

# REPORT FOR DECISION



<b>DECISION MAKER:</b>	<b>CABINET</b>
<b>DATE:</b>	<b>15 NOVEMBER 2017</b>
<b>SUBJECT:</b>	<b>BURY GROWTH PLAN</b>
<b>REPORT FROM:</b>	<b>COUNCILLOR RISHI SHORI LEADER OF THE COUNCIL &amp; CABINET MEMBER FOR ECONOMIC GROWTH AND HUMAN RESOURCES</b>
<b>CONTACT OFFICER:</b>	<b>DAVID WIGGINS – UNIT MANAGER: DEVELOPMENT PLANNING</b>
<b>TYPE OF DECISION:</b>	<b>CABINET (KEY DECISION)</b>
<b>FREEDOM OF INFORMATION/STATUS:</b>	This paper is within the public domain
<b>SUMMARY:</b>	<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 Bury can embrace future growth in a managed way. It sets out how we will harness the creativity and entrepreneurial potential of our residents and businesses, how we will strengthen our infrastructure to benefit the economy and the environment, and how we will empower and strengthen our communities and reduce inequalities.</p> <p>At the same time, the Plan stresses that growth will require interventions to mitigate against the cause and effects of climate change and negative environmental impacts.</p> <p>Members previously approved the draft Growth Plan for targeted consultation with key stakeholders. This has now taken place and the document has been amended to take account of comments raised and changing circumstances.</p>
<b>OPTIONS</b>	<p><b>Option 1</b></p> <p>That Members approve the Bury Growth Plan as a high</p>

	<p>level strategy setting out the Council's vision and key priorities for embracing future growth in a managed way.</p> <p><b>Option 2</b></p> <p>That Members approve the Bury Growth Plan subject to revisions – Members to specify the nature of any revisions to be sought.</p> <p><b>Recommended Option</b></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>
<b>IMPLICATIONS:</b>	
<b>Corporate Aims/Policy Framework:</b>	The proposals are in accordance with the Policy Framework.
<b>Statement by the S151 Officer: Financial Implications and Risk Considerations:</b>	<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>
<b>Statement by Executive Director of Resources:</b>	There are wider resource implications associated with growth, e.g. infrastructure / additional service costs, and these will be assessed as the Plan is implemented.
<b>Equality/Diversity implications:</b>	No. 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.
<b>Considered by Monitoring Officer:</b>	Yes There are no direct legal or governance implications arising from the approval of this high level strategy.
<b>Wards Affected:</b>	All

<b>Scrutiny Interest:</b>	
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**TRACKING/PROCESS****INTERIM DIRECTOR: STEVE KENYON – RESOURCE & REGULATION**

Chief Executive/ Strategic Leadership Team	Cabinet Member/Chair	Ward Members	Partners
Growth Programme Board 15/11/17	18/10/17 15/11/17		
Scrutiny Committee	Cabinet/Committee	Council	

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**1.0 BACKGROUND**

- 1.1 Bury is standing at the threshold of a new era in its rich and diverse history and it is through collaborative working that we can achieve our ambitions for healthy, inclusive, sustainable and managed growth.
- 1.2 This Growth Plan articulates our direction of travel, providing a blueprint for our collective ambition for the Borough. It will be supported by a suite of other detailed strategies that will help deliver the strategic vision. These strategies will be owned by partnerships that specialise in the various areas of work covered by the Plan. Many of the key growth priorities for the Borough are interlinked and partnership working will be crucial to the success of the plan.
- 1.3 At the heart of our growth ambitions sits the goal to maximise the quality of life for all our residents. Our collective aim is to ensure that growth is planned for in a managed way that embraces all the key ingredients that make each township unique.
- 1.4 Growth involves much more than just physical development that caters for an increasing population. 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 address issues associated with climate change and to mitigate against negative environmental impacts.

**2.0 ISSUES**

- 2.1 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 Bury can embrace future growth in a managed way. It sets out how we will harness the creativity and entrepreneurial potential of our residents and

businesses, how we will strengthen our infrastructure to benefit the economy and the environment, and how we will empower and strengthen our communities and reduce inequalities.

- 2.2 At the same time, the Plan stresses that growth will require interventions to mitigate against the cause and effects of climate change and negative environmental impacts.

### **Vision for Growth**

- 2.3 There are strong ambitions to transform northern growth, rebalance the country's economy and establish the north as a global powerhouse. The Growth Plan shows a commitment that Bury intends to play an integral part in growing the economic strength of the north of England.
- 2.4 To do so, the Borough must embrace and promote managed growth in a planned and coordinated way in order to ensure that it is sustainable and has positive benefits for the local economy and for Bury's residents. This growth will need to be balanced with the need to protect the Borough's most important environmental assets – a key ingredient that makes Bury the great town it is today.
- 2.5 The Plan's Vision for growth in Bury is consistent with the Council's own corporate vision, purpose and values and supports Team Bury's Single Outcomes Framework:

*'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**

- 2.6 The following diagram 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 priorities are for each and what will be the key mechanisms for delivering growth.
- 2.7 It is important to note that these key contributors to growth do not always work in isolation and that many elements are interrelated to and dependent on others.



### Physical Growth

- 2.8 Physical growth requires the promotion of housing and economic growth of the right type and in the right location, supporting our town centres and safeguarding and strengthening our tourism and cultural assets.
- 2.9 The Government is predicting that Bury's population will 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.
- 2.10 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.
- 2.11 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 that would adversely affect our existing centres.

- 2.12 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

- 2.13 The long-term sustainability of Bury's economy will depend on its ability to stimulate entrepreneurial activity. Developing an environment that supports our key employment growth sectors will stimulate the provision of new and expanded businesses and increase inward investment.
- 2.14 Improving Bury's business base requires a focus on both skills and business support in order to create a sustainable and forward-looking business community. Bury also needs to sustain and nurture its key sectors.
- 2.15 Skills are a key driver of productivity, economic participation and competitiveness. The capacity of Bury's firms to transform their work processes and create new products in the face of fierce competition depends on the size and quality of its workforce. As such, 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.
- 2.16 However, it is not enough to increase the skills of Bury's resident population - it is also important to create the right environment to attract external talent and ensure that this talent is retained and encouraged to thrive.
- 2.17 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. Going forward, some parts of the Borough are considered to have the characteristics to be attractive to additional sectors such as advanced manufacturing and logistics. It is important to create the conditions to support these current and potential future key sectors.

#### Social Growth

- 2.18 Many factors affect our health and wellbeing including access to employment, environmental conditions, opportunities for physical activity, social circumstances and housing. 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.
- 2.19 A growing and ageing population will increase demands on social infrastructure such as healthcare, education and community facilities. It is important to ensure that there is the necessary supporting social infrastructure in place to cater for the needs and demands of Bury's current and future residents and businesses.

- 2.20 Tackling economic inactivity and unemployment is part of the Borough's ambition to reduce inequality in our communities. This endeavour cross cuts all of the Council'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 growth is impossible without addressing the gap between our most affluent and poorest residents. Whilst Bury experiences less deprivation overall than other parts of Greater Manchester and the UK, there are pockets of multiple deprivation (largely in areas of east Bury, Radcliffe, Besses in Whitefield and Rainsough in Prestwich) and significant numbers of people who experience the inter-related problems of unemployment, low income, poor skills, inadequate housing, ill health and family breakdown.

#### Environmental Growth

- 2.21 Adapting and becoming more resilient to the cause and effects of climate change will help to improve air quality, support reliable low carbon energy and create resilient and energy efficient places to live and work.
- 2.22 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

- 2.23 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 range of other key Council Strategies, Plans and Programmes that will collectively work towards delivering the Council's ambitions for growth. These are set out in an accompanying document entitled 'Delivering Bury's Growth Plan'.
- 2.24 The Growth Plan will be continually monitored to ensure that its key priorities are being delivered.

### **3.0 CONCLUSION**

- 3.1 The Growth Plan aims to prioritise, encourage and manage the growth of our Borough as a key driver in ensuring that Bury is highly competitive, resilient and able to cope with the challenges of a changing climate and economic shocks.
- 3.2 The Plan will be supported by a wide range of other Strategies, Plans and Programmes that influence the growth of the Borough and Members are requested to approve it as a high-level and overarching strategy that draws these together and sets out in one place how the work of the Council can embrace growth in a managed and coordinated way.

**List of Background Papers:**

Bury Growth Plan – November 2017

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