

Annex 1: Economic Development Strategy Update – October 2017

Milestone	Description	Timescales	Started/ Not Started	Current Position
Economic objective: A sustainable place to live, work, shop and play				
Exploiting Growth Prospects. Camberley step-up town transformational actions.	The development of sites in the north, east, and west of Camberley, to include a Cultural Quarter, Square expansion and London Road Frontage	Key Priority 1 for the Council – long term to 2028	Started	<ul style="list-style-type: none"> • Working closely with Planning Policy and Investment & Development internally on the economic aspects of delivering the Council’s number one priority ‘Place’. • The council has purchased the Square (formerly the Mall) and has taken more control of the London Road Block with approximately 80% land assembly on this site. Economic Development taken a lead role promoting both the Square and the London Road Block at both REVO & MIPIM speaking to both potential investors and potential new retailers • Bid submitted to the LEP for Local Growth Funding by Planning Policy which include public realm enhancements and a Camberley High Street regeneration plan. Grant of £3.5 million awarded in December 2017
Nurturing thriving villages.	A village enhancement programme through a combination of action planning and neighbourhood planning	2017/18 and longer term	Started	<ul style="list-style-type: none"> • Working specifically with the villages mentioned in the economic development strategy; Frimley (see below), Bagshot and Deepcut (see below). Looking into the prospect of setting up an association in Frimley Green. • Bagshot – Continuing to work with the

	The enhancement of the commercial viability of Frimley in the longer term	On going	Started	<p>Bagshot Society on measures from its village plan relating to the economic prosperity of the High Street.</p> <ul style="list-style-type: none"> • The Council continues to work with the now established Frimley Business Association. • The parking review also formed an evidence base for drafting a bid to the County Council's 'secondary towns' fund for money to buy hanging baskets etc. to brighten up the High Street and boost its commercial appeal. As a result of the grant they received a silver Britain in Bloom award. • Working with planning policy to look at ideas of how improvements can be made to Frimley. Discussions taking place with SCC on how highway improvements could help enhance and improve economic prospects for Frimley. • The business association is recognised as an official consultee for planning applications relating to the village.
Planning for the Future. Accommodating employment growth and promoting sustainable urban development	The active promotion of principal employment sites.	On going	Started	<ul style="list-style-type: none"> • LEP bid submitted specifically to boost trading conditions on the Yorktown and Watchmoor estates. • Using the Open for Business approach, as set out in the main report, to introduce companies to developers, developers to companies and companies to other companies regarding potential land or property collaborations. • Working with Watchmoor Park owners

	<p>A workshop with commercial and residential agencies of all sizes to convey Council priorities</p> <p>Filling/renewing business parks including improving access to Watchmoor and Yorktown Business Parks</p>	<p>Ongoing</p> <p>Long term</p>	<p>Started</p> <p>Ongoing</p>	<p>to develop an inward investment strategy for the site.</p> <ul style="list-style-type: none"> • Rather than a workshop the approach taken has been to attend a number of breakfast meetings, networking events etc. to convey the Council's approach, and Open for Business in particular. • This bid described below has not yet been approved but still working with the LEP to see if it can be included in the wider strategic Golden Grid bid. Worked with the Yorktown and Watchmoor Business Association to develop a transport bid to the LEP for Local Growth Funding. The project is to develop a new rush hour bus route from the train stations at Camberley, Blackwater and Farnborough to make Camberley more attractive to inward investors seeking to move out of London and surrounding areas. Buses would be coordinated with train time arrivals with through tickets available so that commuters can quickly be conveyed from train to bus, to work in the shortest time possible.
<p>Planning for the Future. Accommodating employment growth and promoting sustainable</p>	<p>Exploitation of the business potential of Deepcut</p>	<p>Long term</p>	<p>Started</p>	<ul style="list-style-type: none"> • Continuing to work with the business association and neighbourhood forum to influence developers to increase the employment opportunities on the new

urban development				<p>development.</p> <ul style="list-style-type: none"> • In particular, provision of a start up or small business hub. • Also to consider 'live/work' homes which would facilitate greater home working.
Stimulating the Visitor and Creative Economy	<p>Working to attract high profile major events:</p> <p>Measures to attract 'creatives' into the Borough. Work with Collectively Camberley on a plan encouraging local independents/creative businesses to locate</p> <p>Regeneration of key leisure assets and development of a continuous green space along the Blackwater Valley</p>	<p>Ongoing</p> <p>2017/18</p> <p>2017/18</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Completed</p>	<ul style="list-style-type: none"> • The Council works closely with Collectively Camberley who operate a number of high profile events throughout the year. • The Council has laid on number of events to help promote Camberley including the International Festival , Camberley carnival and the Christmas events including an ice rink in the town centre. • FRAMES business group continues with tech based 'meet ups' with the aim of gaining Camberley a reputation amongst tech/digital/virtual reality/gaming companies as a place where these companies are aware of and would consider being based in the future. • Working with local businesses and Surrey CC has provided cycle and footpath upgrades along the Blackwater Valley path, and particularly from Blackwater train station to the business parks at Yorktown and Watchmoor. An event took place this summer with the

				business parks to promote the opening. Hampshire still upgrading part of the scheme
Economic objective: A great place for business to flourish				
Small Business Growth Programme	The development of a small business growth programme and working with neighbouring Boroughs	2016/17	Started	<ul style="list-style-type: none"> • The Council's small business support is based around its highly successful Business Clinics offered to new and start up companies in the Borough and delivered in conjunction with Surrey Chambers of Commerce and Project Five. • 36 businesses attended Surrey Heath business start-up clinics two-thirds were sole traders and the other third employs or plans to employ up to 5 staff members. These businesses markets covered a wide range of categories (graphic design, health and beauty, retail, business services).
Open for Business	A suite of business support measures for existing businesses	Ongoing	Started	<ul style="list-style-type: none"> • We have met with over 20 businesses under the open for business banner. The Aim of OfB is to try and achieve something positive for the businesses whilst successfully navigating the system in a proper and legitimate manner. The open dialogue established with the businesses helps handle difficult situations and allows for efficient resolution of issues or disputes with positive outcomes. • There are currently 2655 business properties in the area up nearly 100 from 2558 last year. Collection rate remains steady with a 0.1% rise from 2016/17.

				<ul style="list-style-type: none"> The software package CoStar is also used to provide contacts with up to date property information and can search for premises to meet the requirements of a contact.
Sci:Tech Sector Development	Exploiting opportunities in the engineering, pharmaceuticals, IT and health sectors. The Council will work with companies in key sectors to help them realise their growth aspirations	Ongoing	Started	<ul style="list-style-type: none"> See 'Creative Economy' above. Good contacts have been maintained with companies the Council has previously worked with in these sectors, such as Frazer Nash, Siemens etc. Specific assistance has been given to companies in the health sector and one will be bringing forward a project for consideration. However, more specific sector based work could be done and it remains an aim for the coming year.
Export Development, Inward Investment	Working with UKTI to boost propensity to export and actively encourage inward investment. The Council will ensure businesses are aware of the core offer from UKTI	2017/18	Started	<ul style="list-style-type: none"> The number of companies identifying themselves as exporters in Surrey Heath is relatively low. However, a number of these could be 'hidden exporters' and actually exporting without particularly classifying themselves in that way. Lord Lieutenant of Surrey came to the Business Breakfast in September and introduced local businesses to the Queens Awards for Enterprise which is also recognised internationally which helps an organisation looking to export. More specific sector based work could be done and it remains an aim for the coming year.
Economic objective: A great place for people to succeed				

<p>Shared Prosperity and Matching Talent</p>	<p>Employability and recruitment measures to dovetail new developments</p> <p>Enabling employers to articulate and access appropriate available skills support</p>	<p>2017</p>	<p>Started</p>	<ul style="list-style-type: none"> • Early discussions have taken place with Surrey SATRO and Job Centre Plus in these areas. As stated in the report certain strategy themes have been overtaken by other priorities, with this being one of them. Engagement with these groups will recommence as soon as time allows. • However, more specific sector based work could be done and it remains an aim for the coming year.
<p>Deepening Military Connections</p>	<p>Deepening local ties through the Military Covenant</p> <p>Leading an LEP wide programme with two parts (a) employment transitions for ex-military personnel and military (b) a local sub-contracting programme</p>	<p>2016-2018</p>	<p>Started</p>	<ul style="list-style-type: none"> • In 2015 the Council investigated employment opportunities locally for ex-services personnel. It was found that there were a number of groups and support measures in place already, therefore the Council did not feel it needed to progress any particular measures of its own, other than the support it already provides to the Military Covenant. • In 2016 the Council adopted a Reservist's Policy to support employees. • The Council aims to achieve the MoD Employers Recognition Scheme in 2017.
<p>Aspirations and Awareness</p>	<p>Promoting apprenticeships, STEM (Science, Technology, Engineering and Maths) and IAG activities jointly with Surrey County Council and others</p>	<p>2016</p>	<p>Started</p>	<ul style="list-style-type: none"> • The Council is looking into setting up a scheme which see's the development of an old building but will also include an apprenticeship scheme that trains a number of individuals in the construction industry. • Early discussions have taken place with Surrey SATRO and Job Centre Plus in these areas. As stated in the report

	Raising the profile of local career opportunities through, for example, inspiring events	2016	Ongoing	<p>certain strategy themes have been overtaken by other priorities, with this being one of them. Engagement with these groups will recommence as soon as time allows.</p> <ul style="list-style-type: none"> The Council continues to attend the annual Tomlinscote Careers Fair.
Addressing Pockets of Worklessness	A series of measures including: support for young people NEET, job clubs/measures, and training packages for the unemployed potentially with other Boroughs	2016/17	Started	<ul style="list-style-type: none"> The Council has started to revenue fund the Camberley Job Club. Through the Surrey Heath Partnership the Council works with the Youth Support Service to engage with young people not in education, employment or training.