

Cabinet Meeting on Wednesday 17th July 2019

Burton-upon-Trent Regeneration Strategy



Cllr Mark Winnington, Cabinet Member for Economic Growth said,

“Working closely with partners at the district and borough councils is crucial to deliver shared goals to grow the economy and make the whole of Staffordshire a better place to live, work and invest in.

The development of this Regeneration Strategy with East Staffordshire Borough Council will help pave the way for better delivery of our joint ambitions for the town of Burton upon Trent.”

Report Summary:

Staffordshire County Council (SCC) and East Staffordshire Borough Council (ESBC) have worked together to consider options for the improvement and future proofing of the town of Burton upon Trent; both as a centre for people to visit and shop, and a place for people to live and work to create a “Better, Brighter Burton in the future”.

Recommendations

I recommend that Cabinet:

- a. Give detailed consideration of the findings contained within the Burton upon Trent Regeneration Strategy, as presented at Appendix A.
- b. Support further exploration and implementation of the recommendations contained within the report through the Burton Town Regeneration Board.

Local Members Interest	
Cllr Conor Wileman	Burton Tower
Cllr Ron Clarke	Burton Town
Cllr Syed Hussain	Burton Trent
Cllr Philip White	Dove
Cllr Bernard Peters	Horninglow & Stretton
Cllr Julia Jessel	Needwood Forest

Cabinet – Wednesday 17 July 2019

Burton-upon-Trent Regeneration Strategy

Recommendations of the Cabinet Member for Economic Growth

I recommend that Cabinet:

- a. Give detailed consideration of the findings contained within the Burton upon Trent Regeneration Strategy, as presented at Appendix A
- b. Support further exploration and implementation of the recommendations contained within the report through the Burton Town Regeneration Board

Report of the Director of Economy, Infrastructure and Skills

Reasons for Recommendations:

1. Staffordshire County Council (SCC) and East Staffordshire Borough Council (ESBC) have worked together to consider options for the improvement and future proofing of the town of Burton upon Trent; both as a centre for people to visit and shop, and a place for people to live and work to create a “Better, Brighter Burton in the future”.
2. In June 2018 ESBC and SCC commissioned Cushman and Wakefield to develop a Burton Town Regeneration Strategy detailing potential future options and identifying ideas that will allow the town of Burton upon Trent to prosper and improve up to 2030 and beyond.
3. The attached Strategy (Appendix A) is the final report produced by Cushman and Wakefield. The strategy poses two questions:
 - a. “What the Town of Burton will be in the future” and provide outputs as to how Burton upon Trent can be improved as a place for people to live, work, invest and visit over the next 10 to 20 years.
 - b. The improvement of Burton Town Centre as a place for people to work, invest, visit and shop. The aim is for Burton Town Centre to be a thriving, attractive and accessible place for the residents of East Staffordshire and also for those who visit the town, ensuring there is a range of retail, culture and leisure options to meet the local needs of a growing and culturally diverse population.

4. The consultants have proposed a series of focused, scalable, costed, short, medium and long-term recommendations relating to the possible directions the Councils could take in the future.
5. The premise of the Regeneration Strategy is one that is alert to the further potential of Burton and a means of anticipating challenges which will have an effect in later years if not addressed now.
6. A Baseline Study carried out by Cushman and Wakefield showed that Burton is doing well but there are long term challenges. Burton must ensure that connectivity is “future proofed” at all scales, from ensuring that the town centre is easier to walk around and enjoy, through to ensuring Burton has a reputation across the Midlands as being an “easy in / easy out” destination across all transport modes. Burton must also strengthen and exploit its existing attractions.
7. The intervention themes included in the Strategy are based around the principle of the local authority acting as an enabler, through the shaping of the town around its natural infrastructure and connections in a way that best exploits its location, at the local and regional scale. At times this will mean the Council are directly delivering some of the necessary improvements and at other times we will act in partnership with other statutory and voluntary groups. There will also be the need for the Council to lobby others to deliver key infrastructure to the benefit of the town.
8. The two overarching intervention objectives identified within this Regeneration Strategy are to:
 - a. Improve Catchment – Burton needs to make it easy for people to ‘get in and get out’, enhancing the travel catchment
 - b. Improve Profile – Encourage people within the travel catchment to visit more often, through improving the town’s profile
9. Objectives were shaped around the town’s assets. From this and the baseline work Cushman and Wakefield have already carried out, three intervention themes for Burton have been created:
 - a. Regional Burton – at the heart of the Midlands, exploiting and improving rail and road links to the Midlands Engine region and beyond. Burton’s central location within the Midlands Engine, supported by Midlands Connect, is a strength, with the M1 corridor falling to the east of the town accessed both by way of the M42/A42 and the A38. Burton’s unique location offers access to Birmingham International Airport in just 45 minutes with East Midlands airport just 30 minutes away.
 - b. Burton in the Forest (the Capital of the National Forest) - exploiting its status as the largest town in the National Forest
 - c. Burton by the River – exploiting its position upon a very attractive, meandering, stretch of the River Trent.

10. Having established the baseline information and methodology to shape the strategy, Cushman and Wakefield explore how the town centre needs to change in order to appreciate its assets and grow as a town, whilst developing as a place. Burton upon Trent must develop a 'sense of place' to encourage people to come into the town.
11. The Town Wide high-level strategy seeks to address and anticipate future issues regarding Burton's connectivity and the consultants have suggested implementation over the medium and long term with the aim of protecting Burton's accessibility. It is defined through a series of large-scale interventions that are detached from the built-up area of the town centre, yet very much in its service.
12. The consultants make recommendations for both Councils to consider for potential future regeneration projects. This report does not include any financial considerations as it is simply intended to provide Cabinet with the results of the Regeneration Strategy at this stage.
13. Cabinet are asked to approve the strategy and to support further exploration and implementation, subject to detailed proposals and business cases, of the recommendations contained within the report through the Burton Town Regeneration Board, which is a jointly established group comprising SCC and ESBC Cabinet Members.
14. As the future projects and programmes arise from the recommendations of the Strategy business cases will be provided which will identify source of funds where they are not yet established, including new funding streams.
15. It is anticipated that further reports will be provided to Cabinet as regeneration projects develop from this initial report.

List of Appendices:

Appendix A – Burton upon Trent Regeneration Strategy

Contact Details

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