

## Appendix 2 – REVISED Redditch Economic Development Priorities and Action Plan

Where new actions or measures have been added, these are highlighted in green.

THEME	An Enterprising Redditch		
Priorities	What we will do	Specific deliverables	Measures
<p><b>Nurturing existing businesses and helping them to grow and improve their productivity</b></p> <p><b>Encouraging a future generation of entrepreneurs to start up their own business</b></p>	<ol style="list-style-type: none"> <li>1. Ensure that sufficient land for employment is allocated</li> <li>2. Provide support for growing businesses</li> <li>3. Help people to find premises for their business</li> <li>4. Stimulate entrepreneurial activity</li> <li>5. Provide information and support to help people to start up a business in Redditch</li> <li>6. Ensure that businesses have access to superfast broadband</li> </ol>	<ol style="list-style-type: none"> <li>1. Keep employment land provision under review to ensure that we have an adequate supply to meet business growth requirements.</li> <li>2. Work with partners, including the Local Enterprise Partnerships, to provide a comprehensive business support package for growing businesses and aspiring entrepreneurs.</li> <li>3. Provide a free and searchable property search service with access to available commercial sites and premises.</li> <li>4. <b>Develop a multi layered approach to supporting businesses in the Borough which takes account of their</b></li> </ol>	<ul style="list-style-type: none"> <li>• <b>GVA per head (Productivity)</b></li> <li>• Number of businesses supported through grant support advice (start – up and existing growth companies)</li> <li>• <b>Number of companies in high growth sectors engaged with and supported</b></li> <li>• Amount of commercial floorspace created (square metres)</li> <li>• Number of planning applications received for commercial sites and premises.</li> <li>• Number of new business start ups.</li> </ul>

		<p>growth requirements; the approach should encompass bespoke measures to:</p> <p>(i) Focus on existing businesses which are characterised by average or below average levels of productivity</p> <p>(ii) Provide support to businesses who wish to expand either within the district or within its immediate vicinity</p> <p>(iii) Attract inward investment and capitalise on the growth in the southern growth corridor within the West Midlands</p> <p>5. Explore potential ways that the Council can further stimulate economic growth</p> <p>(i) Introduce a discretionary business rate relief scheme to incentivise new investment into the Borough</p> <p>(ii) Support business investment through the Council's new Investment and Acquisitions Strategy</p> <p>6. Continue to invest and develop</p>	<ul style="list-style-type: none"> <li>• Business survival rates.</li> <li>• Number of enquiries received for commercial land and premises: <ul style="list-style-type: none"> <li>(i) By size</li> <li>(ii) By type</li> </ul> </li> <li>• Occupancy levels for Council owned Business Centres</li> </ul>
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		<p>the current Council owned Business Centres and identify opportunities for the Council to invest in developing new commercial units in particular grow on space.</p> <p>7. Work with key partners such as the West Midlands Combined Authority to develop a local procurement strategy to enable the benefits of large scale development across the WMCA area to stimulate supply chains in the Redditch area.</p> <p>8. Identify the potential opportunities for the Council to work with land/property owners to renew the existing industrial estates / businesses in Redditch; linked to this explore the potential for an Enterprise Zone and work with the WMCA and LEPs to develop the case to Government.</p>	
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THEME	A Vibrant Redditch		
Priorities	What we will do	Specific deliverables	Measures
<p data-bbox="188 323 510 539"><b>Enhancing the retail, leisure and residential offer within Redditch Town and District Centres</b></p> <p data-bbox="188 579 474 722"><b>Improving the environment and urban fabric of the area</b></p>	<ol data-bbox="589 323 931 794" style="list-style-type: none"> <li>1. Deliver the Redditch Town Centre strategy</li> <li>2. Improve the public realm in Redditch Town centre</li> <li>3. Encourage development of the District Centres</li> <li>4. Improve directional and gateway signage into Redditch</li> </ol>	<ol data-bbox="1005 323 1505 1386" style="list-style-type: none"> <li>1. Deliver key projects identified in the Redditch Town Centre Regeneration Prospectus and One Public Estate / Place Review report.</li> <li>2. Develop the business case to secure £5m of Local Growth funding from GBSLEP to support town centre regeneration projects.</li> <li>3. Continue to develop the retail core of the Town Centre, including pro-active engagement with the owners of the Kingfisher Shopping centre and Redditch Town Centre Partnership.</li> <li>4. As part of the Town Centre regeneration prospectus, identify viable options to help break down the 'concrete collar' of the Ringway.</li> <li>5. Progress future phases of a comprehensive public realm improvement scheme for the</li> </ol>	<ul data-bbox="1579 323 2047 906" style="list-style-type: none"> <li>• Footfall within Redditch Town Centre both inside and outside the Kingfisher Centre</li> <li>• Number of empty properties at ground floor in Redditch Town centre</li> <li>• Total amount of new development brought forward in Redditch town centre and district centres <ul data-bbox="1624 802 1883 906" style="list-style-type: none"> <li>(i) Retail</li> <li>(ii) Leisure</li> <li>(iii) Residential</li> </ul> </li> </ul>

		<p>Town Centre.</p> <ol style="list-style-type: none"><li>6. Improve the vibrancy of the outdoor market.</li><li>7. Develop a scheme to secure improvements to the signage into and around Redditch.</li><li>8. Work with land owners to identify / progress development opportunities in the district centres</li></ol>	
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THEME	A Confident Redditch		
Priorities	What we will do	Specific deliverables	Measures
<p data-bbox="188 323 510 464"><b>Positively promoting Redditch as a place to live, work, invest and visit</b></p> <p data-bbox="188 507 474 611"><b>Encouraging new inward investment into Redditch</b></p>	<ol data-bbox="591 323 913 759" style="list-style-type: none"> <li>1. Identify marketing and promotional efforts that help to promote Redditch more effectively</li> <li>2. Promote key employment / inward investment sites</li> <li>3. Support the development of the Redditch Gateway</li> </ol>	<ol data-bbox="1003 323 1507 1388" style="list-style-type: none"> <li>1. Collaborate with Worcestershire and the Greater Birmingham and Solihull LEPs to identify opportunities to promote Redditch on a regional and national stage</li> <li>2. Identify ‘ambassadors’ from within the local business community that can help to champion and promote Redditch</li> <li>3. Develop and plan an appropriate marketing campaign to re-position Redditch to external investors and address negative perceptions</li> <li>4. Ensure that the NWEDR team works pro-actively with existing land owners and developers to promote available employment sites and premises</li> <li>5. Redditch Gateway: <ul data-bbox="1055 1358 1464 1388" style="list-style-type: none"> <li>▪ Work pro-actively with the</li> </ul> </li> </ol>	<ul data-bbox="1576 323 2047 983" style="list-style-type: none"> <li>• Number of planning applications received for commercial sites and premises</li> <li>• Number of enquiries received for commercial land and properties <ul data-bbox="1626 655 1827 724" style="list-style-type: none"> <li>(i) By size</li> <li>(ii) By type</li> </ul> </li> <li>• Redditch Gateway <ul data-bbox="1626 839 1966 983" style="list-style-type: none"> <li>(i) Proportion of site occupied and developed</li> <li>(ii) Jobs created</li> </ul> </li> </ul>

		<p>land owners &amp; developer to promote this flagship new site</p> <ul style="list-style-type: none"><li>▪ Position the site as a premium business park that is attractive to high value manufacturing and technology companies</li><li>▪ Offer a responsive and flexible 'relationship management' approach to prospective occupiers involving LEPs, business ambassadors and senior members/officers</li></ul>	
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THEME	A Skilled Redditch		
Priorities	What we will do	Specific deliverables	Measures
<ul style="list-style-type: none"> <li>• Improving the aspirations of our younger population</li> <li>• Re-skilling and up-skilling our workforce to meet the future demands of employers</li> <li>• Creating a higher wage economy</li> </ul>	<ol style="list-style-type: none"> <li>1. Encourage investment in skills, workforce development and Apprenticeships</li> <li>2. Ensure that Redditch's skills needs are reflected in the plans of the Local Enterprise Partnerships / Employment &amp; Skills Boards</li> <li>3. Encourage high value employment into Redditch through the availability of land and the supply of skilled labour</li> </ol>	<ol style="list-style-type: none"> <li>1. Work pro-actively with businesses in Redditch to: <ul style="list-style-type: none"> <li>▪ Invest in skills and training</li> <li>▪ Build links with education</li> <li>▪ Offer Apprenticeships</li> <li>▪ Offer Work Placements to unemployed or young people</li> <li>▪ Mentor a potential entrepreneur</li> </ul> </li> <li>2. Ensure that evidence is collected detailing the future skills needs of our businesses, specifically in our key sectors and ensure that this evidence is reflected in the LEPs and WMCA's employment and skills plans</li> <li>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 developed</li> </ol>	<ul style="list-style-type: none"> <li>• Number of apprenticeship starts</li> <li>• Number of students participating in the Opening Doors to Business initiative</li> <li>• Average earnings for full time employees by workplace and residents</li> <li>• Proportion of the workforce employed in following occupation levels: <ol style="list-style-type: none"> <li>(i) Managers, Directors and Senior Officials</li> <li>(ii) Professional occupations</li> <li>(iii) Associate Professional and Technical</li> </ol> </li> </ul>



		<ul style="list-style-type: none"><li>4. Work with Midland Group Training Services Ltd (MGTS) to ensure successful delivery of the Engineering Centre of Excellence to ensure that we have a pipeline of skilled engineers locally that can support the needs of the advanced engineering sector</li><li>5. Identify the potential to work with the world class universities that sit adjacent to Redditch to seek ways of attracting/retaining skilled science and technology workers and to develop the innovation capability and productivity of businesses within Redditch</li><li>6. Continue to develop the Opening Doors to Business initiative fully engaging with local schools and key businesses</li><li>7. Identify opportunities to work with the WMCA to pilot new ways of working in the Borough's most deprived wards</li></ul>	
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		to address skills, worklessness and complex needs.	
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THEME	A Connected Redditch		
Priorities	What we will do	Specific deliverables	Measures
<ul style="list-style-type: none"> <li>• <b>Ensure Redditch is well connected into the West Midlands area</b></li> </ul>	<p>1. Work to ensure that Redditch is fully connected and integrated into the wider West Midlands transport network</p>	<p>1. Work with the West Midlands Combined Authority, Transport for West Midlands and Worcestershire County Council to develop a business case to enhance the current rail service from Redditch to Birmingham;</p> <ul style="list-style-type: none"> <li>▪ Introduction of express trains to improve journey times (both directions);</li> <li>▪ Equalisation of train fares from Redditch to Birmingham to ensure that there is parity with fares within the WMCA metropolitan Council areas.</li> </ul> <p>2. Work with Transport for West Midlands to develop the business case to invest in the current railway station and to undertake a joint masterplanning exercise for the wider Railway Gateway area to stimulate regeneration</p>	<ul style="list-style-type: none"> <li>• Reduction in the average duration of train journey between Redditch and Birmingham New Street</li> <li>• Increase in usage of rail network</li> <li>• Reduction in train fares to and from Redditch to Birmingham New Street</li> </ul>

## An Enterprising Redditch

- Nurturing existing businesses and helping them to grow and improve their productivity
- Encouraging a future generation of entrepreneurs to start up their own business

## A Vibrant Redditch

- Enhancing the retail, leisure and residential offer within Redditch
- Improving the environment and urban fabric of the area
- Regeneration of Redditch town and district centres

## A Confident Redditch

- Positively promoting Redditch as a place to live, work, invest and visit and helping to change perceptions of the area
- Encouraging new inward investment into Redditch
- Pro-actively engaging with Local Enterprise Partnerships

## A Skilled Redditch

- 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

## A Connected Redditch

- Work to ensure that Redditch is fully connected and integrated into the wider West Midlands transport network