**Item 6 - Appendix 3a**

**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 Local Industrial Strategy, and the sub-groups that will support its implementation, means that some areas of work will be relevant to more than one sub-group. (For example, some of the discussions around place will be dependent, and have an impact, upon location of new businesses or inward investment under the remit of the Growing Business Sub-group). Where these issues have been included within the scope of the Place Advisory Sub-group, there is an expectation that information will be shared, and members will work collaboratively, with other relevant 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 |  |  |  |  |  |  |