

West Berkshire Council Economic Development Delivery Plan 2018-19

Action	Activities	How	By When	Link to Priority in ED Strategy
<i>1 Establish an evidence base to support business growth and retention</i>				
<i>2 Be a more facilitative authority for business growth and retention</i>				
	Work with owners and agents to agree how the Council can better facilitate new investment	Planning process Attend Developer Industry Forum (DIF) meetings where possible	March 2019	Become more business friendly and encourage new investment and business retention across all sectors.

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<p><i>2 Be a more facilitative authority for business growth and retention</i></p>	<p>Provide high quality, responsive support and information for businesses considering relocation, expansion or development.</p>	<p>Provide information and guidance on business sites, highlighting vacant premises and providing site searches on a reactive basis.</p> <p>Maintain a dialogue with commercial agents and prospective developers on development opportunities</p> <p>When requested, support measures to encourage innovation and improve productivity to improve the overall competitiveness of West Berkshire, linking into the TVB Business Growth Hub.</p> <p>Develop an engagement programme with key businesses In West Berkshire and implement an account management programme.</p>	<p>March 2019</p> <p>March 2019</p> <p>March 2019</p> <p>2 visits per month where possible</p>	<p>Promote West Berkshire as a desirable location for combining business, leisure, learning and life.</p>

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<p>2 Be a more facilitative authority for business growth and retention</p>	<p>Support planning applications and bids, where appropriate, for sustainable investment into the district from international, national, regional, sub-regional and local organisations to grow the local economy.</p>	<p>Identify planning applications that will have a positive impact on the local economy through weekly planning lists and submit consultee comments after discussion with the applicant. Promote and encourage take-up, where appropriate, of growth and escalator funding from TVBLEP</p>	<p>March 2019</p>	<p>Become more business friendly and encourage new investment and business retention across all sectors.</p>
	<p>Work with TVBLEP and TVCC to provide a "soft landing" for any FDI enquiries from their opportunity pipeline and provide them with local intelligence.</p>	<p>Opportunities will be highlighted at BEDOG meetings and on an as required basis</p>	<p>March 2019</p>	<p>Become more business friendly and encourage new investment and business retention across all sectors.</p>
	<p>Be aware of government's economic policy affecting business, inward investment, regulations, taxes, European union membership etc. to ensure local policy is in line with key developments</p>	<p>Research online, reading relevant papers, attendance at BEDOG, links with UKTI and UK Export Finance</p>	<p>March 2019</p>	<p>Promote West Berkshire as a desirable location for combining business, leisure, learning and life.</p>

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3 Create new land and property supply	Provide direct support to regeneration and economic development projects	Work with selected partners to deliver the regeneration of West Berkshire e.g. London Road Industrial Estate, Market Street/Station Gateway, Compton IAH (residential-led mixed use), Arlington Business Park (facilitate the re-development of outdated stock).	March 2019	Actively support sustainable rejuvenation and regeneration projects in key locations.
4 Enable and support sub-regional and local infrastructure investment.				
	Support and encourage the provision of appropriate and sufficient transport infrastructure.	Support and facilitate when required any key schemes by working closely with transport colleagues.	March 2019	Actively support sustainable rejuvenation and regeneration projects in key locations.

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Action	Activities	How	By When	Link to Priority in ED Strategy
<i>5 Supporting our existing and new business base</i>				
	Develop a contact strategy with key West Berkshire businesses by employee numbers and turnover	Use DueDil database to identify companies and contacts	2 visits per month	Become more business friendly and encourage new investment and business retention across all sectors.
	Continue to work with Buzz Connect and other agencies to deliver business support and networking events.	Promote workshops, networking and benefits of membership wherever possible. Attend networking events	March 2019	Promote West Berkshire as a desirable location for combining business, leisure, learning and life.
	Provide guidance where appropriate to pre-start, new and existing businesses and ensure that services and information for business are accessible within the local authority.	1-2-1 meetings. Provision of required information.	March 2019	Become more business friendly and encourage new investment and business retention across all sectors.
	Continue to search the market for a suitable investment property for WBC and/or development partner that can be used for business start ups and incubation space for SMEs and micro businesses.	Use Co-Star on a monthly basis to identify likely properties and involve St. Modwen in any discussion	March 2019	Promote West Berkshire as a desirable location for combining business, leisure, learning and life.

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Action	Activities	How	By When	Link to Priority in ED Strategy
5 Supporting our existing and new business base	Host and promote suitable events for businesses	Series of free business workshops	Ongoing	Become more business friendly and encourage new investment and business retention across all sectors.
6 Work with partners to ensure that local skills meet current and future needs of local employers.				
	Promote the work of the Skills and Enterprise Partnership to a wider range of businesses.	Use business meetings to encourage new membership from the private sector.	March 2019	Work with partners to ensure that local skills meet the needs of today's business and work environments.
	Work with delivery partners to deliver a successful annual Careers Fair	Raise sponsorship and funding from the private sector for 2018 event. Work with Education to encourage attendance from schools	March 2019	Work with partners to ensure that local skills meet the needs of today's business and work environments.
	Development of Skills and Employment Plans to support key infrastructure developments e.g. Sandleford, LRIE, Market Street	Ensure that key applications have this built into conditions. Work to make ESPs part of local planning policy on sites over a certain value.	March 2019	Work with partners to ensure that local skills meet the needs of today's business and work environments.