



Stockport Economic Plan

Stakeholder Workshop

Feb 2nd 2022

1 ONE STOCKPORT

Workshop Agenda

08:00 Introduction from SMBC

08:05 Presentation of Draft Vision Pillars & Action from Hatch

08:30 Feedback clarifications and questions

08:40 Four Breakout Groups- 30 minutes

- Fair & Inclusive
- Enterprising & Productive
- Climate Friendly & Resilient
- Accessible & Connected

09:10 Group Feedback & Discussion

09:50 Wrap-up and Next Steps



ONE STOCKPORT

ONE Stockport Priorities

‘Economy, skills and aspiration’ identified across all partners as an important priority for Stockport

Plan required to deliver:

- Enterprising and thriving Stockport
- Skilled and confident Stockport

But also key to:

- Caring and Growing (e.g. aspirations);
- Flourishing and Creative (e.g. local and district centres; age friendly);
- Fair and inclusive (inequalities and equality);
- Digital Stockport (digital economy and skills);
- Climate Friendly (green economy)



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Ensuring golden thread and clear lines of accountability

Economy, skills and aspiration identified across all partners as an important priority for Stockport



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An important part of the picture

- Economic Plan is **interlinked and aligned with other strategies** and plans **enabling the delivery of shared priorities** (*including core priorities around climate, health and care, ageing well and children and young people*)
- It will also be able to make recommendations on what other emerging strategies need to do to contribute to achieving the Borough Plan vision.
- Borough Plan review process also enables a two way flow of intelligence and priorities

One Stockport Borough Plan



Tasks on-going and next steps

Evidence Base Completed

Engagement FM Completed

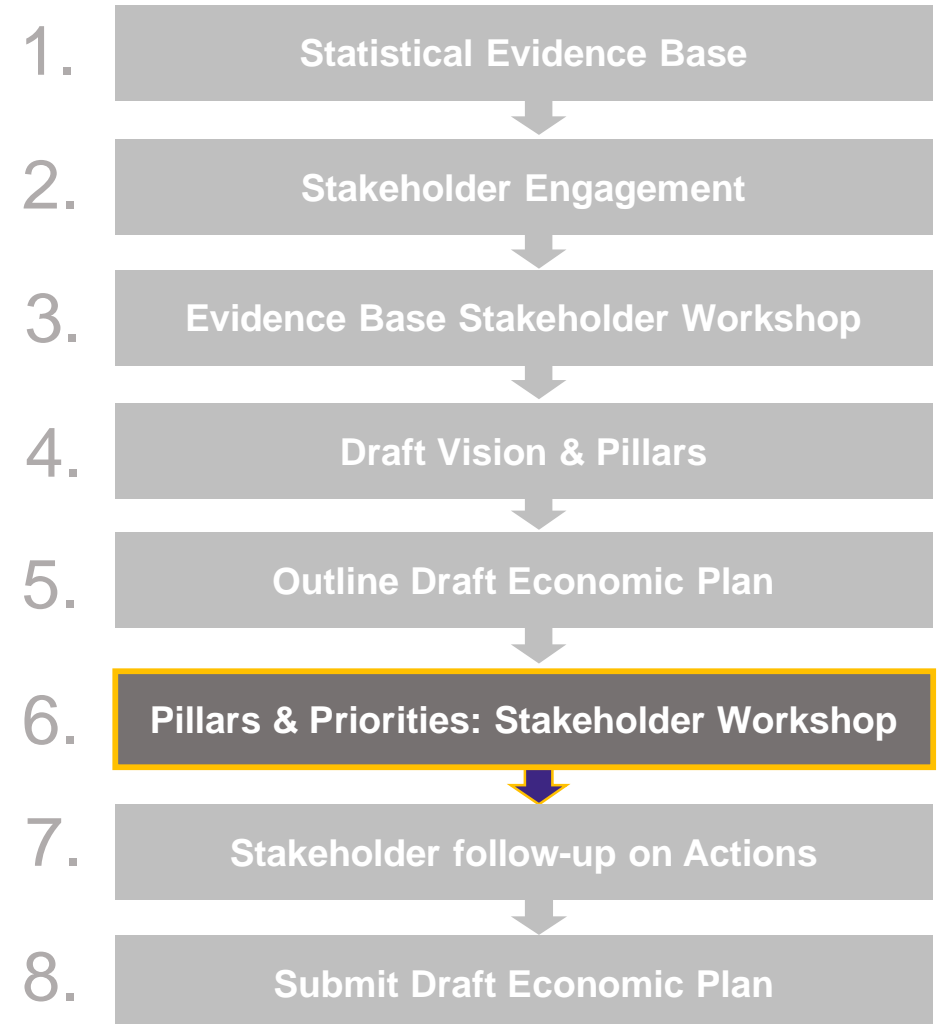
- Themes focus groups ongoing:

- Business,
- Young people,
- Third Sector,
- Disability
- Over 50's
- Public Health

- On going stakeholder consultation

Economic Plan Outline Draft

- Vision, Pillars and Priority Workshop Feb 2nd
- Final Economic Plan March 2022



Economic Vision

An economy which is...



**Fair &
Inclusive**



**Enterprising &
Productive**



**Climate
Friendly &
Resilient**



**Accessible &
Connected**

Harnessing Stockport's opportunity for growth to create a distinctive and thriving economy and secure shared prosperity for all residents"

Mission Statement: Fair & Inclusive

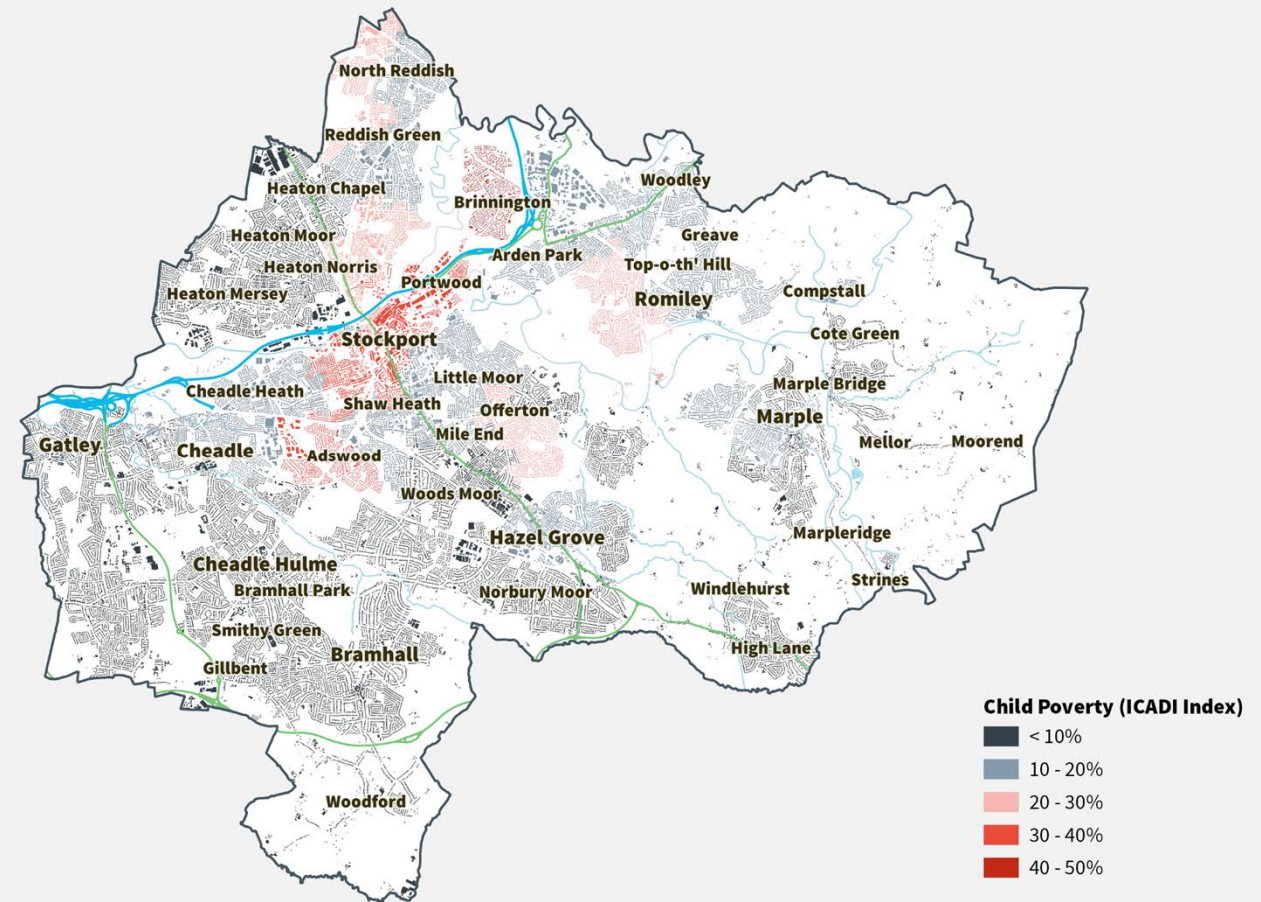
Supporting a fairer economy where local people are the primary beneficiaries of regeneration and growth

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What does the evidence base tell us?

- + Stockport is **the 8th most unequal borough in England**. This is affecting the prosperity and opportunity for residents living in the borough's most deprived neighbourhoods.
- + Stockport ranks **260th of local authorities nationally** for early years social mobility. This is affecting the life chances of
- + Stockport has a **dual economy**. Our research shows that borough averages mask deeply embedded and highly localised challenges which affect economic participation and prosperity.
- + **Impacts of COVID-19 have disproportionately impacted the borough's most disadvantaged residents**. The number of residents claiming benefits has risen most quickly in Stockport's most deprived areas.
- + **Educational outcome and aspiration inequality**. Stockport's young people are less likely to continue to sustained education at higher levels and residents from disadvantaged areas are more likely to attend a poor-performing school.

Child Poverty (Income Deprivation Affecting Children Index)



What did stakeholder engagement tell us?

Lots of considerations under this theme that data alone can't tell us. Forever Consulting have undertaken extensive group and 1-2-1 consultations to fill these gaps. Some of what we heard:

- **Referencing and cross-fertilisation with other SMBC strategies** such as the Active Communities strategy looking at breadth of inclusivity theme – *e.g. specifically target groups for inclusion such as those with long-term health issues and economically inactive*
- **Ageing** – Stockport's population is ageing and this should be seen as an asset. Stockport's older population are an active part of the economy. They have a key role in the workforce but ensuring good opportunities for volunteering and mentoring is also important for inclusive growth.
- **Digital exclusion** is also a key issue
- **Poverty & Inclusion** - Links with the emerging Fair & Inclusive Framework and the Living Wage and Good Landlords charter.
- **VCSE sector** – Larger sector as a key strength in Stockport. Supporting the sector to drive inclusive outcomes.
- **Disability** – e.g. disability confident employers
- **Mental Health** – support for business to address mental health challenges in the workplace
- **Young People** – Importance of close relationship between schools, colleges and local employers to better join up around skills and raising awareness of future opportunities and aspirations

What are the emerging priorities?

- *Polarisation of prosperity, need and opportunity which are hidden by borough-wide metrics*
- *Underlying issues/fragilities (e.g. COVID-19 and ongoing cost of living crisis) accentuating and worsening existing challenges*
- *BUT...An unprecedented opportunity for growth through investment in some of the borough's most deprived areas*



Priorities:

The economic plan should seek to:

- Utilise Stockport's unprecedented growth opportunity to benefit local people and business to make the Stockport pound go further
- Support an economy that delivers a minimum standard of prosperity
- Improve access to training and skills provision to enable residents to take advantage of new opportunities
- Clearer progression routes for young people with careers support linked to workforce demand
- Work with and empower the VCFSE sector to drive enhanced social value
- Tackle the wider barriers to economic participation to ensure all residents are empowered to be happy, healthy, and well

Draft actions to address priorities

Example Actions	Lead/Partners/ VCFSE
<p>Utilising Stockport's unprecedented growth opportunity to tackle areas of disadvantage</p> <ul style="list-style-type: none"> • Prioritising local suppliers in regeneration projects to make the Stockport pound go further • Explore how new and existing community assets in deprived areas can be used to accommodate and support skills development and training • Using council-held assets more effectively to drive increased social value in areas of highest need and understand how local companies can be prioritised and supported to access new workspace provided • Civic leadership role to work with anchor institutions to establish how more money can be retained within Stockport and continue to generate greater social value through procurement 	SMBC/private sector
<p>Support an economy that delivers a minimum standard of prosperity</p> <ul style="list-style-type: none"> • Stockport Living Wage and supporting more employers to receive real Living Wage accreditations • Sign up to the GM Good Landlords Charter; Good Employer Charter 	SMBC/GMCA
<p>Improve access to training and skills provision to enable residents to take advantage of new opportunities</p> <ul style="list-style-type: none"> • Work with GMCA to maximise the benefits the benefits of skills devolution at all life stages (e.g. using the AEB more effectively to support Stockport's economic needs and life-long learning) • Targeted apprenticeships and innovative use of the apprenticeship levy 	SMBC/GMCA
<p>Work with and empower the VCFSE sector to drive enhanced social value</p> <ul style="list-style-type: none"> • Supporting the sector to drive inclusive outcomes and SMBC fulfilling its role as signatories of the VCSE Accord. Encourage businesses to engage with existing networks to formalise how they support the voluntary sector in Stockport • Ensure opportunities to support and develop co-operative/social enterprises are explored through the development and operation of workspace projects and understand barriers to growth e.g. affordability of space • Support and signposting for Stockport's over 50s to signpost to volunteering opportunities 	SMBC/VCSE
<p>Tackle the wider barriers to economic participation to ensure all residents are empowered to be happy, healthy, and well</p> <ul style="list-style-type: none"> • Support existing schemes around ageing e.g. GM Centre for Ageing Better • Ensure interface and alignment with other council strategies e.g. Active Communities Strategy • Promoting and supporting inclusive employment practices: Stockport Council becoming a leader for being a disability confident employer and working with businesses to become a disability confident employer and understand barriers to recruitment; Supporting businesses to address mental health challenges in the workplace • Strengthen progression routes for young people by supporting careers advice with strong local employer engagement and workforce demand intelligence— .e.g. the GANDER approach is one example locally 	SMBC/VCFSE/Private Sectors/GMCA/Stockport College Community Partnership

Mission Statement: Enterprising & Productive

Capturing a bigger share of high value knowledge jobs while supporting a resilient foundational economy

What does the evidence base tell us?

While office-based jobs account for the largest proportion of Stockport's jobs, the borough's specialisms and fastest growing sectors are in industrial and logistics roles...

Public Admin, Education, and Health; and Financial and Professional services account for over 1 in 3 jobs in Stockport (38%).

Despite this, the fastest growth has been within Warehousing and Logistics (+243%) and Utilities and Waste (+143%)..

There is an emerging low carbon economy emerging in Stockport across a range of sectors from Clean Tech to Consultancy,

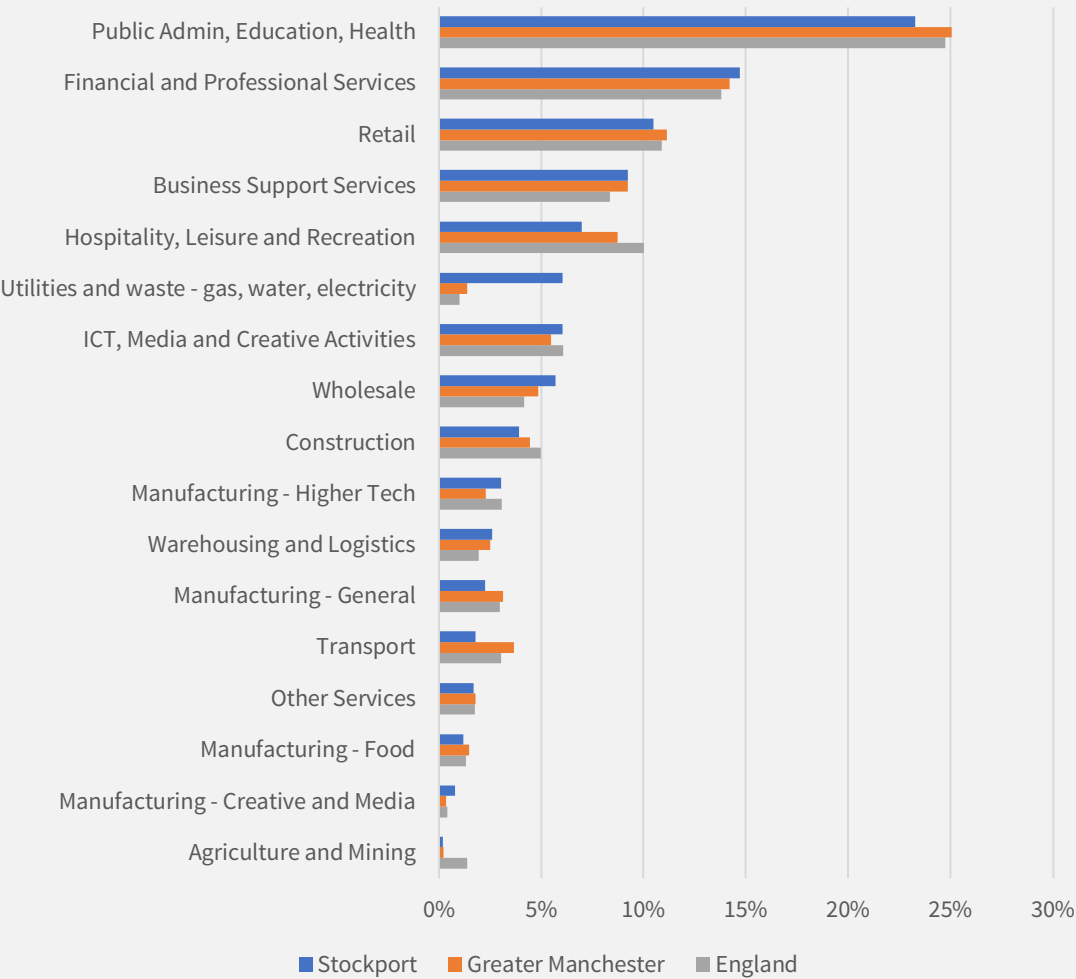
Sector profile of Stockport's employment: change, Location Quotient, size

	5-year change (2014-2019)	LQ 2019	Sector size 2019
Agriculture and Mining	3%	0.2	310
Business Support Services	29%	1.1	13,465
Construction	0%	0.8	5,720
Financial and Professional Services	20%	1.1	21,465
Hospitality, Leisure and Recreation	5%	0.7	10,180
ICT, Media and Creative Activities	38%	1.0	8,815
Manufacturing - Creative and Media	-16%	1.9	1,155
Manufacturing - Food	0%	0.9	1,750
Manufacturing - General	-6%	0.8	3,290
Manufacturing - Higher Tech	24%	1.0	4,460
Other Services	6%	1.0	2,505
Public Admin, Education, Health	9%	0.9	33,995
Retail	-1%	1.0	15,295
Transport	22%	0.6	2,645
Utilities and waste - gas, water, electricity	143%	5.9	8,825
Warehousing and Logistics	243%	1.3	3,820
Wholesale	16%	1.4	8,345
Total	19%	1.0	146,040

*Purple denotes sector specialism

Source: ONS BRES

Proportion of employment by sector, 2019



What does the evidence base tell us ?

Stockport's business base is characterised by slow growth and is dominated by micro enterprises....

Over the last decade, Stockport's business growth has consistently been outstripped by the England and Greater Manchester averages.

Of the 11,900 businesses based in the borough, 79% employ less than 4 people. Supporting Stockport's micro-business dominated economy to survive, and grow will be integral to the borough's long-term economic prosperity.

The evidence and consultation also highlights....

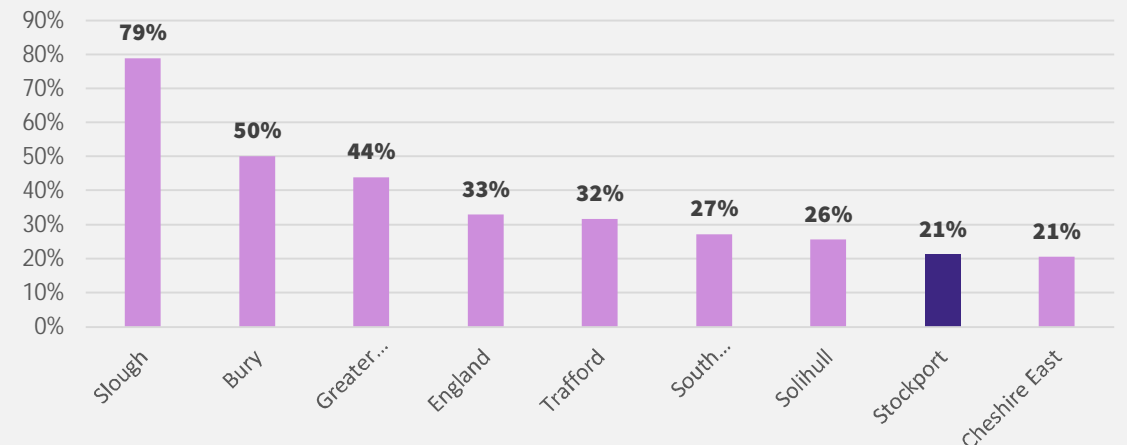
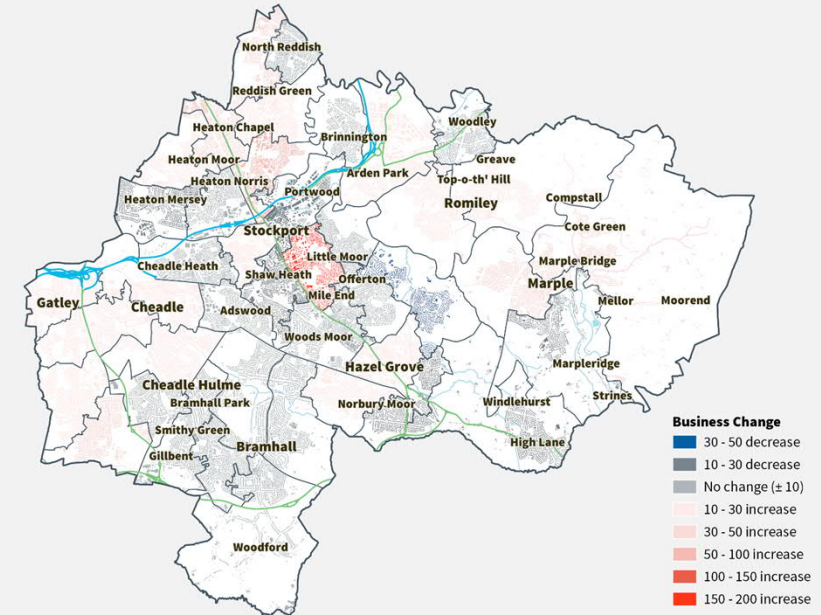
The importance of skills and workforce development for business particularly digital skills.

The urgent requirement for high quality employment space for distribution & logistics and professional services.

The evidence base and most recent ELR points poor quality industrial space

Reorientation and diversification required to respond to policy and macro economic changes. Several of Stockport's specialised business and employment sectors (such as utilities and manufacturing) are forecast to decline significantly in forthcoming years.

Absolute business change by MSOA, 2016-2020



What are the emerging priorities?

- *Strong employment growth and resilient BUT*
- *Low productivity growth and*
- *Low business growth and churn*
- *Well placed on the knowledge economy and green economy*
- *Strong growth in distribution and logistics*
- *Business confidence good*
- *Strong spatial/location context*



Priorities:

The economic plan should seek to:

- Diversify and grow the Stockport economy
- Support the Foundational Economy to continue deliver jobs across the Borough
- Capture high value jobs in professional and technical services which have demonstrated strong potential and are forecast to grow
- Support Stockport's small businesses and start-ups
- Ensure high quality sites and premises for business and employment growth
- Strengthening key growth nodes & corridors to create vibrant business locations
- Support Stockport's growing low carbon sector
- Enable Stockport's small business sector to access high quality business support
- Strengthen digital skills across all sectors including

Draft Actions to address priorities

Example Actions	Lead/Partners
Securing Growth in Foundation Economy New sites for logistics/distribution) Selective Industrial Estate Refurbishment to address shortfall in quality industrial space. (evidence base and ELR)	SMBC/private sector
Capture high value jobs in professional and technical services New Grade A Office Accommodation for business and professional services firms to address shortfall identified in ELR : Themed Business Districts to attract business and investment in Stockport's growing knowledge employment base. <ul style="list-style-type: none"> • Creative (central) • Green Business • Life Science (Hazel Grove/other) 	SMBC/private sector/MIDAS
Support Stockport's growing low carbon sector Green Business Investment Zone such as the Low Carbon Eco Park proposed at Cheadle combines Active Travel, Wellbeing with Low Carbon business clustering. Support Stockport's small businesses and start-ups Central Flexible Business Hub to support post-covid agile working. A high-quality resource for Stockport's micro businesses to enable flexible use of meeting/networking and exhibition space and access business support.	SMBC/GMCA/other
Enable Stockport's small business sector to access high quality business support Improving access to high quality tailored business support to existing businesses in Green Tech, Digital & Life Science & Manufacturing Increase take up of start-up, scale-up and growth support to new start businesses e.g. <ul style="list-style-type: none"> • Growth Strategy • Towards net zero • Recruitment • Marketing 	SMBC/GM Growth Hub/business support provider
Strengthen digital skills across all sectors Increase take-up of digital skills in the workforce: software and programming, computer and networking support, data analysis, digital design, CRM, digital marketing and machining & manufacturing technology	SMBC/GMCA

Mission Statement: **Climate Friendly & Resilient**

***Tackling the climate emergency, growing
the green economy, and enabling
Stockport to build back better and recover
from Covid***

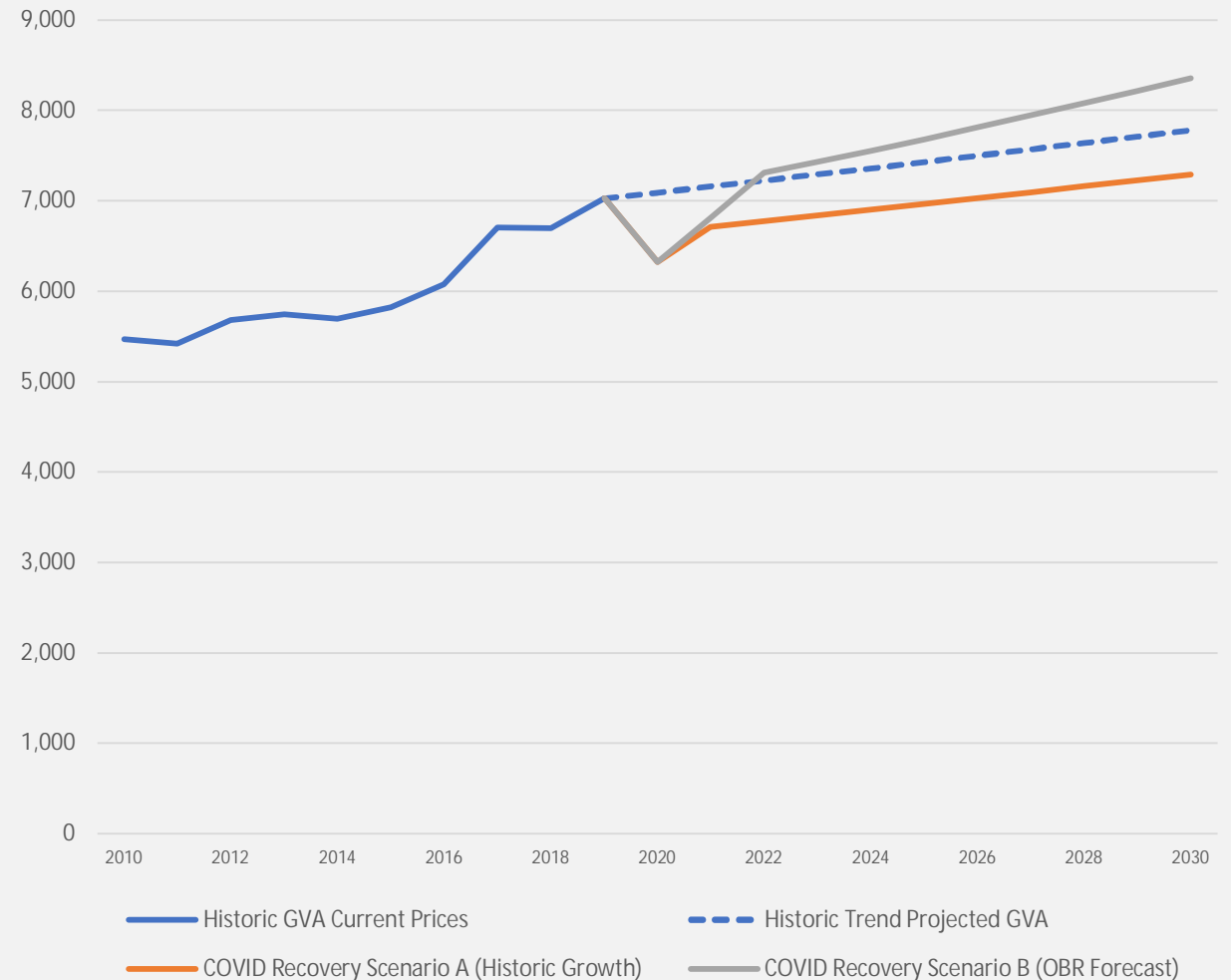


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What does the evidence/consultation tell us?

- **COVID has wiped off £700m from the Stockport economy and has had most significant impact on the sectors with high placemaking value.** The Accommodation and Food services sector lost an estimated £100m in 2020 which could directly affect the survival of these sectors. These businesses are integral anchor businesses which make Stockport's centres good places to live, work, and visit.
- **Increasing uncertainty.** COVID-19 has shown how quickly the things we take for granted can change. The climate emergency and ongoing impact of the pandemic means that we need to focus on enhancing the resilience of Stockport's businesses and residents if we are to take advantage of opportunities in the new economy.
- **Immediate response has made a tangible difference.** Interventions such as Stockport Jobs Match have supported people back into work, and helped local employers to fill pressing vacancies
- **Unequal access to green spaces and nature.** Almost 40% of Stockport's residents live in the 30% most deprived areas nationally for access to blue and green space. Improving green spaces can improve wellbeing and help to address the climate emergency
- **Ageing workforce and indirect challenges of COVID-19 could affect economic participation.** Whilst government's focus has been on early career professionals via the Kickstart programme, the claimant count of older workers in Stockport has increased significantly since the start of the pandemic.
- **Defining the green economy.** If we are to achieve net zero, the activities of all sectors need to be considered as part of the green economy. Our analysis shows that the current diversity of Stockport's 'green economy' can benefit different parts of the borough. Stockport's diverse commercial property offer could seek to attract businesses spatially in the green economy. From attracting knowledge-intensive climate consultancies to Town Centre West, to high-tech manufactures to Bredbury can spread future wealth and opportunity across the borough.

Modelled COVID-19 impact scenarios (£m)



What are the emerging priorities?

- *COVID-19 has evidenced the fragility of our economy and way of life.*
- *Short-term response needs to move into longer term action to ensure the Stockport's economy, people, and places are stronger and more resilient*
- *Pursuing a green recovery offers the opportunity to unlock a range of economic, social and environmental benefits.*
- *This includes the creation of high skilled, well paid jobs in the green economy; health benefits associated with better air quality; and significant investment into all parts of the borough*
- *Requires an understanding of levers council has to pull **AND** recognition that SMBC cannot address these challenges alone*



Priorities:

The economic plan should seek to seek to:

- Support the ambitions of the Stockport CAN Strategy and Action Plan
- Support businesses and residents to recover from the ongoing impacts of the pandemic and enhance their long-term resilience
- Green Stockport's existing assets and housing stock to lead the change we expect to see of others
- Increase active travel and improve air quality by reducing Stockport's car dependency
- Manage conflict between growth and achieving net zero commitments
- Use SMBC's influence and civic leadership to enable residents and businesses can take advantage of new opportunities
- Grow green, sustainable, and socially-focused businesses

Draft actions to address priorities

Example Actions	Lead/Partners
Support businesses and residents to recover from the ongoing impacts of the pandemic and enhance their long-term resilience <ul style="list-style-type: none"> • Work with GMCA to ensure that worst affected businesses have access to the support they need to recover and grow • Continue to grow and support Stockport Jobs Match to address challenges of unemployment caused by the pandemic • Continue to distribute and improve access to future government recovery grants • Climate action to become a scoring criteria for future business/community funding rounds (e.g. Stockport Local Fund); 	SMBC/GMCA
Green Stockport's existing assets and housing stock to lead the change we expect to see of others <ul style="list-style-type: none"> • Increase the amount of council housing stock incorporating renewable energy solutions • Identify training and employability opportunities aligned to emerging building retro-fit schemes across council-owned homes and premises • Explore potential for community energy generation schemes 	SMBC
Increase active travel and improve air quality by reducing Stockport's car dependency <ul style="list-style-type: none"> • Active transport infrastructure investments • Stockport Clean Air Zone 	SMBC/GMCA
Manage conflict between growth and achieving net zero commitments <ul style="list-style-type: none"> • Creation of a District Heat Network through the MDC • Maximise sustainability standards through our development plans and local plan policies • Protect and enhance our natural environment and work together to plant; 11,500 standard trees 	SMBC
Use SMBC's influence and civic leadership to enable residents and businesses can take advantage of new opportunities <ul style="list-style-type: none"> • Skills – work with schools, colleges, GMCA to develop green skills through all life stages and advance the priorities set out in the GM Local Skills and Labour Market Plan around green and digital jobs • Stockport Climate Summit – encourage commitments to achieving a greener Stockport through climate summits with businesses and residents • Continue to grow the climate action business network and target engagement with businesses that have the highest carbon footprint 	SMBC/schools/colleges
Grow green, sustainable, and socially-focused businesses <ul style="list-style-type: none"> • Accreditation - Work with B Corp UK and other local partners to expand the B Corp Local Network • Explore opportunities for green industrial parks targeting green tech, clean tech , and renewables etc • Seek to attract 'green' professional services firms to develop the Town Centre West cluster 	SMBC/Private Sector

Mission Statement:

Accessible & Connected

***Ensuring transport infrastructure
unlocks strategic employment sites
and economic growth***

***Ensuring reliable public transport
improves access to opportunities
across the borough***



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What does the evidence base tell us?

Stockport's transport connectivity is a major asset and competitive advantage...

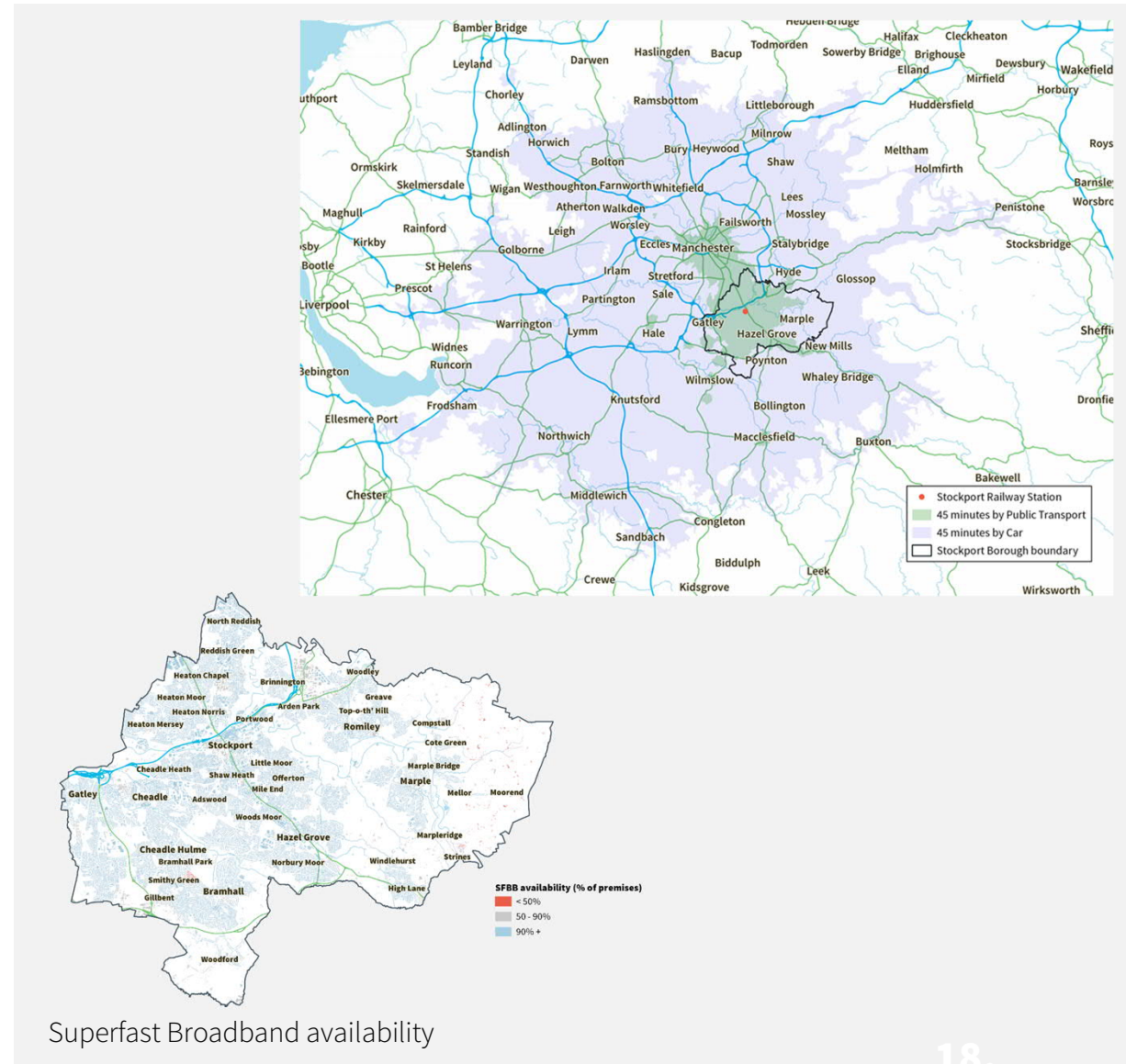
Based in travel times from Stockport Town Centre, a population of 678,000 can be reached via public transport whilst a population of 3,795,000 can be reached by car. Whilst some areas have good connectivity within the borough and into Manchester, access to public transport can be severely limited in the south. With significant residential and commercial developments planned for Stockport, investment in the transport network such as the Southern Corridor will be fundamental in retaining Stockport's competitive advantage in terms of connectivity and unlocking growth and enhancing connections for those in the South of the Borough currently experiencing poor accessibility to key economic centres.

Stockport is a net exporter of labour...

According to the most recently available Census (2011) around 103,000 people commute into Stockport for work. However, 114,000 people commute out of the borough, meaning Stockport has a net outflow of 11,000 people. Providing enhanced employment and commercial floorspace within the borough will help to retain residents in local employment opportunities whilst increasing the inflow of commuters.

Strong digital infrastructure provision which will be integral to the borough's offer and competitiveness...

Digital connectivity across the borough is strong, with Superfast broadband coverage exceeding GM and national levels. Some rural parts of Marple do however lack sufficient Superfast coverage, with less than half of premises able to access Superfast broadband speeds.



What does the evidence/consultation tell us?

- *Public transport in Stockport suffers from reliability and capacity issues, as well as limited access in the south of the borough.*
- *Stockport suffers from high levels of congestion, with traffic frequently accumulating along the A6, A34 and on the network surrounding the M60.*
- *Stockport's lack of Metrolink constrains accessibility to Manchester city centre, especially for those who do not live within proximity to a railway station.*
- *Stockport has a lower proportion of trips made by active travel modes in comparison to the average for Greater Manchester.*
- *Capacity improvements to the local railway network have struggled to keep up with demand, leading to several infrastructure pinch points.*



Priorities:

Connectivity and accessibility pillar aims to create competitive places to attract investment and high value employment its also about tackling inequality by improving access to opportunities for all parts of the Borough.

- + Improved rail capacity, additional services and new stations to unlock economic growth
- + **Unlocking strategic employment sites** that will be attractive to new businesses through the delivery of transport infrastructure.
- + Connectivity between key employment nodes and transport infrastructure create competitive locations
- + Ensuring residents, the workforce and visitors have access to **rapid transit connections** and local public transport connectivity
- + Facilitating active travel modes to **promote healthy lifestyle and improve air quality.**
- + Sustained investment in the highway network enabling the borough's **businesses to reach wider markets.**

Draft actions to address priorities

Example Actions	Lead/Partners
Improved rail capacity, additional services and new stations to unlock economic growth <ul style="list-style-type: none"> - Stockport Station Redevelopment - Greek Street Bridge Replacement (to upgrade the rail corridor for HS2) - potential Metro/tram-train services - New railway stations at Stanley Green, Cheadle, Adswood and High Lane . - Regeneration at Bramhall, Cheadle Hulme, Rose Hill Marple and Hazel Grove stations. - Rail capacity improvements on key commuting corridors 	TfGM/SMBC/GCMA/
Connectivity between key employment nodes and transport infrastructure reinforce competitive employment locations <ul style="list-style-type: none"> - Connecting key employment sites within Stockport Town Centre, Bredbury Growth Corridor, A6 Corridor, A34 Corridor, Airport Corridor and Cheadle Town Centre - Southern Growth Corridor. - Stockport Exchange 	TfGM/SMBC/GCMA/CEC
Ensuring residents, the workforce and visitors have access to rapid transit connections and local public transport connectivity <ul style="list-style-type: none"> - Quality Bus Transit on key corridors including airport and A6 - Metro / tram-train services to Hazel Grove and Stockport / East Didsbury - Metro / tram-train services (Stockport town centre to Manchester Airport) 	TfGM/SMBC/GCMA/
Sustained investment in the highway network enabling the borough's businesses to reach wider markets. <ul style="list-style-type: none"> - A34 Area Access Package - Bredbury Economic Corridor Improvement (BECI) 	TfGM/SMBC/GCMA/
Facilitating active travel modes to promote healthy lifestyle and improve air quality. <ul style="list-style-type: none"> - Bee Network - GM Clean Air Plan - Electric Buses - Expansion of Electric Vehicles Network 	TfGM/SMBC/GCMA/
Endorse the delivery of the interventions set out in: <ul style="list-style-type: none"> - South-East Manchester Multi-Model (SEMM) Strategy, - Greater Manchester Transport Strategy (GMTS) 2040 5-Year Delivery Plan (2020-2025) - Active Communities Strategy. 	TfGM/SMBC/GCMA/CEC