

# Strategic Place Plans



# Strategic Place Plans (SPP) Background

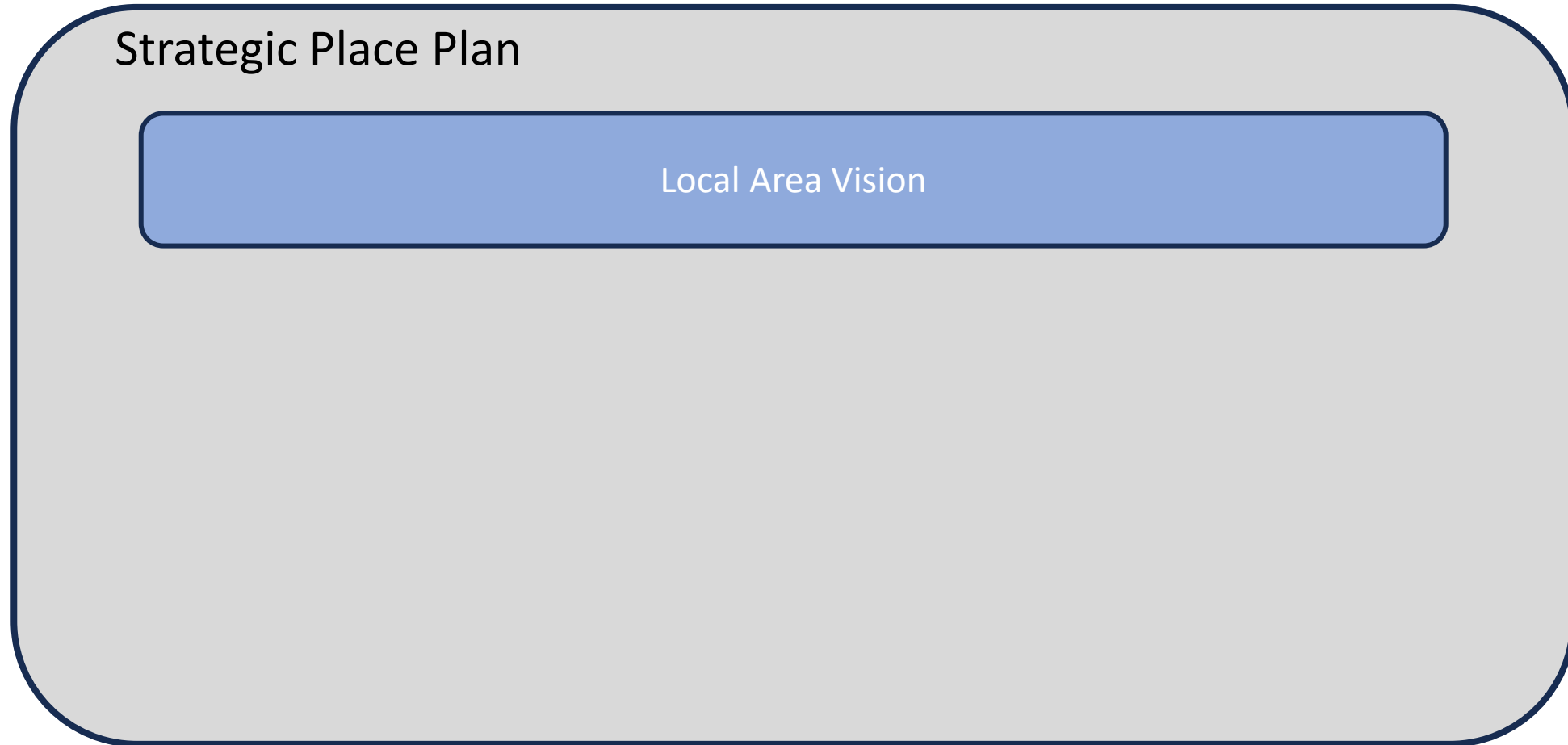
- Strategic Place Plans have replaced Masterplans in line with principles and priorities of the Inclusive Economic Strategy (Approved by Cabinet November 2023)
- Economy & Enterprise Overview Scrutiny considered approach to SPP in January 2024
- Central to this methodology is empowering local communities to be at the heart of shaping the future of their towns and villages, working with local people, businesses and stakeholders to establish shared visions for each place. This agreed vision will then be the foundation on which spatial, investment, and action plans will be developed to create SPP

# Strategic Place Plans

Strategic Place Plan

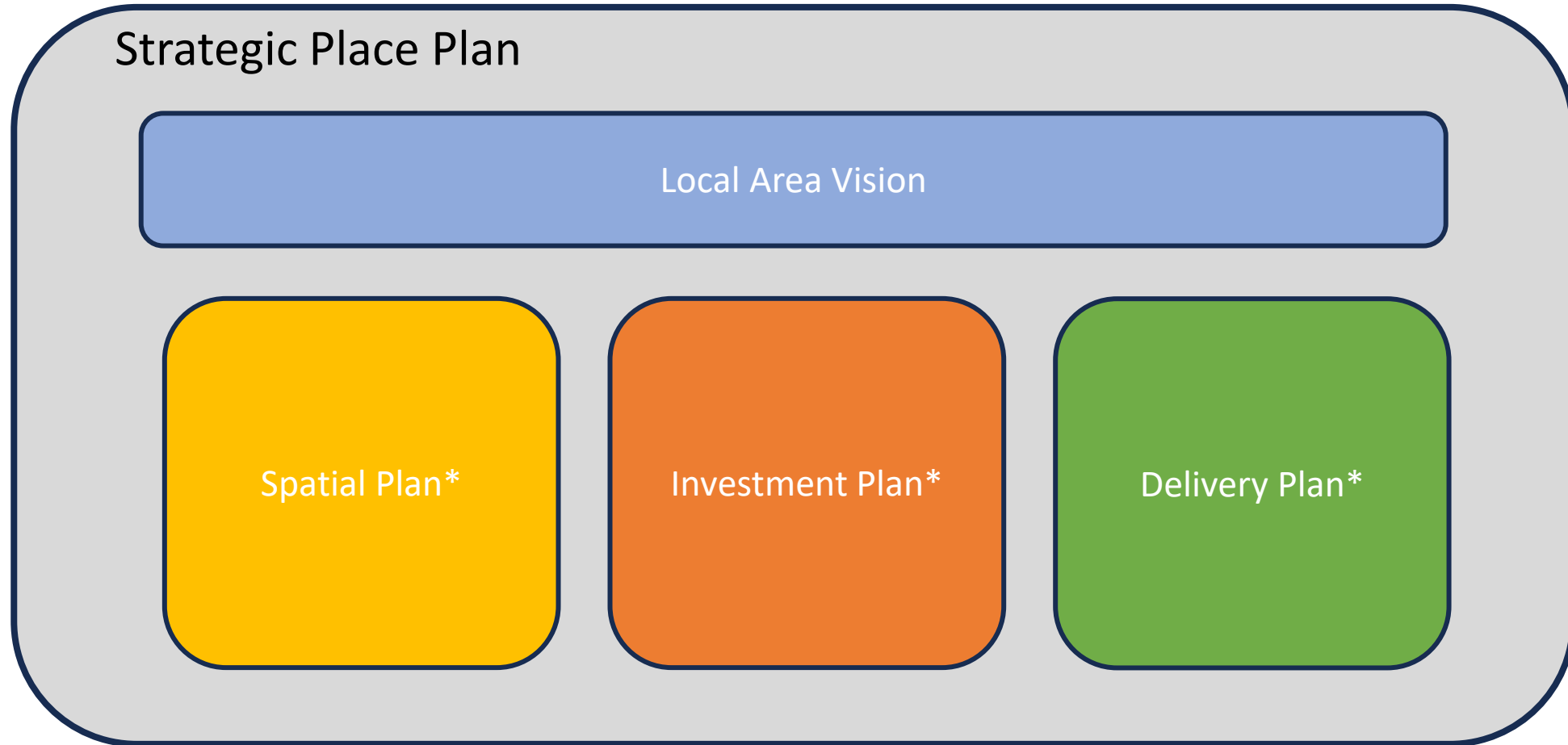
\* As required

# Strategic Place Plans



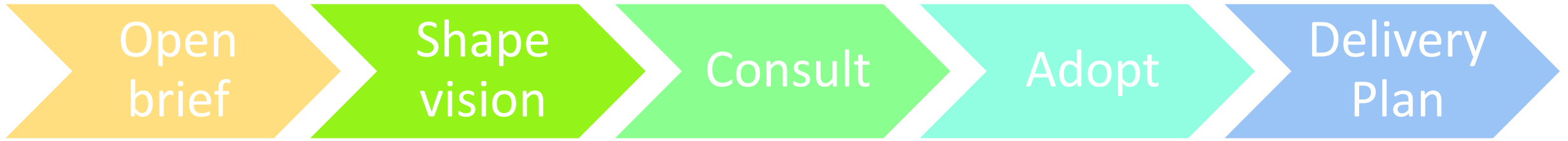
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# Strategic Place Plans



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# Strategic Place Plans - process



# Strategic Place Plans - process



## Open brief

- Direct engagement with Local people and stakeholders to define what they want for their area.
- Open conversation to highlight challenges and constraints
- Wide range of engagement tools

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## Delivery Plan

- Develop a delivery plan based on adopted vision
- Owned by stakeholder group
- Adopted by Cabinet

# Strategic Place Plans - Pilots

We are undertaking three pilot SPPs to help us refine the approach, understand the resources needed, and timescales involved.

## **Spennymoor**

- Area chosen due to £20 million Funding allocated directly by the government to Spennymoor through the Long Term Plans for Town programme
- Requirement to submit an Investment Plan to government by 1 August 2024
- £250,000 Govt Capacity funding being used to trial the Strategic Place Plan approach
- Detailed example case study is provided, demonstrating process and progress

## **Shildon and Newton Aycliffe**

- Areas chosen due to National Heritage Lottery Fund committing to starting a 10-year journey with County Durham that will transform the area's heritage, through its new Heritage Places initiative
- Requirement to submit a Strategic Place Plan which will support NHLF bid
- Progress - First Stage Bid for Development Phase Funding additional £250,000 to scope out strategic heritage place priority projects – Submission mid July

## **Durham City**

- Area chosen as detailed in the Inclusive Economic Strategy, agreed by Cabinet December 2022 to create a new vision for the City and delivery framework
- Following a slightly refined process with draft brief underway due to the complexities of the city and partners
- Progress - Engaging internal officers and external stakeholders with alongside existing networks to create a draft City vision and delivery framework

# Spennymoor Long Term Plans for Towns (LTPT)

## SPP case study

- LTPT backed by £1.1 billion overall, aims to drive the regeneration of 55 towns around the United Kingdom over the long-term through £20m Town Plans.
- **LTPT Will bring together community leaders, businesspeople, and local bodies to forge their town's future together**, alongside the funding needed to deliver for their communities in the long-term.
- Longer-term funding certainty; building local partnerships; having a clear plan for delivery; joint working between central and local government; and involving people and communities from the outset
- Plan should include a 10 year vision and a 3 year investment plan as an annex  
10 year vision should be a long-term, strategic document. It should be backed by insights gained through engagement with local people, to create buy-in with the public

10

OUR  
PRIORITIES  
2  
GROW  
THE  
ECONOMY

### OUR LONG TERM PLAN FOR TOWNS

#### EMPOWERING LOCAL TOWNS TO:

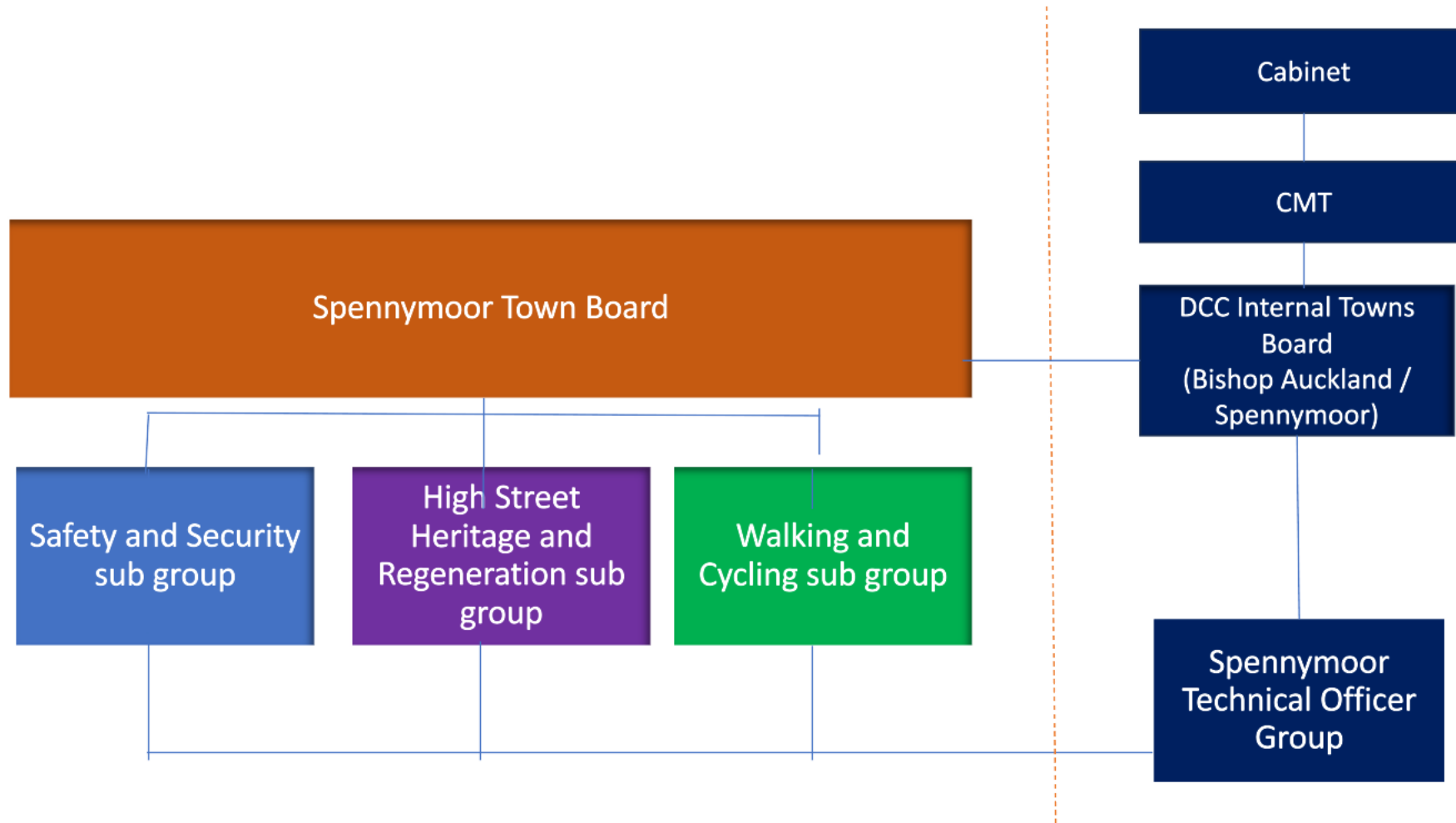
TACKLE CRIME &  
ANTI-SOCIAL BEHAVIOUR

ENHANCE TOWN CENTRES  
& HIGH STREETS

IMPROVE TRANSPORT  
AND CONNECTIONS



# Spennymoor case study



# Spennymoor case study

- Town Board was a requirement to shape co design of the Spennymoor Vision alongside the community and its stakeholders, supporting process of ongoing engagement
- Membership drawn from business, public and Community & Voluntary Sectors
- Specific LTPT requirements around role of Elected officials
- Board operations supported by 3x working groups aligned to programme themes. Populated by board members, local members and other key stakeholders
- DCC inputs – existing and potential, co-ordinated through Technical Officer Group



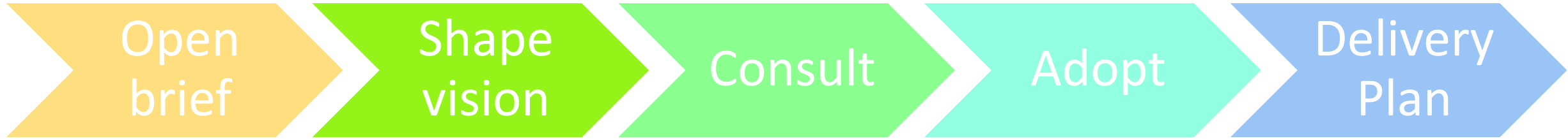
# Spennymoor case study – fit with SPP model

The DLUHC LTPT Programme Guidance requires a focus on three themes:

- Highstreets, Heritage and Regeneration
  - Transport and Connectivity
  - Safety and Security
- This provided basis of the open brief, however other SPPs will have greater flexibility
  - Stakeholder group size and representation for SPPs will have further flexibility as opposed to the Spennymoor pilot due to the LTPT Funding/ Key Themes
  - Reviewing the SPPs Model in line with the Spennymoor Approach will aid lessons learned



# Spennymoor case study



## **DLUHC 3 Themes Brief**

- 11 Public engagement events;
- Family Fun Day 1000+;
- Street engagement
- 1100 Students Whitworth Park Academy & Primary Schools
- Online Survey
- Enabled open conversations
- Produced observations

## **Shape vision**

- Led by Urban Foresight
- Spennymoor Town Board developing draft 10 Year Vision
- Facilitated by DCC

## **Consult**

- Public engagement/ co design responses received formed draft vision
- Use of social media, questionnaire, public event(s)

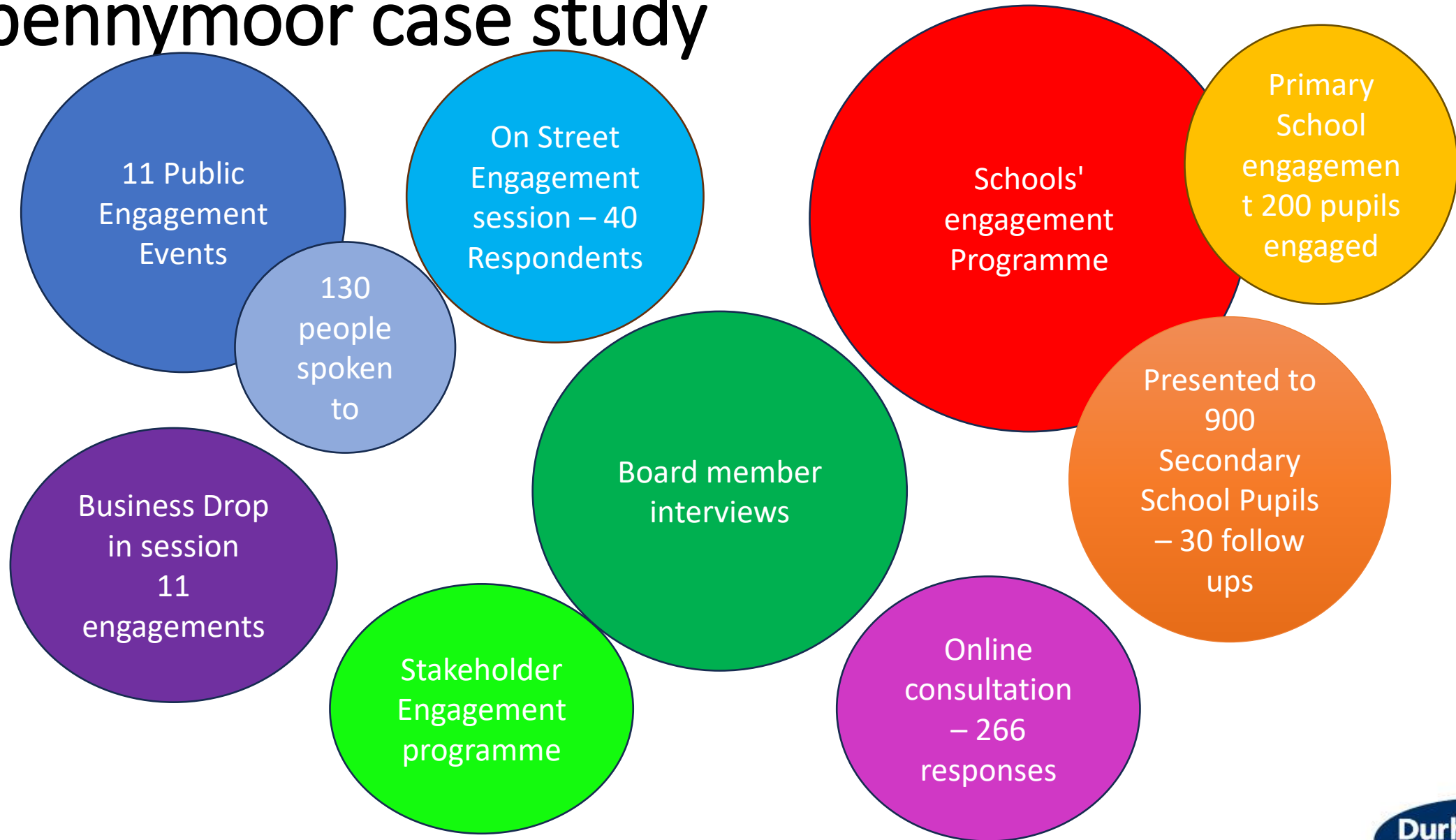
## **Adopt**

- Refine 10 Year vision based on public engagement
- Spennymoor Town Board
- Cabinet adopt the vision

## **Delivery Plan**

- Develop 3 Year Investment Plan based on adopted vision utilising first £6 million
- Owned by Spennymoor Town Board
- Adopted by Cabinet

# Spennymoor case study



# Spennymoor case study

## Timeline

Spennymoor Long Term Plan for Towns		Jan-24	February	March	April	May	June	July	August
		<b>Key Milestones and Tasks</b>							
<b>Governance/Reporting</b>	Brief Local Members (ongoing)	31.1.24							
	ED MT / REG MT / CMT / Cabinet								
	Delegated Decision							w/c 29/7	
<b>Pilot SPP Inception Steps</b>	Production of baseline indicators report - DCC								
	Formation Multi-disciplinary Spennymoor Technical Officer Group								
	Mapping of Community Assets and DCC Land								
	Stakeholder Mapping	26.1.24							
	Communications Plan	29.1.24							
	Webpage (Econ Dev and Comms) - Ongoing		12.2.24						
	Recruit and Advertise Chair and Town Board								
	Recruit and Advertise Spennymoor LTPT Officer	23.1.24							
<b>Open Brief</b>	Procurement - Tender, Evaluation, Appointment of consultant (to support Co Design Phase Workshops)	24.1.24			10.4.24				
<b>Direct Engagement 'Open Conversations' various Tools</b>	Stakeholder Sessions								
	Online Survey								
<b>Shape Vision</b> Led by Town Board & DCC	Establish Spennymoor Town Board & Deputy Chair - 1st Meeting w/c 18.3.24, ongoing meetings			18.3.24	*	*	*	*	*
	Assess Stakeholder Priorities & Aspirations for the 3 Year Town Investment Plan						30.6.24		
	Draft 10 Year Vision and 3 Year Investment Plan, 250 word vision statement							1.7.24 15.7.24	
<b>Consult</b> Revisit Stakeholders	Share and consult on draft vision								
<b>Adopt</b> Refine Vision based on public engagement	Refine and Review draft and sign off Head of Service							22.7.24	
<b>Delivery Plan</b> Owned by Board and DCC	Submit 10 Year Vision and 3 Year Investment Plan								1.8.24

# Spennymoor case study

## Developing the Investment Plan

- Reviewing the community responses has enabled a review of possible interventions for consideration by the Board and inclusion into the Investment Plan
- A Matrix evaluation tool has been developed for the Town Board to support decision making on interventions they may wish to include in the town plan. It is designed to be a useful tool to aid discussion, ensure all aspects of a project are considered and to allow for evidencing a method for decision making if and when scrutinised
- The Matrix includes aligning IES and DLUHC LTPT Themes and “on Menu Interventions”.

# Spennymoor case study

Developing a SPPs requires additional data

- Town Centre survey – annual vacancy assessment scheduled with Spennymoor prioritised to fit submission timelines
- Retail and Leisure Gaps and Capacity Study has been commissioned and a report will be available by early July.
- A series of car park surveys have been commissioned to assess car park usage across the town
- Asset & investment mapping – identifying public assets and known planned investments to support the vision submission
- Spatial priorities/ opportunity sites.

# Allocating Resources

- There are a series of routes available for seeking and allocating funding:
  - Seek government /other funding – eg Levelling Up Fund bids, devolution
  - Windfall / government funding – eg Stronger Towns /Long Term Plan for Towns / Lottery Heritage Places
  - Deliver where possible with in-house resource
  - Seek Council funding through the budget setting process

# Delivery of future Strategic Place Plans

- The ongoing pilots will help refine the approach and determine the exact need for resource and timescale for delivery of each one
- The transfer of the Area Action Partnerships to Economic Development will allow an assessment of the role and resource they can play in developing SPPs
- Future cabinet report will be needed to identify resource and future programme
- Consideration is being given to creating a matrix approach to guide decisions on the programme of future delivery of SPP

# Factors for consideration in prioritisation

The below is the current thinking on factors to take into account

## Level of deprivation

- Applying indices of deprivation to help identify highest areas of need

## High Street vacancies

- Targeting the areas with the highest number of high street vacancies

## Age of the existing masterplan

- Prioritising areas that have the least up to date masterplans

## Settlement size

- Take in to account place size and number of residents impacted

## Strategic impact

- Consider the wider catchment area and focus on district centres first

## Opportunities and challenges

- Identify places with specific issues that mean they are more likely to attract funding, or have specific issues to address



Questions?