

REPORT FOR DECISION



DECISION MAKER:	CABINET
DATE:	19 OCTOBER 2016
SUBJECT:	DRAFT BURY GROWTH PLAN
REPORT FROM:	COUNCILLOR RISHI SHORI LEADER OF THE COUNCIL & CABINET MEMBER – BUSINESS ENGAGEMENT AND REGENERATION
CONTACT OFFICER:	DAVID WIGGINS – UNIT MANAGER: DEVELOPMENT PLANNING
TYPE OF DECISION:	CABINET (KEY DECISION)
FREEDOM OF INFORMATION/STATUS:	This paper is within the public domain
SUMMARY:	<p>The Bury Growth Plan recognises that Bury’s population is growing and more jobs and homes are needed in the Borough to accommodate this growth. The Plan is a high level strategy setting out how, through collaborative working, we can achieve our ambitions for healthy, inclusive, sustainable and managed growth and increased resilience.</p> <p>However, the Growth Plan is not just about physical development and it recognises the need to support social and economic growth to help create thriving, healthy and equitable communities. It also recognises the need for infrastructure and public service changes to support growth.</p> <p>At the same time, the Plan stresses that growth will require interventions to mitigate against negative environmental impacts and to support a low carbon economy.</p>
OPTIONS	<p>Option 1</p> <p>That Members approve the Draft Bury Growth Plan subject to targeted external stakeholder consultation and delegate to the Chief Executive in consultation with the Leader of the Council authority to incorporate any non-strategic changes prior to adopting and implementing the Plan.</p>

	<p>Option 2</p> <p>That Members seek revisions to the Draft Bury Growth Plan prior to the commencement of consultation – Members to specify the nature of any revisions to be sought.</p> <p>Reasons</p> <p>Members are recommended to approve option 1 in order to ensure that future growth in the Borough is managed in a co-ordinated way.</p>
IMPLICATIONS:	
Corporate Aims/Policy Framework:	JH
Statement by the S151 Officer: Financial Implications and Risk Considerations:	<p>There are no direct financial implications arising from the preparation of the plan.</p> <p>However, going forward the Council’s funding will comprise exclusively of Council Tax and Business Rates; clearly in this context it is essential that the Council has a growth plan covering both housing and business sectors.</p>
Statement by Executive Director of Resources:	There are wider resource implications associated with growth, e.g. infrastructure / additional service costs, and these will be assessed as the Plan is implemented.
Equality/Diversity implications:	<p>No</p> <p>An initial screening has been undertaken and as there were no negative impacts identified for affected groups, there is no requirement to proceed to a Full Impact Assessment.</p>
Considered by Monitoring Officer:	<p>Yes</p> <p><u>JH</u></p>
Wards Affected:	All
Scrutiny Interest:	

TRACKING/PROCESS

INTERIM DIRECTOR: STEVE KENYON – RESOURCE & REGULATION

Chief Executive/ Strategic Leadership	Cabinet Member/Chair	Ward Members	Partners
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Team			
5 September 2016	19 October 2016		
Scrutiny Committee	Cabinet/Committee	Council	

1.0 BACKGROUND

- 1.1 One of the key priorities of the Greater Manchester Strategy is to create the conditions for growth and, given that Bury is an integral part of Greater Manchester, the Borough has a key role to play in helping to deliver this priority.
- 1.2 Bury's current Economic Strategy expires in 2018 and it is now time to take stock, celebrate what has been achieved and strategically plan for and manage positive, inclusive and sustainable growth. The Growth Plan incorporates an updated economic strategy for the Borough.
- 1.3 The Growth Plan articulates the direction of travel, providing a blue print for the collective ambition for the Borough. The Plan will be supported by a suite of Action Plans that will set out how we are going to deliver the strategic vision. Working in partnership will be essential to the successful achievement of the Plan and all activity needs to link to the overall ambition for the Borough. The over-arching Plan will be 'owned' and monitored by the Bury Wider leadership Group and Team Bury and individual action plans will be 'owned' by partnerships that specialise in the various areas of work covered by the Plan.
- 1.4 At the heart of our growth ambitions sits the goal to maximise the quality of life for all our residents. The Plan is designed to ensure the demands of and for growth are managed in a way that embraces all the key ingredients that make each township unique.
- 1.5 The Greater Manchester Spatial Framework (GMSF) will also be a key document in managing the scale and location of new housing and employment development over the next 20 years or so. A consultation draft of the GMSF is due to be reported to the Combined Authority on 28 October with a view to an 8 week period of consultation. The Growth Plan will reflect, and be reflected within, the GMSF.

2.0 ISSUES

- 2.1 Growth involves much more than just increased population and physical development. It is also about creating the right circumstances for fostering growth through economic development initiatives, supporting social growth and creating thriving, healthy and equitable communities. At the same time, it requires interventions to mitigate against negative environmental impacts and to support a low carbon economy.

Vision for Growth

- 2.2 There are strong ambitions to transform northern growth, to rebalance the country's economy and to establish the north as a global strength and Bury intends to play a leading role in achieving this.
- 2.3 The Plan's Vision for growth in Bury is:
'Through effective partnership working, Bury will have embraced growth in a managed way and become a well connected place with a sustainable and competitive local economy, vibrant and healthy communities and a high quality environment'.

Key Contributors to Growth

- 2.4 The diagram below reflects the key areas that will contribute towards this growth. The Growth Plan sets out some key facts relating to each component of growth, what the key objectives are for each and what will be the key vehicles for delivering growth.



Physical Growth

- 2.5 Physical growth requires the promotion of housing and economic growth of the right type and location, supporting our town centres and safeguarding and strengthening our tourism and cultural assets.
- 2.6 Bury's population is forecast to grow from its current level of 187,500 to 208,000 by 2039. There is a need, therefore, for new housing and employment opportunities for this growing population and the identification of sites through the planning process enables this to be done in a managed way. Similarly, planning policies require developers to make provision for affordable housing and these will be updated in Bury's Local Plan to ensure that this provision is maximised.
- 2.7 In order to encourage investment, development and jobs in the right locations, high quality employment sites will also need to be identified that will be attractive to the Borough's key sectors and will ultimately provide high quality employment opportunities for Bury's residents.
- 2.8 The Borough's town centres are at the heart of their communities and provide a wide range of shops, services, leisure, tourism, culture, healthcare, education and employment. It is important that this remains the case and that their vitality and viability is maintained and enhanced including, for example, maintaining the 'town centres first' approach and resisting inappropriate out-of-centre development.
- 2.9 It is clear that any growth and development cannot happen without the necessary infrastructure to support it including improved transport, healthcare, education, water supply, energy and digital and communications infrastructure.

Economic Growth

- 2.10 The long-term sustainability of Bury's economy will be dependent upon its ability to stimulate entrepreneurial activity. Encouraging an environment where people and organisations drive business growth and supporting our key sectors will stimulate new business, business expansion and inward investment. As such, it is important to ensure that there is a strong and effective business support network in place that encourages business formation, survival and growth.
- 2.11 Skills are a key driver of productivity, economic participation and competitiveness. The importance of ensuring that our current and future workforces have the skills that the economy needs is crucial for inclusive growth and a healthy and vibrant economy. It is therefore vital to create an integrated system linking education and skills development to the current and future needs of the economy, to support apprenticeship programmes and provide high quality careers information, advice and guidance. The newly established Bury Life Chances Commission, chaired by Philip Collins, will be a key driver in delivering a skills agenda for the 21st century.
- 2.12 People and talent lie at the heart of the economy. For places to raise their game economically, it is not enough to increase the skills of its resident population. The attraction and retention of talent, particularly highly

skilled knowledge workers, is also a priority in the process of transforming local economies.

- 2.13 At present, there are a number of key sectors that make a significant contribution towards the strength and competitiveness of Bury's wider economy. Digital, health, textiles, business services and the visitor economy are particularly key at present but some parts of the Borough are considered to have the characteristics to be attractive to the logistics sector. It is important to create the conditions to support these current and potential future key sectors.

Social Growth

- 2.14 Many factors affect our health and wellbeing. What makes a person 'well' can involve many different factors, including physical and mental wellbeing, employment, environmental factors, social circumstances, adequate housing and economic factors. Everyone has the right to good health. Unfortunately, there are huge differences in levels of physical health, mental health and wellbeing across our Borough. The greatest challenge we face is to tackle inequalities and this remains central to all that we do.
- 2.15 A growing and aging population will increase demands on social infrastructure such as healthcare, education and community facilities and it is important to ensure that there is supporting social infrastructure in place to cater for the needs and demands of Bury's current and future residents and businesses.
- 2.16 Tackling economic inactivity and unemployment is part of the Borough's ambition to reduce inequality in our communities. This endeavour cross-cuts all of Team Bury's priorities. Crucially, our joint efforts must help reduce inequality and the barriers which prevent some of our residents from achieving their full potential. Sustainable economic growth is impossible without addressing the gap between our most affluent and poorest residents. Whilst Bury experiences less deprivation overall than other parts of the city-region and the UK, there are significant numbers of people who experience the inter-related problems of unemployment, low incomes, poor skills, inadequate housing, ill health and family breakdown.

Environmental Growth

- 2.17 Delivering emissions reduction and adapting to a changing climate will create employment and boost productivity and innovation. Improving resource efficiency is key to addressing business productivity. Supporting these businesses and others that want to diversify will help deliver the transition to a low carbon economy. Actions to reduce CO2 emissions and develop a more sustainable Greater Manchester will generate demand for low carbon and environmental goods and services.
- 2.18 A good quality environment has cross-cutting social and economic benefits such as improving people's health and wellbeing and helping to attract and retain talented residents. In order to maintain a good quality

environment, the Growth Plan specifies a need to manage flood risk, to ensure that there is no net loss of valuable natural assets, to manage air quality and to preserve our built heritage.

Next Steps

- 2.19 The Bury Growth Plan sets out a broad and high-level outline of the key priorities for growth that we intend to pursue over the next twenty years or so and the key methods of delivering this. It will be supported by a series of more detailed Action Plans that will identify the specific activities and interventions that will be undertaken in order drive the Borough towards the growth objectives identified in this Plan.
- 2.20 Although important, this Plan is only the first stage of Bury's ambition to embrace growth. The Team Bury Wider Leadership Group will oversee the implementation of the Action Plan and will align responsibility for implementation with sub-groups and partners where appropriate. The Action Plans will be continually monitored to ensure that the key priorities for the Growth Plan are being delivered.

3.0 CONCLUSION

- 3.1 The Growth Plan will form the overarching framework setting out how the work of Team Bury partners can embrace growth in a managed and coordinated way. Prioritising, encouraging and managing the growth of our Borough will be a key driver in ensuring that Bury will be highly competitive, resilient and able to cope with the challenges of a changing climate and economic shocks.
- 3.2 Members are requested to approve the Bury Growth Plan for consultation with key external stakeholders.

List of Background Papers:

Draft Bury Growth Plan – October 2016

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