

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, Mall 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 internally on the economic aspects of delivering the Council's number one priority. • Worked with Planning Policy and also Collectively Camberley to commission a signage review of the approaches to and navigation within Camberley town centre. • Secured funding from the LGA to commission a review of Camberley High Street. • Both the above reports were used as evidence data in drafting bids to the LEP for Local Growth Funding. Bids drafted in conjunction with Planning Policy and include public realm enhancements and a Camberley High Street regeneration plan.
Nurturing thriving villages.	A village enhancement programme through a combination of action planning and neighbourhood planning	2015/16	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). • Bagshot – working with the business association and community groups to develop measures for the village to utilise a financial gift from Notcutts relating to the development of the new Waitrose site.

	The enhancement of the commercial viability of Frimley in the longer term	2015/16 and longer term	Started	<ul style="list-style-type: none"> • In 2015 the Council worked with local businesses to establish the Frimley Business Association. • The work brought the first Christmas tree to the High Street in several years, and with it a great sense of community pride. • The Council commissioned a parking review of the village which the association is using to discuss a number of parking issues with landlords. • 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. • The business association is now 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.	Ongoing	Started	<ul style="list-style-type: none"> • LEP bid submitted specifically to boost trading conditions on the Yorktown and Watchmoor estates – see below. • 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 to develop an inward investment strategy for the site.

	<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>Not Started</p> <p>Started</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. • 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. • Stagecoach, First Great Western, SWT, Surrey and Hampshire County Councils are partners in the project. • The outcome of LEP bids will be announced in the autumn statement.
<p>Planning for the Future. Accommodating employment growth and promoting sustainable urban development</p>	<p>Exploitation of the business potential of Deepcut</p>	<p>Long term</p>	<p>Started</p>	<ul style="list-style-type: none"> • Working with the business association and neighbourhood forum to influence developers to increase the employment opportunities on the new development. • 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	Working to attract high profile major events:	Ongoing	Ongoing	<ul style="list-style-type: none"> The Council works closely with Collectively Camberley who operate a number of high profile events throughout the year.
	Measures to attract 'creatives' into the Borough. Work with Collectively Camberley on a plan encouraging local independents/creative businesses to locate	2017/18	Started, early stages.	<ul style="list-style-type: none"> Working with two local companies to develop 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. Project is in its early stages but the monthly meet ups are already proving popular.
	Regeneration of key leisure assets and development of a continuous green space along the Blackwater Valley	2017/18	Started, early stages.	<ul style="list-style-type: none"> Working with local businesses and Surrey CC to help facilitate cycle and footpath upgrades along the Blackwater Valley path, and particularly from Blackwater train station to the business parks at Yorktown and Watchmoor.
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"> As reported in the 2015 update, early work with neighbouring authorities in this area did not bear fruit. However, there is good cross LEP work in terms of commissioning studies etc. 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

				<p>Chambers of Commerce and Basepoint.</p> <ul style="list-style-type: none"> The annual report on this scheme was extremely encouraging with a number of those seen going on to start up companies, three being referred through the LEP's Growth Accelerator programme and one gaining funding from the Fredericks Foundation.
Open for Business	A suite of business support measures for existing businesses	Ongoing	Started	<ul style="list-style-type: none"> As set out in the covering report the Council's Open for Business approach has developed considerably over the past year. This action plan update should be viewed in conjunction with that report. There have been a number of contacts from companies seeking either to move around or into the Borough, specifically from viewing the Council's "empty property" web page which lists the economic development officer as a contact to discuss commercial premises with. 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	2015/16 for set up, but will be 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

				<p>will be bringing forward a project for consideration.</p> <ul style="list-style-type: none"> • 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	2015/16	Not 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. • 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				
Shared Prosperity and Matching Talent	<p>Employability and recruitment measures to dovetail new developments</p> <p>Enabling employers to articulate and access appropriate available skills support</p>	2016	Not Started	<ul style="list-style-type: none"> • Early discussions have taken place with Surrey SATRO and Job Centre Plus in these areas but more could be done and it remains an aim for the coming year.
Deepening Military Connections	<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>	2016-2018	Started	<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.
Aspirations and Awareness	Promoting apprenticeships, STEM (Science, Technology, Engineering and Maths) and IAG activities jointly with Surrey County Council and others	2016	Started	<ul style="list-style-type: none"> • Early discussions have taken place with Surrey SATRO and Job Centre Plus in these areas. • The Council continues to attend the annual Tomlinscote Careers Fair. • Early discussions have taken place with Surrey SATRO and Job Centre Plus in these areas, with particular regard to STEM skills.
	Raising the profile of local career opportunities through, for example, inspiring events	2016	Started	
	Supporting local schools to improve their performance	Ongoing	Started	
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.