**Item 6iii - Appendix 2**

**Specification for the Place Advisory Sub-group**

1. **Purpose of the Specification**

This Specification should be read in conjunction with the Generic Terms of Reference for Advisory Sub-groups. It adds more detail about the work that the Executive Board is charging the Place Advisory Sub-group with undertaking on its behalf.

The nature of the work of the other sub-groups (Future Workforce, Growing Business and Innovation) is highly relevant to the Place Advisory Sub-group, which will consider the proposals emerging from these sub-groups to advise on place-based implementation. A key function will be to ensure that the strengths and opportunities of localities are built upon whilst contributing to a connected and cohesive place-based marketing strategy for the identity of Stoke-on-Trent and Staffordshire as a whole. The sub-group will work closely with the Localities Reference Group and there is an expectation that members will share information and work collaboratively with the other sub-groups to take full advantage of economic opportunities for Stoke-on-Trent and Staffordshire.

1. **Ambitions for Place**

Our ambitions are to: realise the true future potential of our cities, towns and rural areas, providing the highest quality environment for our businesses and those who live, work, study and visit here; strengthen multi-modal transport links; enhance the quality and quantity of our housing supply; secure next-generation digital connectivity; ensure that our energy infrastructure will support the growth we need; and to achieve these ambitions with minimal environmental impact.

1. **Priorities for Place**

The Local Industrial Strategy has identified the priorities that need to be addressed, if our place ambitions are to be achieved:

• Promotion of business activity and the strong commercial premises offer in our town and city centres

• Supporting light industrial activity in rural areas

• Improved public transport and accessibility within our town and city centres and rural areas

• Investment in priority local transport schemes

• Delivery of the high quality, safe, and sustainable housing we need to grow, supported by strong utilities and social infrastructure

• Work with national partners to prioritise major strategic schemes and unlock key housing and employment sites

• Protection, enhancement and remodelling of our built heritage and natural environment assets

• Development and expansion of our visitor economy strengths to increase dwell time and spend

1. **Implementation Template**

The Place Advisory Sub-group is charged with considering the priorities identified and recommending activities that will achieve the greatest impact. To assist the sub-group to arrive at its recommendations, the following template is provided:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Place interventions identified in the Local Industrial Strategy** | **What outcomes are SSLEP seeking to achieve through this intervention?** | **What activities would you recommend for optimal impact?** | **How will SSLEP evidence the effectiveness of these activities?**  **What outputs should we measure?** | **Which organisation(s) could lead and with whom should they collaborate?** | **Is this a short/medium/long term priority? Indicative timescales?** | **What is the proposed source and amount of funding?** |
| Promotion of business activity and the strong commercial premises offer in our town and city centres |  |  |  |  |  |  |
| Supporting light industrial activity in rural areas |  |  |  |  |  |  |
| Improved public transport and accessibility within our town and city centres and rural areas |  |  |  |  |  |  |
| Investment in priority local transport schemes |  |  |  |  |  |  |
| Delivery of high quality, safe, and sustainable housing we need to grow, supported by strong utilities and social infrastructure |  |  |  |  |  |  |
| Work with national partners to prioritise major strategic schemes and unlock key housing and employment sites |  |  |  |  |  |  |
| Protection, enhancement and remodelling of our built heritage and natural environment assets |  |  |  |  |  |  |
| Development and expansion of our visitor economy strengths to increase dwell time and spend |  |  |  |  |  |  |