

Action Plan for 18-35 Review

Ref	Recommendation	Action	Timescale	Lead officer
I.	That young people are involved in the shaping of major regeneration schemes and developments, specifically looking at how these can incorporate into their recreation, cultural, and employment needs. This should include detailed and targeted inwards investment promotion and working with property agents and developers to influence private investors and brand name companies.	<ul style="list-style-type: none"> • Inward Investment strategy examines potential to provide attractions, services and facilities to attract and retain young people starting or growing their business. • Encourage developers and agents to attract/target brand name companies, which will prove to be attractive to young people. • Establish consultation with young people via the college network and the youth council to address the relevance of regeneration scheme with the needs of young people. 	By Dec 07	Paul Bradley-Lloyd
II.	Due to the over provision of University places generally within the Country, avenues exploring other methods of retaining and attracting college graduates and young people to Herefordshire are pursued.	<ul style="list-style-type: none"> • Investigate the viability of providing live/work units targeted at young people/starter businesses (one bedroom units). • Explore the concept of providing workshop units within the ESG development targeted at young people/starter businesses. 	By March 08 By March 08	John Passmore Nick Webster
III.	Given that the figures demonstrate that there is an outflow of young people aged between 18 and 24, yet a net influx of people aged 25 to 35, available resources are concentrated on improving the Counties Social and Economic	<ul style="list-style-type: none"> • Economic Development Partnership Group to investigate ways in which partners can allocate resources and priorities to the 25-35 age group. 	By Dec 07	Alan Ronald

	offer to this age group.			
IV.	That the business start-up programme is promote to young people to support entrepreneurship	<ul style="list-style-type: none"> • When revisiting the criteria for the business start up grant consider revising to favour young people. • When revisiting the criteria for the business start up grant consider removing a proportion of the funding to use exclusively for young people's businesses. • Continue to work with and support the Princes Trust and Young Enterprise. 	By Sept 07 By Sept 07	Alan Ronald / Rachel Jones Alan Ronald / Rachel Jones
V.	That the council continues a programme of affordable housing linked to major developments	<ul style="list-style-type: none"> • To be conducted by Planning (Development Control and Forward Planning). Economic Regeneration to input thoughts into new Local Development Framework process on this aspect. 	By March 08	Nick Webster / Paul Bradley-Lloyd