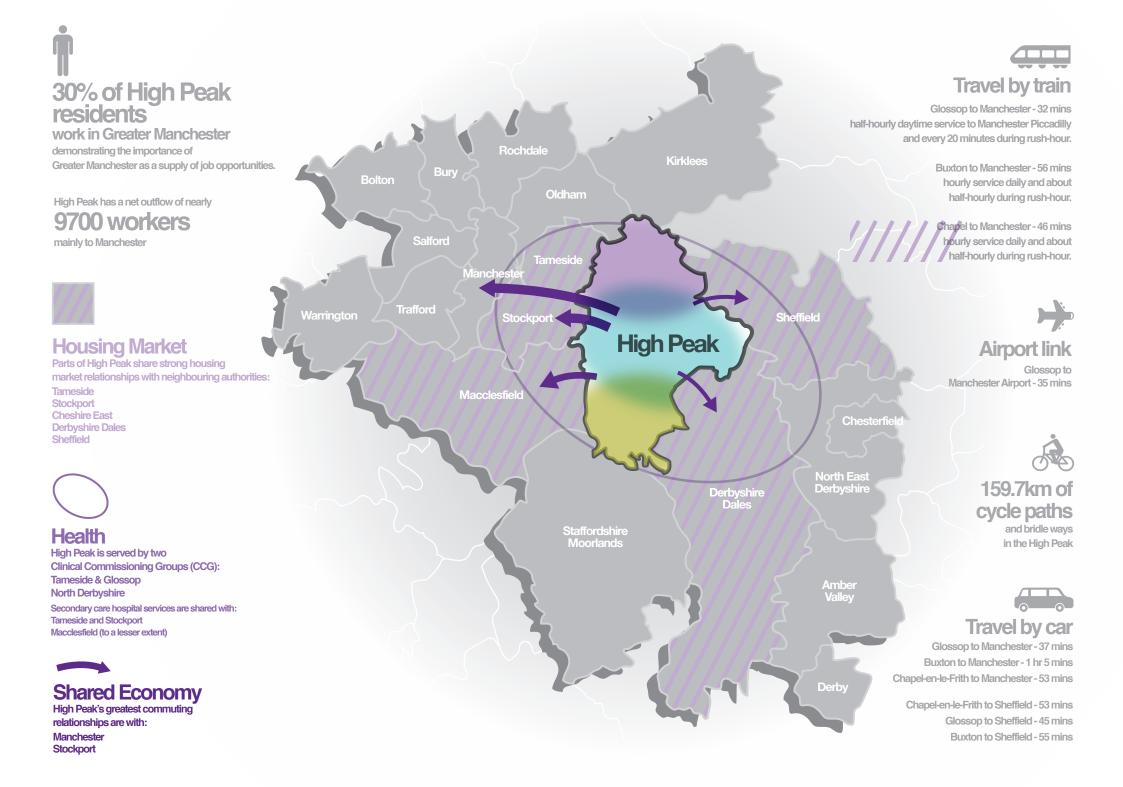
The Trans-Pennine Tunnel study has been commissioned to examine options for a new route between Sheffield and Manchester through the Peak District National Park and High Peak as part of the emerging Transport Strategy for the North.

Atlantic Gateway is a cluster of ports in Liverpool and Manchester City Regions and the surrounding areas of Cheshire and Warrington with a potential for some 250,000 new jobs to be created in the area involving £14 billion of new investment. This will be a key outlet for the goods produced by the 'Midlands Engine'.

Manchester airport hub station for HS2 and Manchester Enterprise Zone is expected to double the output from £20m and £40m by 2030, providing 45,000 jobs with a £1bn investment plan. **The Airport City** is conceived as a high-quality business destination, an advanced manufacturing district and a location for hotels and other support services for Manchester Airport.

Cheshire Science Park and Manchester MediPark will act as centres of excellence and lead innovation in Science and Technology through global health and biotech brands and high growth SMEs. The commercial developments will be directly linked to internationally recognised higher education and research institutions in South Manchester. The bio-pharma cluster of businesses in the Central Area of High Peak are closely linked with this sector.

Media city is a £550m development in Salford that has generated over 4000 jobs in the media sector. The digital and creative sector in Glossop is closely linked to this growth.



01 Growth Ambitions of Neighbouring Authorities

GREATER MANCHESTER CA

A devolved and pooled transport budget, of c£100 million per annum in capital

A new £300 million Housing Investment Fund to provide up to 15,000 additional new homes.

A Earnback deal worth **£900 million** over 30 years to accelerate Metrolink Extension

Franchised bus services across a network with an annual turnover estimated at **£265 million**

A mainstream business support fund-**£7 Million** pa

Influence over a further **£310 million** of skills fund and **£100 million** of employment funding

A transformation fund of **c£300 million** to pump prime early investment in community based care

CHESHIRE AND WARRINGTON LEP

3,125 additional homes by 2018

12,473 additional jobs by 2018

Development of the Atlantic Gateway area generating £14 billion of new investment by 2030

Development of Cheshire Science Corridor contributing significantly to national innovation in science.

Creation of a £40m Investment Fund to support growth in life science SME's

Maximising the benefits of investments in HS2 super hub at Crewe, central to the country's major infrastructure network

SHEFFIELD CITY REGION CA

£900 million additional cash boost over the next thirty years to deliver major regeneration, infrastructure and business growth schemes

Exports worth ${\bf f1} \ {\bf trillion}$ by 2020

Invest **£83.5 million** in the Growth Hub

33,000 new jobs

£780 million of private sector investment

2150 new exporters and **6000** new businesses, by 2024

Up to **10,000** new homes over a five year period

01 Challenges we Face today:

- Delivery of Local Plan housing and employment sites
- Unimplemented development sites
- Maintaining the five year housing supply
- Lack of affordable and special needs homes
- Available land for development (employment and housing)
- Rural environment and its accessibility to infrastructure
- Vacant and under-used heritage assets
- Poor town centre retail (availability of right size of premises, absence of high end operators, lack of diversity)
- High disparity in income levels
- Low productivity and gross value added
- Poor public transport and connectivity, weather dependency
- Low level of start-ups and growth of small businesses
- Shortage of quality hotel accommodation
- Lack of evening economy in main towns
- Reduction in local authority funding and borrowing capacity
- Long-term unemployment is persistent
- Ageing population





OPPORTUNITIES

- Strategic links and shared interests- Greater Manchester, Sheffield City Region, Cheshire and Warrington LEP and Northern Powerhouse
- Opportunity to benefit from the growth and funding available- LEP, ERDF
- Economy is moving, market is changing in a positive way, significant investment interest in the area
- Government's focus on housing delivery and increasing productivity
- Local Plan is complete
- The Council has approved delivery mechanisms for housing and enterprise growth
- The time is now to position ourselves to maximise the benefits

STRENGTHS

- Key link between Greater Manchester and Sheffield City Region
- Connectivity to Manchester, Cheshire, Sheffield and Derby
- Peak Park, natural assets
- Distinctive built heritage
- Well established leisure offer (to be reinforced by the Crescent)
- High Peak- the incubator for high-growth businesses
- Advanced manufacturing, aggregates and logistics businesses
- Creative businesses in Glossop (Manchester media city connection)
- Low level of crime
- Desirable area to live, work and visit
- High output level for manufacturing businesses- double national average

01 VISION:

Reinforcing the distinctive High Peak identity by sustained and planned growth in jobs, housing, footfall, tourism and spend in the economy, making High Peak a better 'place' in which to work, live, play and travel.

AIM:

To grow the economy and use growth to support Council services

APPROACH:

By driving growth in productivity and capturing community value

KEY OBJECTIVES ARE:

- To position High Peak as a suitable investment proposition to investors, funders and strategic partners
- To demonstrate the council's aspiration and aptitude for planned and sustained growth that respects the high quality natural environment
- To co-ordinate the council's activities to accelerate development and growth in various sectors
- To outline a joined up approach to meet the challenges the region faces
- To reinforce and enhance the High Peak's distinct identity and build upon the strengths and opportunities

01 Ambition:

The Growth Strategy to drive £700m investment in the High Peak economy

THE GROWTH STRATEGY WILL AIM TO ACHIEVE THE FOLLOWING BY 2031:

- 35.6ha employment land developed
- 6500 homes delivered
- 1950 affordable homes delivered (30% of total target)
- £588m private sector investment in land and house building (for 6500 homes)
- 910 new jobs created and existing jobs retained
- £59m pa additional spend in local economy
- 30% increase in investment in infrastructure provision
- Halved wage gap between commuters and residents (Gap in 2014- £5217)
- Increased number of new business start-ups to match the regional average level (Current business birth rate 11.2%; Derbyshire average of 11.9; East midlands rate of 13.7)
- Maintained retail vacancy rate below the national average (HPBC town centre vacancy rate 7.1 %; England rate 11.3%; Autumn 2016)
- Doubled number of overnight visitor stays during the week

01 Key growth priorities:



Buxton Crescent



Trails in Peak District National Park



Advanced manufacturing business in Furness Vale



Affordable housing in Chapel-en-le-Frith

REINFORCING IDENTITY

(Distinctly High Peak)

- Strategic link between Greater Manchester, Cheshire East, Midlands CA and Sheffield City Region
- Peak Park and distinct heritage
- Innovative businesses
- Effective local and sub-regional partnerships
- Thriving market towns

GROWING ENTERPRISE CULTURE

(Incubator for Innovation)

- Supporting and nurturing start-ups and growth of businesses
- Developing employment sites
- Nurturing existing employment sectors and business growth
- Provision of infrastructure- access, transport, finance and skills
- 'Open for business' approach

DELIVERING QUALITY HOUSING

(Attractive place to live)

- Improving the 'quality of life' offer
- Providing affordable housing
- Meeting specialist housing need
- Encouraging private sector delivery
- Investing in community infrastructure: roads, schools, open spaces

ENHANCING VISITOR EXPERIENCE

(Outdoor play/festival venue)

- Enhancing leisure and culture offer
- Niche retail and evening economy
- Pedestrian and cycle connections
- Promoting festivals and events
- Quality hotel accommodation and tourism experience

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01 Implementation

In order to implement the priorities, the Council has adopted delivery mechanisms for accelerated delivery of two key themes;

- Quality Housing Provision
- Enterprise Growth

OUR APPROACH: ACCELERATED DELIVERY IN HIGH PEAK FOR Quality Housing Provision and Enterprise growth

- Prepare detailed delivery mechanisms and action plans to drive forward the delivery of key growth priorities
- Utilise Council's assets, resources and experience of delivering projects to achieve the key outcomes of the Growth Strategy.
- Consider the use of relevant national, regional and European as well as private sector funding to maximise the benefits of Council's investments and efforts.
- Create good partnership culture to support the visioning and delivery of key projects with shared resources, responsibilities and risks.
- Continue a programme of capital projects and carry out the necessary preparatory work to increase the deliverability of projects and support external funding bids.
- Prepare an investment prospectus and strategy for attracting inward investment and delivering priority sites.
- Set up robust governance structure in form of the Transformation Board for steering and monitoring the delivery of the Action Plan projects. The board to be responsible for ensuring realistic and achievable delivery plans are in place for agreed priority projects.
- For full details of the housing and enterprise growth delivery mechanisms visit www.highpeak.gov.uk/Growth-Strategy

01 Delivery mechanism: Enterprise growth

THE FOCUS:

Buxton

England's leading spa town

• Leisure, culture and visitor economy

A6 growth corridor (Chapel-en-le-Frith, Hayfield, New Mills and Whaley Bridge) *High growth enterprise corridor*

• Advanced manufacturing , bio-pharma, aggregates and logistics

Glossop Culture of creative enterprise

• Digital, media, music, arts

Building on the strengths of existing growth sectors in High Peak, it is proposed to focus on reinforcing the growth sectors by preparing:

1. Buxton cultural destination plan

• Prepare and implement a plan to promote and enhance the leisure, culture and tourism offer in Buxton

2. Glossop creative industry assessment

• Prepare a study to assess the growth potential for creative industries in Glossop (including media, digital, performing arts and other businesses) and prepare a plan to address the sector needs

3. A6 growth corridor sites

• Prepare and implement plans for development of key employment sites along A6 corridor such as Chapel Business Park and Bingswood Industrial Estate in Whaley Bridge

4. Sector specific business support

• Prepare Economic Impact Assessments for quarrying and aggregates, hi-tech knowledge based and advanced manufacturing businesses

5. Partnership working to provide specialist business advice

• Work with targeted business support providers to support specific business needs

01 Delivery mechanism: Quality housing Provision

THE FOCUS:

Delivering the Local Plan

- Shift from plan-making to plan-delivery
- Meeting local housing need
- Meeting affordable housing need
- Maintaining the 5 year supply

Maximising community benefits

- Achieving better value for money in return of long term strategic investment
- Bringing forward the income council tax, business rates and New Homes Bonus
- Realising the uplift in land value
- Using Council's resources as a leverage to attract inward investment

To accelerate the delivery of housing sites, it is proposed for the Council to take a proactive lead through the following mechanism of planning, finance, inward investment and property development:

1. Open for business approach

- Streamlined process and enhanced service delivery
- Key account management through development team approach
- Raise the quality of developments to make it attractive for the market

2. Delivery of unimplemented sites

- Engage with developers with planning approvals to understand barriers to development
- Set up a development portal on the council's website to promote sites with planning approvals along with incentives and funding options
- Adopt an enhanced 'place marketing' approach to promote sites with planning approvals to targeted developers and investors

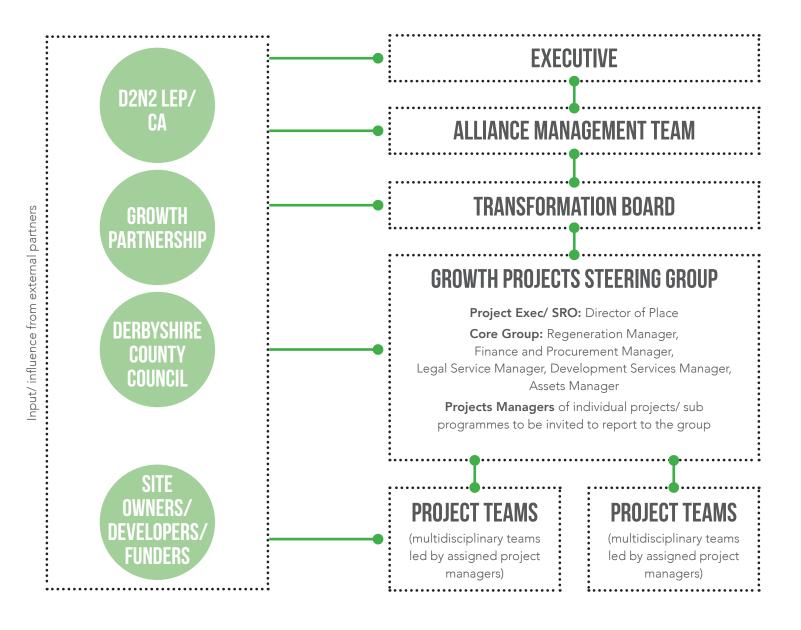
3. Maximising the benefit of Council resources

- Implement the Council's 'Right To Buy' grants scheme to deliver affordable homes
- Prepare a CIL strategy to maximise the Council's resources
- Use Council's borrowing powers to support key investment priorities

4. High Peak housing portfolio

- Create a portfolio of sites in Council's ownership with residential allocations in the Local Plan and cross-subsidise the development of them
- Explore the potential to reinvest the receipts/ profits in strategic acquisitions for future revenue benefits
- Work with partners to share market experience, skills, risks and resources

01 Governance Structure



(In accordance with the Alliance project management methodology)

01 Growth Partnership:

Greater Manchester + Transport for Greater Manchester

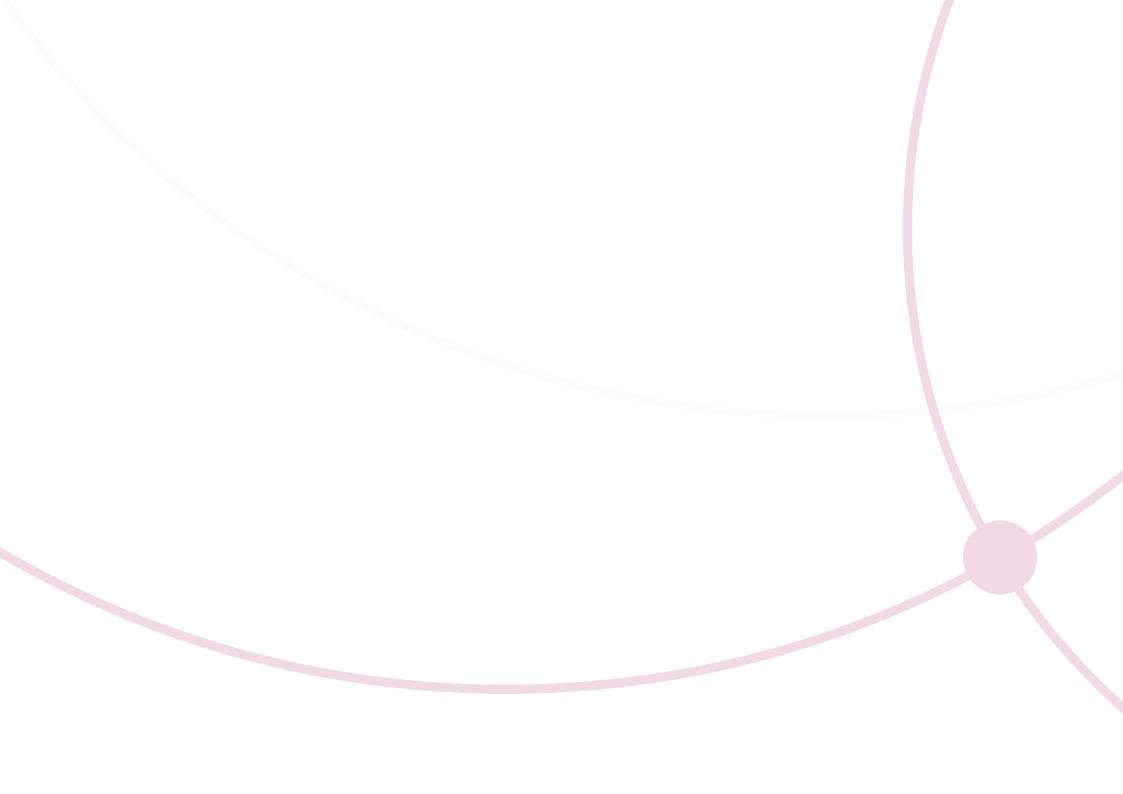
- D2N2 LEP
- Chamber of Commerce
- Chapel-en-le-Frith Parish Council, Whaley Bridge Town Council, New Mills Town Council

Key partners supporting the vision and delivery of key project include, but are not limited to;Derbyshire County Council- Transport, Education, Economic Development and Regeneration

- Buxton Crescent & Thermal Spa Heritage Trust
- Buxton Town Team + Vision Buxton + Buxton Festival + Buxton Civic Association + Buxton Opera House
- Business representatives
- Peak District National Park
- Marketing Peak District
- University of Derby- Buxton & Leek College
- Chamber of Commerce
- Business Peak District
- D2N2 Growth Hub
- Homes and Communities Agency, Registered Providers, House Builders
- Site owners + developers
- High Peak Access Group
- Civic society, other active community organisations
- Design review and enabling panels
- Historic England
- Environment Agency
- Cycling group



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02 DEVELOPMENT SITES

02 Development sites

THE GROWTH PROJECTS IN TOWN CENTRES ARE GROUPED TOGETHER IN FOUR PLANS:

- Buxton Town Centre
- Glossop Town Centre
- A6 Enterprise Corridor
- Transport connections

THE PLANS IDENTIFY SITES TO DELIVER SUSTAINABLE GROWTH IN THE AREAS OF:

- Development sites
- Heritage regeneration opportunities
- Local Plan allocations
- Connectivity

For further information regarding development sites and local plan allocations, visit www.highpeak.gov.uk/Growth-Strategy

02 DEVELOPMENT SITES: BUXTON TOWN CENTRE

KEY REGENERATION PROJECTS

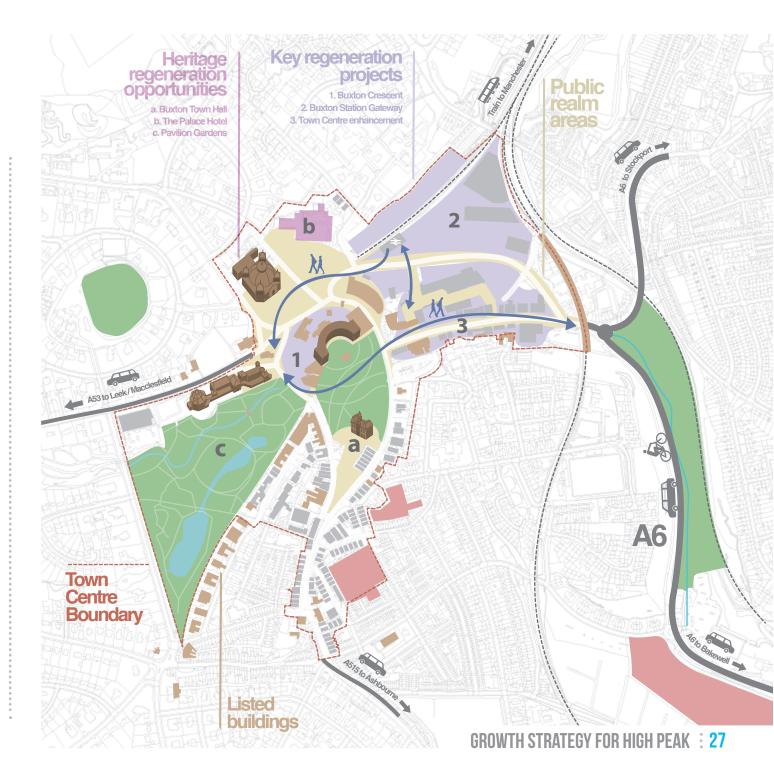
- 1. Buxton Crescent
- 2. Buxton Station Gateway
- 3. Town Centre enhancement

HERITAGE REGENERATION OPPORTUNITIES

- a. Buxton Town Hall
- b. The Palace Hotel
- c. Pavilion Gardens

IMPROVE CONNECTIVITY:

- Station to town centre retail and leisure destinations
- Market Place to town centre to the Park
- Station to Opera House and Pavillion Gardens
- Town centre to residential areas
- Use of green infrastructure to improve connectivity.



02 DEVELOPMENT SITES: GLOSSOP TOWN CENTRE

KEY REGENERATION PROJECTS

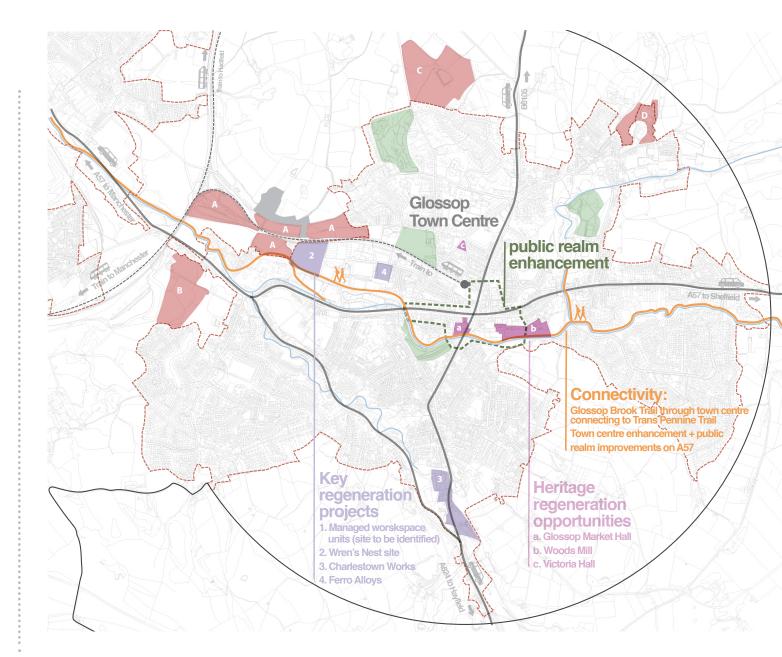
- 1. Managed workspace units (site to be identified)
- 2. Wren's Nest site
- 3. Charlestown Works
- 4. Ferro Alloys

HERITAGE REGENERATION OPPORTUNITY

- a. Glossop Market Hall
- b. Woods Mill
- c. Victoria Hall

CONNECTIVITY:

- Mottram bypass and Glossop spur
- Glossop Brook Trail through town centre connecting to Trans Pennine Trail
- Town centre enhancement + public realm improvements on A57
- Improve pedestrian and cycle connectivity in town centres.



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02 A6 ENTERPRISE CORRIDOR

KEY REGENERATION PROJECTS

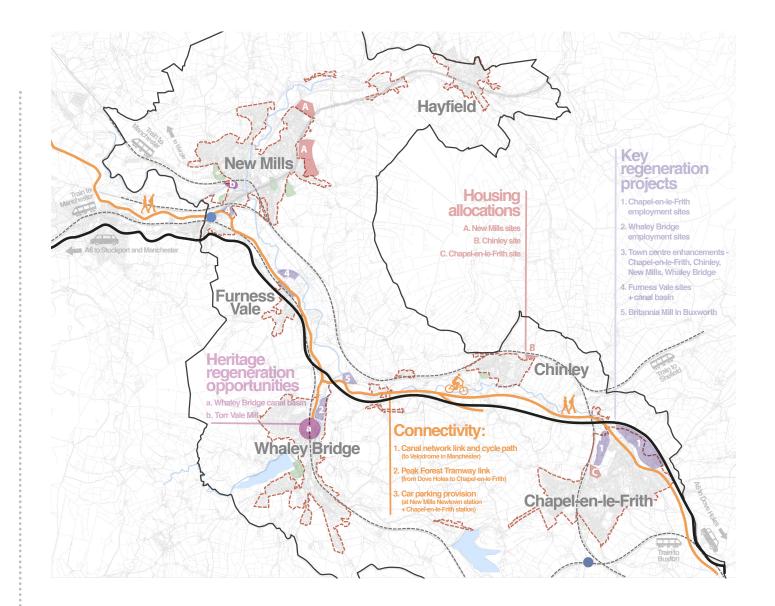
- 1. Chapel employment sites
- 2. Whaley Bridge employment sites
- 3. Town centre enhancements-Chapel, Chinley, New Mills, Whaley Bridge
- 4. Furness Vale sites + canal basin
- 5. Britannia Mill in Buxworth

HERITAGE REGENERATION OPPORTUNITY

- a. Whaley Bridge canal basin
- b. Torr Vale Mill

CONNECTIVITY:

- Canal network link and cycle path (to Velodrome in Manchester)
- Peak Forest Tramway link (from Doveholes to Chapel en le Frith)
- Car parking provision (at New Mills Newtown station + Chapel en le Frith station)
- Improve pedestrian and cycle connectivity in town centres

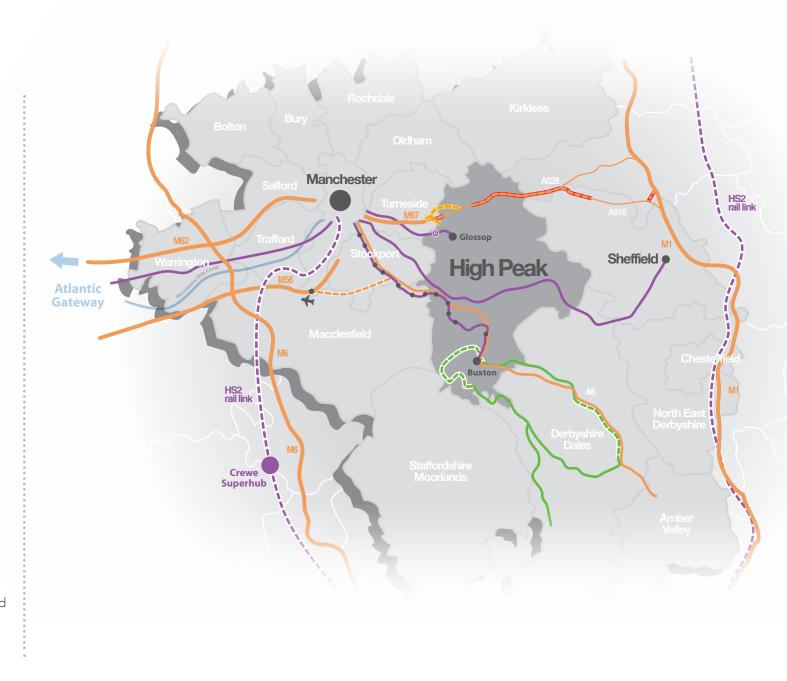


02 Transport Links

KEY TRANSPORT PROJECTS

(as identified in the adopted High Peak Local Plan)





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To find out more speak to: Regeneration Team at High Peak Borough Council www.highpeak.gov.uk/Growth-Strategy Regeneration@highpeak.gov.uk