



Working *together*

# South Warwickshire Economic Development Strategy Consultation

Please refer to the Strategy document to complete this consultation. Please tick the appropriate box or answer in the space provided.

## Page 20 – Our Vision and Our Mission

### **Our Vision**

Our vision for South Warwickshire is that by 2028, Stratford-on-Avon and Warwick District Councils will have contributed to creating a larger, stronger, greener and more inclusive economy.

### **Our Mission**

Both Stratford-on-Avon and Warwick District Councils have declared climate change emergencies and are committed as organisations to achieving net carbon neutrality by 2025. Aside from the positive environmental impacts of achieving carbon neutrality, mitigating and adapting to climate change will generate positive economic impacts and new opportunities for jobs and investment in new sectors, driving forward innovation in existing sectors and creating the cross-fertilisation of ideas. The Councils want to capture and capitalise on these opportunities and see South Warwickshire leading the way in decarbonising the local economy while promoting growth and social inclusion. Our mission, therefore is:

To foster the growth of the South Warwickshire economy sustainably and equitably. Working together, we will seek to achieve economic participation and prosperity for everyone in South Warwickshire. We will also lead the way and take smarter steps towards a greener future to meet our ambitions for a 55% reduction in South Warwickshire's carbon emissions by 2030.

### **Q1. Do you agree with the Vision and Mission statements?**

Yes

No

If no, please make your comments below.

The JPC supports the bulk of the Vision and Mission statements. We have a significant reservation about the 2023-2028 timescale for the following reasons:

- Most economic activity has a longer development period than 5 years especially when targeting strategic sectors.
- The SWES is intended to integrate with and support the Local Plan. As the local plan period is 2025-50 a 5-year period is incompatible.

The JPC suggests that the SWLP has intermediate development periods of 5 years and the SWES covers at least 15 years in three 5 year plan periods.

## **Page 20 – Our Focus**

**Q2. Do you agree with our focus on the three themes of People, Productivity and Place?**

Yes

√No

If no, please make your comments below.

We agree that the three P's are sensible themes. However as the Climate Emergency is the overriding priority the JPC thinks that an additional theme of the Environment would be appropriate. The issues of air, water and land use pollution do not fit easily with the current themes. Neither does nature conservation. A change as proposed looks sensible and relevant.

## **Page 20 – Objectives**

Across these themes we have identified eight objectives that the two Councils want the strategy to accomplish.

### **People - Objectives**

- 1. To address the skills imbalance*
- 2. To improve the affordability of housing*

**Q3. Do you agree these are the correct objectives?**

Yes

√No

If no, what objectives do you feel should be considered?

Objective 1 The JPC agrees that improving Skills balance is vital.

Objective 2 The JPC does not agree with the Housing objective.

This objective does not fit properly with the Draft Local Plan.

When the priority actions are looked at the practical affects of this approach become obvious. A more logical housing objective might cover the following

- Sufficient new housing to meet economic targets including affordable needs
- Ensuring all new housing is sustainable
- Increasing the sustainability of existing housing

## Productivity - Objectives

3. *To strengthen existing economic sectors*

4. *To de-carbonise the existing South Warwickshire economy*

5. *To attract new sectors to diversify the local economy*

### Q4. Do you agree these are the correct objectives?

✓Yes

No

If no, what objectives do you feel should be considered?

## Place - Objectives

6. *To improve infrastructure provision across South Warwickshire*

7. *To increase the vitality of our high streets and towncentres and promote the economic value of our artistic and cultural assets*

8. *To ensure the adequate supply of employment land*

### Q5. Do you agree these are the correct objectives?

✓Yes

No

If no, what objectives do you feel should be considered ?

?

## **Pages 21 and 22 - Priority Actions**

### **People - Priority Actions**

**Q6. Do you agree with these priority actions?**

Yes

√No

If no, why not and please suggest any actions you feel are missing?

Objective 1 skills: we support these priority actions

Objective 2 Housing: We do not support these priority actions for the following reasons.

- None of these are mentioned in the Local Plan,
- None are directly related to SDC policies
- Point 1 appears to be a direct contradiction of SDC strategies.
- None of them seem to have direct relevance to the Henley area.
- 100% affordable housing development would only be possible with enormous public subsidy which will not be available.

### **Productivity - Priority Actions**

**Q7. Do you agree with these priority actions?**

Yes

√No

If no, why not and please suggest any actions you feel are missing?

Objective 3 Stronger sectors - the JPC supports the priority actions 3.1-3.7 except for 3.3

Priority action 3.3 targets the increase in visitor centres across the sub-region. The actions need to target the key assets of the area such as Stratford/Shakespeare /Arden and Warwick Castle. Tourism is treated largely as a problem and a much higher priority to a vibrant sustainable and targeted sector is appropriate.

Objective 4 Decarbonisation – The JPC supports the priority actions 4.1-4.3

### **Place - Priority Actions**

**Q8. Do you agree with these priority actions?**

Yes.

No

**Objective 6 Infrastructure: Priority actions 6.1-6.7**

The JPC is very concerned about the approach to infrastructure. The SWLP identifies the Henley area as a possible centre for significant housing growth. When we consulted the community about these plans they had two main concerns, that any new development was compatible with the existing character of the town and they would only support new development which was backed by significant infrastructure improvements.

It is a stark reality that none of the priority actions have a direct impact on Henley. The Core Opportunity Area covers large swathes of the sub-region.

Henley/Beautesert quite clearly lies outside the COA. By definition the priority for infrastructure resources and policies will be within the COA. The detail in Priority Actions 6.1-6.7 demonstrates that this is already the case. The JPC is therefore mandated to object to this formulation.

**Objective 7 Vital High Streets.** The JPC supports these actions but assumes that the consultation will be with parish Councils as well as Town Councils.

**Objective 8 Adequate Employment land –** the JPC supports these priority actions

## **Profile**

**Q9. Do you...? (Tick all that apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> ✓Live in Stratford-on-Avon District | <input type="checkbox"/> Work in Warwick District  |
| <input type="checkbox"/> ✓Work in Stratford-on-Avon          | <input type="checkbox"/> Study in Warwick District |
| <input type="checkbox"/> District Study in Stratford-on-Avon | <input type="checkbox"/> Other                     |
| <input type="checkbox"/> District Live in Warwick District   |  |

**Q10. If completing the consultation as a resident of either Stratford District or Warwick District, where do you live? Please provide your postcode below.**

**Q11. In which age group do you belong?**

- |   |                                   |
|---|-----------------------------------|
| <input type="checkbox"/> 29 years old and under | <input type="checkbox"/> 45-64    |
| <input type="checkbox"/> 30-44                  | <input type="checkbox"/> ✓65 plus |

**Q12. Are you completing the consultation on behalf of an organisation?**

- |                               |                             |
|-------------------------------|-----------------------------|
| <input type="checkbox"/> ✓Yes | <input type="checkbox"/> No |
|-------------------------------|-----------------------------|

**Q13. Are you completing the consultation on behalf of a business?**

- |                              |                              |
|------------------------------|------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> ✓No |
|------------------------------|------------------------------|

**Q14. If yes, what is the size of your business?**

- |   |   |
|---|---|
| <input type="checkbox"/> 1-3 employees (micro-business)   | <input type="checkbox"/> 50-249 employees (medium business) |
| <input type="checkbox"/> 4-9 employees (micro-business)   | <input type="checkbox"/> 250+ employees (large business)    |
| <input type="checkbox"/> 10-49 employees (small business) |   |

**Q15. What sector is your business/organisation in?**

- Business/Professional/Financial
- PR/Marketing/Digital/Creative/Media/Publishing
- Hospitality/Tourism/Leisure/Cultural
- Retail/Wholesale (including online)
- Manufacturing/Engineering/Aerospace/Automotive
- Civil Engineering/Construction/Trades/Building and Environmental Technologies/Energy
- Science/Technology/Medical Technologies
- Health/Healthcare/Medical/Beauty
- Education/Childcare
- Transport/Logistics/Storage
- Landbased and Animals
- ✓Public Sector
- Third Sector (charity/voluntary/community)/Support Organisation
- Other

Thank you very much for completing this consultation. Please return to FREEPOST RTYG-BGXS-ESLZ, Stratford-on-Avon District Council, Elizabeth House, Church Street, Stratford-upon-Avon, CV37 6HX.