

Annex 1: Economic Development Strategy Update

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	Work ongoing. See relevant action plans for the town centre.
Nurturing thriving villages.	A village enhancement programme through a combination of action planning and neighbourhood planning	2015/16	Started	Currently working closely with business associations in the Borough's villages such as Bagshot, Lightwater and Deepcut to develop local projects to support economic growth. In conjunction with the Bagshot Business Association the Council produced a video to specifically showcase the offer from independent businesses in Bagshot High Street
	The enhancement of the commercial viability of Frimley in the longer term	2015/16 and longer term	Started	The Council has started a business association in Frimley in conjunction with local traders. A survey of trading conditions and issues facing the town has been conducted and the association is developing actions from its findings for both the short and long term
Planning for the Future. Accommodating employment growth and promoting sustainable urban development	The active promotion of principal employment sites.	Ongoing	Started	Work has progressed with the Planning department so that the Council's Economic Development Officer can be consulted on key planning applications, providing economic data and input which might support a business proposal. Specific companies assisted by this approach are; Kamkorp

				(owners of Fraser Nash), Chobham Farm Park, and Selco. See attached report for further details.
		Ongoing	Started	The Council's economic team assists small and medium sized enterprises (SME companies) with economic, demographic information and other assistance to facilitate new business growth into Surrey Heath
	A workshop with commercial and residential agencies of all sizes to convey Council priorities	None set	Not started	Not currently planned. Other types of contact such as attendance at business breakfast and evening meetings are conveying the Council's message
	Filling/renewing business parks including improving access to Watchmoor and Yorktown Business Parks	Long term	Started	The Council contacted local businesses such as Bank of America to discuss restarting the Yorktown and Watchmoor Business Association (YWBA). This has led to the Bank chairing a revamped and larger YWBA, a travel to work survey being commissioned by the YWBA, and the development of an action plan focussing on infrastructure, highways and connectivity improvements with key businesses, landowners, Surrey County Council and the EM3 Local Enterprise Partnership. The YWBA meets the Government call for economic growth to be led by businesses and it is developing its own LEP Local Growth Fund bid, with assistance from the Council

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Planning for the Future. Accommodating employment growth and promoting sustainable urban development	Exploitation of the business potential of Deepcut	Long term	Started.	Deepcut Business Association (DBA) established. First meeting October 2015. The DBA has been established for the long term to ensure the continued economic viability of the village. The Council's Economic Development Officer is on the DBA.
Stimulating the Visitor and Creative Economy	Working to attract high profile major events:	2017/18	Started, early stages.	The Council has become a member of Visit Surrey, which promotes tourism in the county; and contributed to the Surrey CC report on future hotel requirements in the county.
	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.	The Council has successfully secured funding to employ a consultant to write an inward investment strategy specifically for Camberley High Street. The strategy will involve working with Collectively Camberley and will focus on the High Street as a centre for independent stores and other types of use, as per the Council's Master Plan document
	Regeneration of key leisure assets and development of a continuous green space along the Blackwater Valley	2017/18	Started, early stages.	An unsuccessful bid was submitted to the LEP's Local Growth Fund (LGF) for support to carry out a feasibility study into the viability of a regional park centred on the Blackwater Valley and Basingstoke Canal. Further LGF funding rounds anticipated towards the end of 2015 and consideration will be given then as to resubmission of a revised bid

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Economic objective: A great place for business to flourish				
Small Business Growth Programme	The development of a small business growth programme and working with with neighbouring Boroughs	2016/17	Started	<p>The Council has worked with Collectively Camberley to deliver LEP funded social media training programmes for small business traders in the Borough.</p> <p>As set out in the main report the Council has worked with the Surrey Chambers of Commerce and local company Basepoint to deliver free start up clinics, along with business review sessions for local companies, provided by qualified business advisors.</p> <p>Discussions have been held with Rushmoor and Hart Councils with regard to this action, and will be revisited. However, work is progressing with Woking BC to promote business advice and start up clinics, as detailed in the attached report</p>
Open for Business	A suite of business support measures for existing businesses	Ongoing	Started	Business support is given in a variety of ways. These include: officer attendance at business group breakfast and evening meetings to discuss the Open for Business approach; updated website pages setting out details of Open for Business; developing a 'one stop shop' approach being a single point of contact for business enquiries including utilising software which affords the Council the opportunity to provide property information on request to aid businesses; providing economic information in support of particular planning applications. Open for Business as an ethos is

				promoted at senior level within the authority and externally by Councillors, the Chief Executive and Executive Heads, also by officers with direct contact with businesses. An economic development workshop for councillors post-election has also been delivered
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	<p>The Council is developing a relationship with Surrey SATRO (Science And Technology Regional Organisation), who work with companies and schools/colleges to promote STEM skills (Science, Technology, Engineering Maths). See attached report for further details.</p> <p>Working with Kamkorp (owners of Frazer Nash) to demonstrate the economic benefits of their purchase of the former BOC site in Windlesham</p>
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	Started	An open day with UKTI and Surrey Chambers of Commerce has been hosted on the Watchmoor Park estate based around exporting for business. Other events will be organised for the future.
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	The work with Surrey SATRO will feed into this action in time for its 2016 scheduled start date

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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	Early discussions have been held with members of the armed forces, ex-forces groups and support organisations, and the RMA. Work is progressing through the Surrey Heath Partnership
Aspirations and Awareness	Promoting apprenticeships, STEM (Science, Technology, Engineering and Maths) and IAG activities jointly with Surrey County Council and others	2016	Started	The work with Surrey SATRO will feed into this action in time for its 2016 scheduled start date
	Raising the profile of local career opportunities through, for example, inspiring events	2016	Not Started	The work with Surrey SATRO will feed into this action in time for its 2016 scheduled start date
	Supporting local schools to improve their performance	Ongoing	Started	Annual attendance at the Tomlinscote Careers Fair to promote local employment opportunities
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	<p>NEET levels in Surrey Heath are very low and work with individuals is being progressed through the Surrey Heath Partnership.</p> <p>Direct support is being given to the Camberley Job Club and measures to broaden their remit are being investigated with their management</p>