

## Local Industrial & Economic Development Strategy 2018 Action Plan

### Summary of Actions (June 2020)

#### Status Key

Action completed	Completion expected within next 6 months	Progress expected i.e. initial work commenced but action not yet complete. May not be complete within 6 months	No progress made
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NB: References relate to the order of actions in the LIEDS which was set out by Aim. For ease of reference, the actions below have been grouped by topic.

Ref	Action	Work stream	Type	Progress 2020	Status
<b>Inward Investment</b>					
A1.4	Establish a joint working party with Warwick University to explore and define new opportunities	LIEDS	One off	Initial exploratory discussions held but meeting arrangements not made owing to COVID-19	Progress expected
A1.5	To explore the possibility of joint working with tourism organisations to articulate plans and marketing for the global brand of Shakespeare. To promote Stratford District as a place to do business and 'build lives and homes'	LIEDS	One off	Existence of DMO and DMP achieves this. SDC attends Shakespeare's England Board.	Complete
<b>High Street</b>					
A2.1	Undertake annual shopfront surveys of Stratford-upon-Avon and the 8 Main Rural Centres	Existing (Planning Policy)	Recurring	Monitoring undertaken each August and published as part of AMR in Autumn. <a href="http://www.stratford.gov.uk/amr">www.stratford.gov.uk/amr</a> .	Completion expected
A2.3	Town centre health check to closely monitor the types of uses that are being lost. Also monitor retail uses in other local centres Consider Policy in CS Review to deal with loss of A1 uses if necessary	Existing (Planning Policy)	Recurring	Analysis of shopfront surveys to be undertaken.	Completion expected
A2.4	Appoint Town Centre Manager/champion	LIEDS	One off	Cllr Ian Shenton	Complete
A2.5	SDC to bid for funds for Town Centres at National and Regional levels such as from WMCA pilot study	Existing (Planning Policy)	One off	Bid expected to be made in late 2020 staff resources permitting	Progress expected
A3.16	Liaise with Shakespeare England about the role of smaller towns to strengthen their	LIEDS	One off	Initial discussions with Shakespeare's England interrupted by COVID-19.	Progress expected

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	tourism offer/ Shakespeare branding				
<b>Jobs &amp; Skills</b>					
A1.1	Identify middle skilled jobs and how they fit with the economic profile of the District	LIEDS	One off	Base information regarding the district Labour Market published within the NAO NOMIS report April 2020.	Complete
A3.5	AUTOMOTIVE To carry out research to understand labour market risks in order to take action to future-proof the workforce	LIEDS	One off	Base information regarding the district Labour Market published within the NAO NOMIS report April 2020, but not specific to Automotive sector.  Sector specific research being discussed. Possibly delayed until effects on the local situation are better understood.	Progress expected
A3.6	AUTOMOTIVE Continue discussions with industry leaders to understand issues and ascertain where SDC can assist	LIEDS	Continual	Regular liaison meetings established	Completed
A3.7	Facilitate better liaison between business and 6th Form Schools and colleges	LIEDS	Continual	Meeting with WCC Skills for Employment leads 5 March 2020 Meeting delayed due to Covid-19 emergency response	Progress expected
A3.8	SDC to investigate helping to facilitate educative awareness sessions or workshops regarding digital skills and what technology can do	LIEDS	Continual	Meeting with WCC Skills for Employment Leads 5 March 2020  Digital Skills workshops being delivered by CWCC @ Venture House to support start-up and new businesses  These courses moving to virtual provision over Zoom/Skype/Teams	Completion expected
A3.9	Measures to be investigated to raise awareness of Collaborate to Train and Business Ready	LIEDS	One off	Based at the University of Warwick Science Park Business Ready have been delivering training across the	Complete

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				area. This has been promoted through the Venture House Newsletter and Social Media. The courses are currently being delivered through Zoom due to the Covid-19 emergency.	
A3.10	Encourage more apprenticeships in tourism and retail industry or management training schemes such as that implemented by Marks and Spencer	LIEDS	One off	CWLEP are leading on the Collaborate to Train programme, With WCG and WCC being the main partners in this area.  This programme ends in 2020.	Completion Expected
A3.14	Support more apprenticeships in rural areas	LIEDS	One off	CWLEP are leading on the Collaborate to Train programme, With WCG and WCC being the main partners in this area.  This programme ends in 2020.	Completion Expected
<b>Infrastructure</b>					
A1.2	Explore the potential for wireless provision with third party suppliers	LIEDS	One off	CSW Broadband is in the early discussions with the network providers about how they can support the rollout of 5G within the CSW area. Currently focused on delivery of contract 3 of the Superfast rollout due to be completed end of summer 2020. At the end of contract 3 there will be approximately 3000 dwellings without access to superfast broadband. Fibre network installed as part of the contracts will support the 5G backhaul to service future 5G sites.	Progress Expected
A2.6	Seek improvements and upgrading of the A46	Existing (A46 Partnership)	Continual	SDC signed a Statement of Commitment and Collaboration and is supporting and participating in the	Completion Expected

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				preparation of the Trans-Midlands Trade Corridor Strategy. Initial work is the preparation of a Productivity Growth Plan.	
A2.7	Reduce congestion on the A435	Existing (WCC / SDC Planning Policy / DM)	Continual	The A435 corridor is currently being investigated by the County Council to identify short-term and long-term measures for managing traffic and reducing its impact on communities, particularly Studley. Conditions attached to the planning permission for the Redditch Gateway development require the management and monitoring of HGV movements travelling in both directions along the A435 through Studley and Mappleborough Green.	Progress expected
A2.8	Facilitate/ support implementation of SWRR	Existing (WCC / Planning Policy / DM)	Continual	SDC continuing to work with CALA Homes and WCC to deliver SWRR. SWRR not included in HIF announcements in March 20 but exploring future funding opportunities.	Progress expected
A2.9	Seek improvements to rail services to/from Stratford-upon-Avon such as increasing frequency and later night time train services	LIEDS	One off	Chiltern Railways introduced a more frequent service between Stratford-upon-Avon and London Marylebone in summer 2019. West Midlands Trains continue to improve the quality of services, including new rolling stock, between Stratford-upon-Avon and Birmingham on the Shakespeare Line and via Solihull.	Completion expected
A2.10	Discuss with WCC about bus provision to see what action SDC can take	WCC	One off	WCC has commissioned a study into how the local bus network can be improved as a means of contributing	Completion Expected

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				to tackling climate change and meeting future carbon neutrality targets. The study is due to be completed in Summer 2020 and include a two-year plan for delivering initiatives. SDC participating in this work.	
A2.11	To lobby and liaise with the energy sector on behalf of businesses	LIEDS	Continual	Lobbying ongoing at political level. Energy industry to be engaged through the CW Infrastructure Board. LEP Energy study commissioned and consultants Rolton Group appointed.	Completion Expected
A2.12	To encourage the growth of low-carbon technologies and the efficient use of resources	Existing (Planning Policy)	One off	Climate Change SPD due for adoption July 2020.	Completion expected
A2.13	Establishment of a Political Champion for Energy	LIEDS	One off	Part of climate change OSC group. (Cllr Tony Jefferson)	Complete
A2.14	Investigate the possibility of setting up a company to provide an income stream from the District Heating network	Existing (Planning Policy)	One off	SDC successful with bid for Detailed Project Design stage and PM funding. Work to be commissioned summer 20.	Progress expected
<b>Housing</b>					
A3.1	Ensure that the Core Strategy housing requirements are met	Existing (Planning Policy)	Recurring	Data usually published summer but collation delayed by COVID-19.	Completion expected
A3.2	Encouraging more churn in the housing market for example explore feasibility of financial incentives for residents to downsize	LIEDS	One off	No progress.	No progress
A3.3	To provide homes that those on lower incomes can afford to buy and rent	Existing (Planning Policy)	Recurring	Data usually published summer but collation delayed by COVID-19.	Completion expected
A3.4	Carry out a strategic housing market assessment	Existing (Planning Policy)	One off	Expected to be commissioned 2020.	Progress expected
<b>Rural</b>					

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A3.11	Consider establishment of a business hub (rural?)	LIEDS	One off	Support for Warwick Uni National Centre for Rural Innovation at Wellesbourne campus.	Complete
A3.12	AGRICULTURE Continue to support diversification	LIEDS	Continual	Application of Core Strategy - AMR.	Completion expected
A3.13	Explore the feasibility of declaring enterprise zones in the rural area	LIEDS	One off	Part of CS Review.	Progress expected
A3.15	increased liaison with the farming Industry to identify challenges and potential solutions	LIEDS	Continual	Membership and attendance of Warwickshire Rural Hub events.	Complete
<b>Financial</b>					
A1.3	Investigate provision of loans or grant-funding	LIEDS	One off	This action has now been superseded. A contribution of £250K to be made to CWRT (alongside contributions from WCC, and other Warwickshire Districts) to a Covid Business Interruption Loan Scheme. To do this the Evergreen Fund has been withdrawn.	Superseded
A2.2	Explore potential for local business rate relief scheme	Existing (Revenues)	Recurring (important to keep this issue under review on an annual basis)	Extensive national programme of support of smaller and medium business in premises, through grants to businesses in receipt of SBRR.  Some measures were implemented as part of the 2020 spring budget as part of a planned restructuring of NDR, while others are emergency support in response to the Covid emergency.  These being delivered through the local NDR system.	Complete 2019