

| Cabinet Member Consultation | | | |
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| Report title: | Tettenhall Local Economic Development and Growth | | |
| Cabinet member(s) consulted | Consulting employee | Mode of consultation | Primary date of consultation |
| Cllr John Reynolds | Service Development Manager | | |
| Key comments arising from consultation (if applicable): | | | |
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Stronger City Economy Scrutiny

13 February 2018

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| Report title | Tettenhall - Local Economic Development and Growth | |
| Cabinet member with lead responsibility | Councillor John Reynolds City Economy | |
| Wards affected | All | |
| Accountable director | Keren Jones, Service Director | |
| Originating service | City Economy | |
| Accountable employee(s) | Heather Clark | Service Development Manager |
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| Report to be/has been considered by | | |

Recommendation(s) for action or decision:

The Stronger City Economy Scrutiny Panel is asked to consider how can the Council help to support the development and strengthening of the local economy in Tettenhall?

1.0 Purpose

- 1.1 To provide an overview of the local economy in Tettenhall and ask the Stronger City Economy Scrutiny Panel and witnesses to consider how the Council can help to support the development and strengthening of the local economy in Tettenhall:
- What is the vision for Tettenhall?
 - How can the Council work best in collaboration with partners and what information do Councillors hold to help with this process?
 - What do the witnesses invited, who work in partnership with the Council, believe can be done to improve collaborative working?
 - How can the Council's existing approach help with external partners plans and what is missing to achieve the vision for Tettenhall?

2.0 Background – local economic development

- 2.1 Local Economic Development (LED) is an approach towards economic development which allows and encourages local people to work together to achieve sustainable economic growth and development thereby bringing economic benefits and improved quality of life for all residents in a local municipal area.
- 2.2 The Centre for Local Economic Strategy (CLES) resilience model examined the importance of all parts of the economy: the social; commercial; and public economies to ensure an economy is resilient to external forces or change. The commercial economy is often seen as the priority for economic development, but the resilience model demonstrates that the public sector can have considerable influence on a locality through procurement spend, planning and employment opportunities. Likewise, the social economy does not regularly feature in economic development strategies but plays a crucial role in providing the foundations for any healthy and effective economy both directly through local employment, local supply chains, volunteering and social enterprise, but also indirectly through development of social capital and promotion of civil engagement and participative democracy.
- 2.3 A Neighbourhood Plan for Tettenhall Wards for 2014- 2026 was approved in 2014 following extensive consultation. Tettenhall is made up of two wards Tettenhall Wightwick and Regis. Both wards have a population of 13,203 (census 2011). Tettenhall wards consistently outperform borough and national average. Outlined below are the key statistics for Tettenhall:
- **Economically Active:** 78.8% of working age residents are economically active in Tettenhall Wightwick and 80.6% in Tettenhall Regis, above both Wolverhampton and national average.
 - **Economically Inactive:** 21.2% of working age residents are economically inactive in Tettenhall Wightwick and 19.4% in Tettenhall Regis, below both Wolverhampton and national average. In Tettenhall Wightwick, the largest proportion of economically inactive are retired (6.8%) followed by students (5.4%). In Tettenhall Regis, the largest proportion are students (5.7%).

- **In employment:** 73.4% of working age residents are in employment in Tettenhall Wightwick and 74.5% in Tettenhall Regis, above both Wolverhampton and national average. Both wards have a higher proportion of self-employed 11.3% and 11.9% as compared to Wolverhampton average of 6.9% and slightly above national average of 10.4%. A higher proportion of residents are in full time employment in both wards.
- **High Skills profile:** 37.7% of working age residents are qualified to Level 4 qualifications or above in Tettenhall Wightwick and 34.9% in Tettenhall Regis, above both Wolverhampton (21.7%) and national (29.7%) average. The numbers of no qualifications are significantly lower than Wolverhampton with only 12.2% in Tettenhall Wightwick and 11.8% in Tettenhall Regis.
- **Unemployment:** there are only 330 claimants in Tettenhall Wightwick and Regis wards (NOMIS). Unemployment is also extremely low at 1.85% and 1.64% in Tettenhall Wightwick and Regis significantly below Wolverhampton and National average.
- **Sources of employment:** both wards have a higher proportion of residents in higher level occupations: 14.8% and 13.9% manager and senior officials for Tettenhall Wightwick and Regis; 23.2% and 21.3% professional and 13.1% and 13% associate professional and technical. All above Wolverhampton and national average.
- **Business:** both wards are primarily residential areas, however they contain 1035 businesses, 915 are micro (0-9), 110 are small (10-49 employees) and 15 medium (50-249). The area contains only one industrial estate, Marcombe Road. Other key employers including The Mount Hotel, Tettenhall College Independent School, Compton Hospice and Nuffield Hospital.

3.0 Tettenhall Local Economic Development

- 3.1 Tettenhall is largely a residential area with attractive local amenities and historic sites bordered by rural South Staffordshire and areas of green belt to the west. Tettenhall has a distinctive and high quality built environment, including two village greens, six conservation areas, 95 listed buildings and important features such as Wightwick Manor, the Staffordshire and Worcestershire Canal and a number of Georgian and Victorian houses. There are significant areas of high quality open space and green infrastructure assets including Smestow Valley Nature Reserve, the canal network and areas of ancient woodland. The Tettenhall area makes important contribution to Wolverhampton's economy providing aspirational housing, visitor attractions and a unique village character.
- 3.2 **Tettenhall's economy:** although there are few employment sites, the area has six District and Local centres – Aldersley (Claregate), Castlecroft, Compton Village, Finchfield, Tettenhall Village and Tettenhall Wood, as well as small areas of other economic activity. The district and local centres primarily meet day to day convenience shopping and local service needs, although Tettenhall Village does contain some more bespoke provision. Marcrome Road Industrial Estate in Tettenhall Regis is the only free standing employment site and is 4.5 ha. in size. At the time of the Neighbourhood Plan,

the site was 100% occupied and consisted of 10 businesses (predominantly manufacturing and light industrial) employing 243 people. Other employers include various independent and state schools, Compton Hospice and Nuffield Hospital and the Mount Hotel. However, there is also a contribution made by tourism (see below).

- 3.2 **Business Support:** businesses across Wolverhampton are supported through the Growth Hub. For example, a company on Marcrome Road Industrial Estate received a broadband voucher to get access to superfast broadband. Employer work coaches as part of Wolves@Work are currently working with a number of Tettenhall employers to support their recruitment needs. 11 Tettenhall businesses have already pledged to wolves@work to recruit locally, provide work experience and apprenticeships and develop their workforce. Moving forward Wolves@Work Employment Coaches will proactively promote Business Development to include recruitment and support in and around the Tettenhall area with Tettenhall being a priority area for further engagement and support.
- 3.3 **Skills and Employment:** a range of support is available to local residents to get into employment, education and training including Wolves at Work and European Social Fund and Youth Employment Initiative funded Impact programme. Wolves@Work, a partnership between the Council and DWP, provide support for Tettenhall residents. To date, 29 Tettenhall residents have been supported by the Council's work coaches of which 12 have moved into employment. Impact, which supports young people between 15 and 29 into education, employment and training. Impact has supported 28 Tettenhall young people.
- 3.4 **Tourism and Leisure:** the National Trust property Wightwick Manor is an excellent example of a building built and furnished in the style of the arts and crafts movement and attracts visitors from across the UK. The area also contains one of the city's top hotels The Mount. Other attractions include the Wildside Activity Centre, Smestow Valley and Aldersley Leisure Village. European Regional Development Fund (ERDF) has recently been secured to open up the green space at the Wolverhampton Environment Centre (WEC) as an extension to Smestow Valley Local Nature Reserve. Other leisure facilities include Tettenhall cricket club and golf course. In addition, a series of events are organised in Tettenhall Village including Make it or Bake it and Christmas Lights switch on.
- 3.5 Tettenhall has numerous community facilities including Tettenhall upper and lower green and the open air pool together with libraries, health centres, pubs and local pubs being the most commonly used. The Neighbourhood Plan listed 69 community and heritage assets across the area including educational facilities, churches, libraries, allotments, council and privately run sports and leisure facilities. The area is seen to have a key strength in terms of the number of active community groups and organisations.
- 3.6 Challenges identified in the Neighbourhood Plan consultation include:
- Traffic congestion
 - Shopping Centres - Quality of car parking spaces, vehicular access, enhancing public transport and accessibility, encouraging a great mix of local independent traders.

- Public investment in the area - 'The MEL household survey (July 2012) demonstrated that people would like to see more of the following amenities, play areas, youth activities, swimming facilities, doctors/ dentists/chemists and local post offices.'
- 'There is also a need to further promote what is already on offer, for example by maximising community use of the new school facilities developed as part of the City's recent Building Schools for the Future Programme. At consultation events and in the survey, residents identified certain buildings which they would like to see made available for community use.'
- The neighbourhood plan has a policy aim of, 'to ensure there is a diverse and health economy by attracting investment in business, industry, retail, housing, community facilities, tourism and leisure which is consistent with the character of the area.'
- Safeguarding pubs
- Better utilisation of some buildings.
- 'Consultation demonstrated a strong commitment to local conservation and that residents are particularly concerned about loss of habitats for wildlife, loss of trees on local streets and of green space and open areas and the maintenance of public footpaths.'
- Providing adequate, safe and accessible safe pedestrian routes for all members of society in the Tettenhall area.

4.0 Questions for Scrutiny to consider

- 4.1 How the Council can help to support the development and strengthening of the local economy in Tettenhall:
- What is the vision for Tettenhall?
 - How can the Council work best in collaboration with partners and what information do Councillors hold to help with this process?
 - What do the witnesses invited, who work in partnership with the Council, believe can be done to improve collaborative working?
 - How can the Council's existing approach help with external partners plans and what is missing to achieve the vision for Tettenhall?

5.0 Financial implications

- 5.1 The report provides an update on the current Tettenhall economy, as yet there are no further proposals and current financial obligations are stated, therefore there are no financial implications arising directly from this report.

[ES/29012018/A]

6.0 Legal implications

- 6.1 As there are no actual proposal yet, there are no specific legal implications arising from this report. When proposals have been formulated, a new reflection as to legal implications will be required.

JB/23012018/S

7.0 Equalities implications

7.1 There are no equalities implications arising directly from this report.

8.0 Environmental implications

8.1 There are no environmental implications arising directly from this report.

9.0 Human resources implications

9.1 There are no human resources implications.

10.0 Corporate landlord implications

10.1 There are no corporate landlord implications.

11.0 Schedule of background papers

11.1 Tettenhall Neighbourhood Plan 2014-2026
<http://www.wolverhampton.gov.uk/neighbourhoodplanning>