

APPENDIX A

TAMESIDE INCLUSIVE GROWTH STRATEGY PUBLIC CONSULTATION REPORT

1.0 BACKGROUND

- 1.1 Tameside Council's Cabinet approved the Tameside Inclusive Growth Strategy Consultation Draft to be published for public consultation at their meeting of 2 November 2020, alongside the Tameside Economic Baseline report, which, alongside the Greater Manchester Independent Prosperity Review, provided the evidence base for the strategy.
- 1.2 The public consultation period was initially planned to be 6 weeks from 4 November to 16 December, with the option to extend this period in response to COVID-19. The consultation period was extended and came to an end on Friday 22nd January. 7 workshops were attended by 49 people, 22 people responded to the online consultation and two written submissions were received (one being the restated outcomes from a workshop session).
- 1.3 The consultation asked 4 questions about the key sections of the IGS:
- Do you feel the Aims of the Inclusive Growth Strategy Adequately reflect what needs to be achieved in Tameside?
 - Do you feel the Strengths outlined in the Strategy adequately consider all Tameside's strengths with regards to inclusive growth?
 - Do you feel the Challenges outlined in the Strategy adequately consider all Tameside's challenges with regards to inclusive growth?
 - Do you feel the Opportunities outlined in the Strategy adequately consider all Tameside's opportunities with regards to inclusive growth?
- 1.4 During the period of the consultation, the Strategy, economic baseline report and consultation survey were available on the Council's big conversation webpages.
- 1.5 Details of the consultation were also shared via email with the Greater Manchester Chamber of Commerce and the Federation of Small Businesses, to distribute to their local members. These details were also share with the Tameside Partnership Engagement Network - a network of 390 contacts public, patients, stakeholders, partners and voluntary and community sector, inviting them to respond.
- 1.6 A series of virtual and in person roundtable sessions were held with various target groups to ensure feedback from multiple demographics:

Group	Date	No. engaged
Tameside Youth Council	09 November 2020	10
Tameside Council Place and External Relations Scrutiny Panel: Task and Finish Group	09 November 2020	9
Routes to Work - Adult learners with disabilities	10 November 2020	4

Tameside Covid-19 Business Leaders Response Group	12 2020	November	5
Partnership Engagement Network	19 2020	November	10
Business Support Stakeholders	07 2020	December	4
Tameside Employers	14 2020	December	7

2.0 CONSULTATION FEEDBACK

Roundtable sessions and workshops

- 2.1 A briefing and question and answer session was given to the Tameside Youth Council at their meeting of 9 November 2020. The attending members of the group expressed two main concerns, that there are **not enough job opportunities available for young people** in the borough, and that green space and the environment needed be protected from developments.
- 2.2 Tameside Council's Place and External Relations Scrutiny Panel held a task and finish group session addressing the Inclusive growth strategy on 9 November 2020. Following the session Cllr Glover, in his capacity as chair of the panel, submitted a letter in response to the consultation. The letter provided key areas of feedback and challenge to the strategy, expressing support for the strategy and acknowledging it as strengthening the borough's ability to access the growth opportunities in Greater Manchester. However, the panel felt there was a possible lack of clarity regarding the target audience for the strategy, and have **recommended a shorter digital version** headlining the vision, aims and priorities to improve accessibility. Further to this, a **lack of definitive success measures was raised**, with minimum expectations and tangible measures for success in key areas recommended. It was also felt that to truly deliver growth across the whole Borough, separate strategic plans for different areas, with Town Centres a focus, should be drafted, alongside key stakeholders in each area, to address the challenges and issues impacting residents.
- 2.3 A face to face session was held with 4 members of Tameside Council's current cohort of adult learners with disabilities on 10 November 2020. The main concerns of the group were their **ability to access jobs, safely and securely**. Whilst the group felt that public transport in Tameside was good, their ability to travel to Manchester or Stockport was less easy. The group wanted to see **increased employment opportunities in town centres**, and not just a focus on residential development.
- 2.4 The Tameside Covid-19 Business Leaders Response group were consulted on the strategy at their meeting of 12 November 2020. The members of the group expressed **broad support for the aims, strengths, opportunities** and challenges identified in the strategy.
- 2.5 The Inclusive Growth Strategy consultation was the subject of 2 breakout sessions at the Tameside and Glossop PEN held on 12 November 2020. Ten colleagues in total, including residents and those representing the NHS, local employers and charities, and other Tameside Council departments, attended the two sessions. The groups agreed with the aims, strengths, challenges and opportunities outlined in the strategy. Both sessions provided clear feedback that they thought that **raising low aspirations and addressing the borough's health issues** needed to be more clearly expressed in the strategy's

Aims. A strong **place marketing campaign** to improve the borough's image both externally and with residents was also felt to be one of the utmost importance.

- 2.6 On 7 December 2020 a virtual roundtable session was held with representatives of MIDAS, Tameside College, the Business Growth Company and Oxford Innovation to gather feedback on the strategy from Business Support stakeholders engaged in delivering services to Tameside employers. The group was in agreement with the aims, strengths, opportunities and challenges identified by the strategy. This group also raised the **importance of raising aspirations of the borough's residents and businesses** to achieve the goal of improving health and skill levels. The strategy's focus on the delivery of the key sites of St. Petersfield and Ashton Moss to **provide growth space and attract inward investment was identified as being of great importance, with the Council driving this forward** being seen as a way to signal commitment to growth and this strategy. Given the impact of Covid-19 in employment trends, any delivery on these sites must be cognisant of trends in business needs however.
- 2.7 On 14 December a virtual roundtable session was held with representatives of seven of the boroughs Small Medium Enterprise (SME) employers, representing the digital and creative, professional and financial services, childcare and property and construction sectors. The group was in agreement with the aims, strengths, opportunities and challenges identified by the strategy. This group also identified **raising local resident's aspirations as being important** to any ambition to increase skills levels in the borough, addressing the skills gaps they experience in recruiting, and driving more entrepreneurialism. The group felt that the council would need to clearly take the lead in delivery, to draw support from stakeholder groups across the borough. **The safety and security of staff and premises were raised as concerns for employers**, with the need for businesses to feel safe in their surroundings important in retaining and attracting businesses.

Postal submissions

- 2.8 Cllr Pearce submitted a letter in response to the consultation on behalf of The Stalybridge Advisory Group, (excluding the Leader and Cllrs Ryan, Feeley and Dickinson) established as part of the governance structure of the Stalybridge Town Centre Challenge group. The group welcomes that a strategy has been written addressing the need for inclusive growth in the borough, but regrets that the group were not able to be involved in the process of producing the strategy earlier. The group believes that the **vision of the strategy is unclear**, and the document **fails to express how projects such as Ashton moss will deliver inclusive growth**. It fed back that **the strategy should have 3 or 4 clear objectives with Town Centre regeneration being one of them** and the **work done in Stalybridge recently acknowledged** in more depth.

The Big Conversation online survey responses

- 2.9 In order to ensure that the broadest possible response to the consultation was received, the Strategy, economic baseline and consultation survey were published on the Council's Big Conversation web pages. This was then promoted through the Council's communications channels, it was also signposted in every workshop session with attendees encouraged to provide written responses as appropriate. 22 responses were received. Whilst 16 of these were left blank, those respondents that did comment (6) on the strategy were evenly split between being supportive of the Strategy, and expressing negative sentiment about a **lack of focus on actions being taken to support Hyde**

town centre as opposed to the surrounding wards. The online consultation was open for 12 weeks.

3.0 SUMMARY OF CONSULTATION RESPONSE

- 3.1 The overall response to the strategy was positive with support and agreement for the five year plan. Table 1 sets out themes that emerged during consultation alongside a response including updates to the Strategy.

Table 1		
	Consultation Finding - You said	Response - We did
1	The strategy document needs to more clearly communicate its vision, with a shorter digital version produced.	<p>The Vision has been placed on one page to make clearer. (p.6)</p> <p>The Tameside corporate plan priorities have been separated from the vision. (p.7)</p> <p>An additional graphic has been added to provide a visual story of how this strategy achieves the vision. (p.8)</p> <p>Following approval of the strategy a summary version will be produced.</p>
2	Raising aspirations and ensuring high levels of good quality youth employment should be clearer in the strategy.	Aim 2 has been amended to include raising aspirations and health across the whole borough. (p9 and p48)
3	How the various proposed projects contribute to the goal of the vision needs to be more clearly communicated in the document.	<p>An additional graphic has been added to provide a visual story of how this strategy achieves the vision. (p.8)</p> <p>The opportunities section of the document has been enhanced with new graphics providing clear links to strengths and challenges. (p18 - 22)</p> <p>The opportunities section has been moved to follow the strengths and precede the challenges. (p. 18 - 22)</p>
4	Raising aspirations of both our residents (including young people) and our businesses needs to be more clearly acknowledged as being an important step in increasing skills, employment opportunities, health and increasing productivity.	Aim 2 has been amended to include raising aspirations and health across the whole borough. (p.9 and p.49)
5	Security and safety needs to be acknowledged as important for businesses and for town centres.	A 25th priority has been added: Make our town centres and employment zones safe and secure places for all, helping to retain and attract businesses and skilled jobs. (p.65). This supports stronger integration with the Community Safety Strategy.

6	A high quality place marketing campaign that raises residents and local businesses perceptions of Tameside, as well as selling the borough to inward investors, is a priority action.	<p>No change.</p> <p>Priority 2 already covers: 'Develop and deliver a comprehensive destination / place marketing strategy and campaign to promote Tameside as a digitally enabled borough that empowers people and business to achieve'.</p>
7	The council needs to show decisive leadership and deliver on a flagship project to drive investor and stakeholder confidence in the borough.	No change as this relates to delivery of the strategy.
8	The work of the Stalybridge Town Centre Challenge is not reflected in the Strategy	<p>No change.</p> <p>Priority 17 has a clear focus on the Stalybridge Town Centre Challenge.</p> <p>Aim 8 recognises 'Make our Town Centres hubs for living, culture, employment and services supporting a sustainable retail sector'.</p> <p>We also recognise our Town Centres as one of five key 'opportunities' to drive growth and achieve the strategy.</p>
9	Town Centre regeneration should be given more prominence with a reduced number of priorities, and increased employment opportunities in town centres prioritised.	<p>No change.</p> <p>Priority 17 focuses on wider Town Centre development building on learning in Stalybridge.</p> <p>Aim 8 recognises 'Make our Town Centres hubs for living, culture, employment and services supporting a sustainable retail sector'.</p> <p>We also recognise our Town Centres as one of five key 'opportunities' to drive growth and achieve the strategy.</p>
10	Hyde Town Centre requires more than Godley Green and is sidelined.	<p>No change.</p> <p>Inclusive Growth would be nature if successful benefit residents and businesses across the borough.</p> <p>Priority 17 Focuses on our town centres including Hyde with a success measure around the Hyde One Public Estate work.</p> <p>Aim 8 recognises 'Make our Town Centres hubs for living, culture, employment and services supporting a sustainable retail sector'.</p> <p>We also recognise our Town Centres as one of five key 'opportunities' to drive growth and achieve the strategy.</p>
11	Definitive success measures for the strategy's detailed priorities are required.	<p>No change.</p> <p>The strategy contains detailed priorities and success measures.</p>

		Each priority will have an action plan which will set out detail of delivery including timescales and be updated as appropriate.
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4.0 NEXT STEPS

- 4.1 The updated Strategy and consultation findings will be presented to Cabinet in March 2021 for consideration.