

CABINET

22 March 2006

ECONOMIC ACTION PLAN

REPORT OF CHIEF EXECUTIVE

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RECENT REFERENCES:

LE23 Economic Action Plan 15 March 2005

EXECUTIVE SUMMARY:

The Local Strategic Partnership has an aim in the Community Strategy to “create and sustain a thriving, broad-based local economy that integrates business, education and industry to provide prosperity, employment and occupation within the District, for the benefit of all”. The Economic Action Plan has been written to implement this aim, by co-ordinating work between a variety of partners working towards the prosperity of the district.

A consultation draft has been used as a basis for discussion over a twelve week period with partners, stakeholders and other Council officers. This feedback has shaped the action plan into the Final Draft circulated with this report as appendix 1.

RECOMMENDATIONS:

- 1 That Cabinet note the content of the report and take into account comments made by Local Economy Scrutiny Committee held on 15th March 2006.
- 2 That Cabinet approve the Economic Action Plan Final Draft.

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DETAIL:

1 Introduction

- 1.1 The Local Strategic Partnership has an aim in the Community Strategy to “create and sustain a thriving, broad-based local economy that integrates business, education and industry to provide prosperity, employment and occupation within the District, for the benefit of all”. In order to achieve this, an action plan has been written for this area of work and is attached.
- 1.2 The action plan is not a work programme for Winchester City Council alone, but brings together the efforts of a variety of partners working towards the prosperity of the district. Therefore, Winchester City Council will not be leading all of the actions identified, but working alongside other partners.
- 1.3 The action plan has been through a twelve week consultation period. This has included discussions with stakeholders, key partners, businesses and business organisations and other Council officers. The action plan has been available on the Winchester City Council website with details of how to make comments, to enable members of the public to get involved. Press releases were issued with two local newspapers including articles which have helped in publicising the consultation document. A schedule of the consultation which took place is attached as Appendix 2. The feedback from the consultation has been summarised as Appendices 3 and 4.
- 1.4 Once agreed by Cabinet and the Local Strategic Partnership on 25th May, the action plan will then be implemented by the lead partners for each action. Monitoring of progress and review of the targets will be facilitated by Winchester City Council's Economic Development Officer, through the economic prosperity arm of the Local Strategic Partnership.

2 The Action Plan

- 2.1 The document shows how the action plan fits in with other strategic thinking in the district, then identifies the issues that it needs to focus on in order to maintain and improve the prosperous economy of Winchester district. Actions are then identified to deal with those issues. Some of the key actions are:
 - a) Developing a Business Improvement District for Winchester town
 - b) Supporting our market towns through Community Planning processes
 - c) Establishing a Business Hub for Winchester town
 - d) Hold a skills conference to match employer demand with training delivery

- e) Implement a green travel action plan for Whiteley
- f) Bring redundant rural buildings back into employment use

OTHER CONSIDERATIONS:

3 CORPORATE STRATEGY (RELEVANCE TO):

4 Homes and Jobs aim: "Foster a strong and diverse urban and rural economy".

5 RESOURCE IMPLICATIONS:

5.1 The Economic Action Plan will form the basis of a work programme for the existing Economic Development Officer and Economic Development budget.

BACKGROUND DOCUMENTS:

Files held in Strategic Planning

APPENDICES:

Appendix 1 – Economic Action Plan Final Draft

Appendix 2 – Consultation schedule

Appendix 3 – Summary of Consultation responses

Appendix 4 – Written representations