

APPENDIX B - Economy Action Plan for 2012/14

1. ENABLING A SUSTAINABLE LOCAL ECONOMY

1.1 Premises and sites			
Action	How	Target Date	Responsible Partners
Match business demand with appropriate sites and or premises; and ensure Council owned sites are marketed effectively by establishing an enquiry service and improving website information and links	<ul style="list-style-type: none"> Review/audit current property portfolio Hold demand database and match with enquiries Change existing property portfolio to meet changes in demand Promote properties on the Council website 	April 2013	SHDC Assets WDBC Assets
Signpost business premises, sites and land available in the area not owned by the Council	<ul style="list-style-type: none"> Use the Council website to promote property, sites and land available from commercial agents via hyperlinks. Use Invest in Devon website to promote opportunities 	October 2013	SHDC WDBC DCC
Recognise the importance of the local environment as a driver to inward investment and for existing sectors	<ul style="list-style-type: none"> Support both the Devon and Plymouth Local Nature Partnerships which will promote the economic benefits of the natural environment to the LEP 	October 2013	SHDC Assets WDBC Assets
Strategic employment sites	<ul style="list-style-type: none"> To put in place infrastructure to bring forward employment land in Okehampton for private sector development and other key locations 	April 2013	DCC WDBC
1.2 Engaging businesses			
Action	How	Target Date	Responsible Partners
Maintain/develop the "Business Voice" forum, the business engagement database and produce a regular e-newsletter promoting business opportunities, updates and best practice	<ul style="list-style-type: none"> Hold Business Voice forums biannually in each district Produce an e-newsletter quarterly Consult with businesses re agenda and newsletter items through each of the above 	April 2014	SHDC WDBC
Regularly meet with business groups - local Chambers of Commerce, Federation of Small Businesses, etc. and regularly meet with key local businesses in an ambassadorial role	<ul style="list-style-type: none"> Map existing attendance of officers and elected Members at local business groups – ensuring adequate cover throughout the area with key groups. Ensure regular coverage and feedback from attendees to the Economy Team and elected Members. 	October 2013	WDBC
Act as a conduit from local business community to LEP	<ul style="list-style-type: none"> Ensure views raised at Business Voice events are passed to the LEP Ensure key decision made at LEP meetings are passed on to the business community 	October 2013	SHDC WDBC

1.3 Maximising funding opportunities			
Action	How	Target Date	Responsible Partners
Horizon scan for funding streams and signpost funding availability to local businesses, communities and other partners	<ul style="list-style-type: none"> Regularly check funding networks and government opportunities and distribute to local business networks via the Council website and e-newsletters 	April 2014	SHDC WDBC
Engage with funding partnerships (Dartmoor LEAF and SDCLAG) and secure future funding streams	<ul style="list-style-type: none"> Regularly attend funding meetings and take opportunities as they arise 	April 2014	SHDC WDBC DR DNPA
Manage Council run, economy related grant schemes	<ul style="list-style-type: none"> Promote Council funding opportunities via the Council website, e-newsletters Elected members to consider applications monthly 	October 2013	SHDC WDBC
Work with strategic partners to develop regional bids; write bids to access funding and develop projects which can be taken off the shelf when funding becomes available	<ul style="list-style-type: none"> Use strategic intelligence to inform and prioritise bids Agree common funding goals with partners 	April 2014	SHDC WDBC DR
Encourage take up of funding for energy efficiency, sustainable travel and sustainable communities	<ul style="list-style-type: none"> Management and delivery of the Dartmoor Sustainable Development Fund 	April 2014	DNPA
Provide long term funding solutions to micro and small businesses	<ul style="list-style-type: none"> Work with the Department for Business to create a Small Business Bank Engage with specialists in the banking sectors to provide funding other than through high street banks 	April 2013	FSB

2. IMPROVING THE LOCAL ECONOMY

2.1 Developing sectors and supply chains			
Action	How	Target Date	Responsible Partners
Support and engage with key existing sectors and networks and encourage local supply chain development projects, i.e. business fairs, etc.	<ul style="list-style-type: none"> Act as a repository for information via feedback from the Business Voice events and e-newsletters. Use the Council website to provide links online 	April 2014	SHDC WDBC
Create new networks and ensure their sustainability without ongoing support	<ul style="list-style-type: none"> Identify, map and consolidate relevant partners Provide initial support to form groupings and identify common purpose 	October 2013	WDBC
Manage and support Tourist Information Centres (Tavistock and Okehampton)	<ul style="list-style-type: none"> Provide annual funding Line manage TIC staff Encourage the promotion of tourism services including events, attraction, activities, eating out and accommodation 	April 2013	WDBC
Support local tourism businesses and promote the area as a key visitor destination	<ul style="list-style-type: none"> Grow membership Improve and develop the destination website Conduct marketing campaigns Provide member networking events Monitor performance 	October 2013	DP VSD
Develop an understanding of sectors in Devon and to pinpoint those sectors that have potential for generating high growth and productivity in the future	<ul style="list-style-type: none"> Sector research concluded and priority sectors identified Action plans developed to support priority and other sectors 	April 2013	DCC DNPA
Understand local supply chain networks to encourage greater self sufficiency through local supply chains	<ul style="list-style-type: none"> Closer collaboration between networks of Devon businesses. 	April 2013	DCC
Work with farm businesses and associated wool industry partners to develop local wool supply chain	<ul style="list-style-type: none"> Manage and delivery of the Moor Wool Project 	April 2014	DNPA

2.2 Workforce development			
Action	How	Target Date	Responsible Partners
Keep abreast of initiatives and provide a signposting service to local businesses.	<ul style="list-style-type: none"> Identify information sources and regularly provide updates on the Council website and via the e newsletter 	April 2013	SHDC WDBC
Ensure SMEs access grants to support creation of apprenticeships	<ul style="list-style-type: none"> Promote grants and case studies through various networks and National Apprenticeship Week 	April 2013	SDC DCC NAS NSA
Funding and business advice for young entrepreneurs aged between 16 and 30 years old	<ul style="list-style-type: none"> Grants between £2,000 and £10,000 for up to 40% of project costs Free business advice tailored to the individual business needs Outdoor Entrepreneurs pilot project 	October 2013	DR SHDC WDBC
Assist young people and NEETS (Not in Education, Employment or Training) with work experience	<ul style="list-style-type: none"> Encourage and promote work experience opportunities with local employers 	October 2013	SDC DEBP
Attract and retain graduates	<ul style="list-style-type: none"> Promote intern schemes via newsletters and networks 	October 2013	SDC
Identify skills gaps and requirements across the existing and future workforce, and influence delivery of provision to meet these needs. Support partner organisations to deliver skills development and address employment and skills issues. Support the career development and aspirations of Devon's young people, and encourage an entrepreneurial culture	<ul style="list-style-type: none"> Develop a workforce skills strategy Devon wide 	April 2013	DCC
Support existing farm businesses and new entrants with skills, training, apprenticeships and advice. Conduct a skills audit to identify future needs.	<ul style="list-style-type: none"> Manage and deliver the Dartmoor Hill Farm Project and Moorskills 	April 2014	DNPA
Support jobseekers including targeted assistance in areas with experiencing high levels of redundancies	<ul style="list-style-type: none"> Delivery of Jobcentre Plus programmes and services including: the Work Programme, work trials, work clubs, work experience, volunteering opportunities, etc. 	April 2013	JP

2.3 Business support and advice			
Action	How	Target Date	Responsible Partners
Procure business advice service as necessary and signpost the service to local businesses	<ul style="list-style-type: none"> Identify business support and advice services and provide relevant links on the Council website 	October 2013	SHDC WDBC
Business start up support	<ul style="list-style-type: none"> New Enterprise Allowance: business planning, mentors and loan fund Work for Yourself: enterprise training and business planning Enterprise clubs 	April 2013	BIP DWP DR
Business support for existing businesses	<ul style="list-style-type: none"> South Hams Business Improvement Project: business support and training Superfast Broadband Business Support Programme: this will offer final mile grants, specialist support to ensure businesses make the best of the technology Design and procure a business support service which is complementary to that offered by providers at a local and national level, and which can be sustained over the long term. 	October 2013	ERDF DCC SCC BIP SHDC WDBC
Devon work hubs	<ul style="list-style-type: none"> Business support to work hub applicants Implement the work hub space programme by supporting work hubs (Totnes) and exploring opportunities for new ones across West Devon and South Hams 	October 2013	BIP DCC

3. SUPPORTING THE LOCAL ECONOMY

3.1 Community led planning			
Action	How	Target Date	Responsible Partners
Engage in shaping community led plans	<ul style="list-style-type: none"> Identify community champions Give technical support develop a tool kit 	October 2013	SHDC WDBC DNPA
Engage in the delivery of mixed use development sites	<ul style="list-style-type: none"> Public consultation Research and intelligence Shape Section 106 employment contributions 	April 2013	SHDC WDBC
Support the development of an economic vision for each town and help to gain local evidence to support plans. Enable and facilitate effective community engagement as part of the process	<ul style="list-style-type: none"> Engage with whole community using existing channels and local research 	April 2013	WDBC
Assist in the preparation of Business Improvement Districts (BIDS)	<ul style="list-style-type: none"> Provide data and evidence 	April 2014	WDBC DR
Support the development of local social enterprises in the delivery of key community services	<ul style="list-style-type: none"> Officer support, funding advice and direct funding through Dartmoor Sustainable Development Fund 	April 2014	DNPA CCD

3.2 Strategic working			
Action	How	Target Date	Responsible Partners
Develop, produce and review the Economy Delivery Plan and ensure the effective engagement of businesses in influencing and shaping the strategy	<ul style="list-style-type: none"> Ensure an open process and consult fully Provide opportunities for views to be heard both face to face and on line 	October 2013	SHDC WDBC
Support sub regional, regional and national partnerships and ensure effective links with key local partners including the LEP, DCC, FSB, etc.	<ul style="list-style-type: none"> Ensure a regular dialogue with key partners to identify and realise shared goals 	October 2013	SHDC WDBC
Work alongside Member Champion to challenge the wider organisation to more effectively support the local economy and influence and lobby on behalf of the Council	<ul style="list-style-type: none"> Challenge council processes and funding priorities Ensure Member Champion is aware of local business needs through the supply of research and intelligence 	October 2013	WDBC
Ensure the effective integration of all local strategies (BID, Town Visions and Local Authority plans and Dartmoor Management Plan)	<ul style="list-style-type: none"> Act as a repository for all relevant plans Where possible ensure plans complement each other and avoid duplication to create a joined up approach 	April 2013	WDBC DNPA

3.3 Research and intelligence

Action	How	Target Date	Responsible Partners
Identify necessary research and intelligence about our local economy upon which to base Council policy and to help inform business investment (FSB monthly business survey, Devonomics – DCC economy data, etc.)	<ul style="list-style-type: none"> • Map existing research sources • Provide relevant links on the Council website • Conduct surveys and share with elected Members and key decision makers 	April 2013	SHDC WDBC

Abbreviations

BID	Business Improvement District
BIP	Business Information Point
CCD	Community Council of Devon
DCC	Devon County Council
DEBP	Devon Education Business Partnership
DNPA	Dartmoor National Park Authority
DP	Dartmoor Partnership
DR	Devon Renaissance
DWP	Department of Work and Pensions
ERDF	European Regional Development Fund
FSB	Federation of Small Businesses
JP	Jobcentre Plus
LEP	Local Enterprise Partnership
LEAF	Local Enterprise Action Fund
NAS	National Apprenticeship Service
NSA	National Skills Academy
SDC	South Devon College
SDCLAG	South Devon Coastal Local Action Group
SCC	Somerset County Council
SHDC	South Hams District Council
SME	Small, Medium Enterprise
VSD	Visit South Devon
WDBC	West Devon Borough Council