

Appendix 1 – Redditch Economic Development Action Plan

THEME	An Enterprising Redditch		
Priorities	What we will do	Specific deliverables	Measures
<p>Nurturing existing businesses and helping them to grow</p> <p>Encouraging a future generation of entrepreneurs to start up their own business</p>	<ol style="list-style-type: none"> 1. Ensure that sufficient land for employment is allocated 2. Provide support for growing businesses 3. Help people to find premises for their business 4. Stimulate entrepreneurial activity 5. Provide information and support to help people to start up a business in Redditch 6. Ensure that businesses have access to superfast broadband 	<ol style="list-style-type: none"> 1. Keep employment land provision under review to ensure that we have an adequate supply to meet business growth requirements 2. Work with partners, including the Local Enterprise Partnerships, to provide a comprehensive business support package for growing businesses and aspiring entrepreneurs 3. Provide a free and searchable property search service with access to available commercial sites and premises 4. Maintain regular dialogue with the 'top 20' employers in Redditch 5. Explore potential ways that the Council can further stimulate 	<ul style="list-style-type: none"> • Number of existing businesses applying for grants/loans from financial assistance programmes/initiatives • Number of businesses supported through publicly funded business support programmes / initiatives • Amount of commercial floorspace created (square metres) • Number of planning applications received for commercial sites and premises. • Number of Redditch SMEs accessing 'Broadband vouchers' to enable connection to superfast broadband

		<p>economic growth i.e. Further discretionary rate relief schemes</p> <p>6. Review the availability of flexible business workspace within Redditch including Council owned property</p> <p>7. Promote extensively the 'Broadband Voucher' scheme to ensure that local SMEs can access superfast broadband</p>	<ul style="list-style-type: none"> • Number of new business start ups. • Business survival rates. • Number of new business start ups accessing support: <ul style="list-style-type: none"> (i) Start-up support i.e. coaching/mentoring (ii) Grant support (iii) Business rate relief • Number of enquiries received for commercial land and premises: <ul style="list-style-type: none"> (i) By size (ii) By type • Occupancy levels for Council owned Business Centres
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THEME	A Vibrant Redditch		
Priorities	What we will do	Specific deliverables	Measures
<p data-bbox="188 323 510 539">Enhancing the retail, leisure and residential offer within Redditch Town and District Centres</p> <p data-bbox="188 579 474 722">Improving the environment and urban fabric of the area</p>	<ol data-bbox="591 323 931 794" style="list-style-type: none"> 1. Deliver the Redditch Town Centre strategy 2. Improve the public realm in Redditch Town centre 3. Encourage development of the District Centres 4. Improve directional and gateway signage into Redditch 	<ol data-bbox="1005 323 1491 1386" style="list-style-type: none"> 1. Produce a regeneration prospectus setting out key investment opportunities in the Town Centre 2. Aim to bring forward development in the Town Centre on opportunity sites at Edward Street and Church Road 3. Identify opportunities to bring more residential development into the Town Centre 4. Develop the retail core of the Town Centre, including proactive engagement with the owners of the Kingfisher Shopping centre 5. Identify viable options to help break down the 'concrete collar' of the Ringway 6. Identify funding to progress a comprehensive public realm improvement scheme for the Town Centre 	<ul data-bbox="1579 323 2047 834" style="list-style-type: none"> • Footfall within Redditch Town Centre • Number of empty properties in Redditch Town centre • Total amount of new development brought forward in Redditch town centre and district centres <ul data-bbox="1626 730 1883 834" style="list-style-type: none"> (i) Retail (ii) Leisure (iii) Residential

		<ol style="list-style-type: none">7. Improve the vibrancy of the outdoor market8. Develop a scheme to secure improvements to the signage into and around Redditch9. Work with land owners to identify / progress development opportunities in the district centres	
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THEME	A Confident Redditch		
Priorities	What we will do	Specific deliverables	Measures
<p>Positively promoting Redditch as a place to live, work, invest and visit</p> <p>Encouraging new inward investment into Redditch</p>	<ol style="list-style-type: none"> 1. Identify marketing and promotional efforts that help to promote Redditch more effectively 2. Promote key employment / inward investment sites 3. Support the development of the Redditch Eastern Gateway 	<ol style="list-style-type: none"> 1. Collaborate with Worcestershire and the Greater Birmingham and Solihull LEAs to identify opportunities to promote Redditch on a regional and national stage 2. Identify ‘ambassadors’ from within the local business community that can help to champion and promote Redditch 3. Using customer feedback, develop and plan an appropriate marketing campaign to re-position Redditch to external investors and address negative perceptions 4. Ensure that the NWEDR team works pro-actively with existing land owners and developers to promote available employment sites and premises 	<ul style="list-style-type: none"> • Number of planning applications received for commercial sites and premises • Number of enquiries received for commercial land and properties <ul style="list-style-type: none"> (i) By size (ii) By type • Redditch Eastern Gateway <ul style="list-style-type: none"> (i) Proportion of site occupied and developed (ii) Jobs created

		<p>5. Redditch Eastern Gateway:</p> <ul style="list-style-type: none">▪ Work pro-actively with the land owners & developer to promote this flagship new site▪ Position the site as a premium business park that is attractive to high value manufacturing and technology companies▪ Offer a responsive and flexible 'relationship management' approach to prospective occupiers involving LEPs, business ambassadors and senior members/officers	
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THEME	A Skilled Redditch		
Priorities	What we will do	Specific deliverables	Measures
<ul style="list-style-type: none"> • Improving the aspirations of our younger population • Re-skilling and up-skilling our workforce to meet the future demands of employers • Creating a higher wage economy 	<ol style="list-style-type: none"> 1. Encourage investment in skills, workforce development and Apprenticeships 2. Ensure that Redditch's skills needs are reflected in the plans of the Local Enterprise Partnerships / Employment & Skills Boards 3. Encourage high value employment into Redditch through the availability of land and the supply of skilled labour 	<ol style="list-style-type: none"> 1. Work pro-actively with businesses in Redditch to: <ul style="list-style-type: none"> ▪ Invest in skills and training ▪ Build links with education ▪ Offer Apprenticeships ▪ Offer Work Placements to unemployed or young people ▪ Mentor a potential entrepreneur 2. Commission skills research to identify the future skills needs of our businesses, specifically in our key sectors and ensure that this evidence is reflected in the LEPs employment and skills plans 3. Redditch Eastern Gateway; work in partnership to develop a 'strategic skills plan' to maximise the opportunity for local people to access high value jobs on the site when 	<ul style="list-style-type: none"> • Number of Redditch SMEs accessing local Apprenticeship grants or national AGE grant • Number of completed Apprenticeships • Number of work experience placements offered/secured • Average earnings for full time employees by workplace and residents • Proportion of the workforce employed in following occupation levels: <ol style="list-style-type: none"> (i) Managers, Directors and Senior Officials (ii) Professional occupations (iii) Associate Professional and Technical

		<p>developed</p> <ol style="list-style-type: none">4. Develop viable proposals for an Engineering Academy to ensure that we have a pipeline of skilled engineers locally that can support the needs of the advanced engineering sector5. Identify the potential to work with University of Birmingham to seek ways of attracting/retaining skilled science and technology workers within Redditch	
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