

Appendix C - Economic Action Plan

Redditch Partnership Issue 1:	Business retention, support and promotion of Redditch as a business location.						
Aim:	To retain current businesses and try to attract new ones into the town.						
Key Issues:	<ul style="list-style-type: none"> • There is a need to attract new businesses and grow existing businesses to enhance the economy in Redditch. • It has been recognised that more needs to be done to market Redditch as a suitable location for business. 						
Key Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
	1. Develop the Business Centres offer to be more attractive to new businesses.	<ul style="list-style-type: none"> • Provide financial incentives to businesses to encourage them to use the Business Centres. • Link tenancy to available support services. 	On-going	Redditch Borough Council / Business Link		<p>Rise in the occupancy levels of the Business Centres.</p> <p>Increase in the number of new businesses to the town using these facilities.</p>	

Redditch Partnership Issue 2:	Jobs and worklessness						
Aim:	To increase the number and range of jobs available to people in the town.						
Key Issues:	<ul style="list-style-type: none"> • Redditch has one of the highest unemployment levels within the county. • The numbers of people claiming benefits has been increasing. • People feel that there are not enough opportunities to undertake apprenticeships and other learning on the job opportunities. • Residents feel that there is not an adequate variety and quality of jobs in Redditch. 						
Key Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
	1. Work with Partners to develop projects in response to new schemes designed to help the workless e.g. Connection to Opportunities etc.	<ul style="list-style-type: none"> • Identify gaps in provision. • Identify funding. • Develop programme. 	On-going	Worcestershire Economic Partnership, JobCentre Plus, Voluntary sector		Increase in projects designed to help people back into work.	
	2. Try to attract new businesses into the town.	<ul style="list-style-type: none"> • Run an advertising campaign promoting Redditch as a business location to companies outside of Redditch. 	Spring campaign, Autumn campaign	RBC / EDU	£5,000	Increase in interest from companies looking to locate in Redditch.	

		<ul style="list-style-type: none"> • Offer a property service helping businesses locate premises in the town. 	On-going				
	3. Work with partners to deliver aspects of the new Work Programme.	<ul style="list-style-type: none"> • Develop Work Clubs for the unemployed. 		RBC, JobCentre Plus		Increase in the number of support mechanisms for unemployed residents.	
	4. Work with the National Apprenticeship Service to improve availability of and access to apprenticeships.	<ul style="list-style-type: none"> • Develop an apprenticeship for the springs industry. 		RBC, National Apprenticeship Service, Industry		Increase in numbers of apprenticeships.	

Redditch Partnership Issue 3:	Entrepreneurialism and economic ambition in young people						
Aim:	To raise the aspirations of young people in the town.						
Top Three Key Issues:	<ul style="list-style-type: none"> It is recognised that there is low education attainment and that the aspirations of young people need to be raised. Young people in Redditch with a high educational attainment often move away from the town taking skills and expertise to other locations. 						
Key Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
	1. Create incentives to encourage young people interested in enterprise.	<ul style="list-style-type: none"> Provide annual sponsorship of a prize for Young Enterprise Create a Redditch Young Entrepreneur of the Year Award (for young people under the age of 30) to be undertaken yearly. 	<p>Annual event</p> <p>Annual event</p>	<p>Redditch Borough Council / Young Enterprise</p> <p>Redditch Borough Council / Young Enterprise</p>		<p>Number of schools / pupils taking part. Aim to increase the numbers participating each year.</p> <p>Number of young people taking part. To increase the numbers participating each year.</p>	None reported

	<p>2. Facilitate greater work experience opportunities for young people.</p>	<ul style="list-style-type: none"> • Create “Best Work Experience Student of the Year” yearly Award • Partners to offer work experience placements to local students • Arrange a careers fair (see Raising Educational Attainment and Aspirations Action Plan). 		<p>Redditch Borough Council / Education Business Partnership / FSB</p> <p>All partners</p> <p>Redditch Borough Council / All Partners</p>	<p>Officer time</p>		
	<p>3. Make links between schools and local business stronger</p>	<ul style="list-style-type: none"> • Establish a RARE partnership (Raising Aspirations in Redditch) in order to establish a programme enabling young people to visit businesses and 		<p>Redditch Borough Council / Trinity High School / Local businesses</p>			<p>None reported.</p>

		<p>learn what they do.</p> <ul style="list-style-type: none"> • Provide a grant fund for schools to participate in projects / competitions / activities which provide an insight into the world of industry and commerce. 	<p>Yearly (funding for three years 2010-11, 2011-12, 2012-13)</p>			<p>Number of schools and young people participating.</p>	
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