

Action Plan for 18-35 Year Review – Update December 2007

Ref	Recommendation	Action	Timescale	Progress
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.	<p>Inward Investment strategy examines potential to provide attractions, services and facilities to attract and retain young people starting or growing their business.</p> <p>Encourage developers and agents to attract/target brand name companies, which will prove to be attractive to young people.</p> <p>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.</p>	<p>By Dec 07</p> <p>By Dec 08</p> <p>By March 08</p>	<p>Inward Investment Strategy document in progress. Currently identifying the Herefordshire “Offer”, next phase is to identify potential markets and niches to target for investment.</p> <p>ESG looking for developers of the Retail Quarter to bring in multiple retailers to the City, will include niche retailers. Once final developer picked can advise as to intention to retain young people and deliver targeted leisure and retail opportunities.</p> <p>Initial meeting with College network.</p>
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.	<p>Investigate the viability of providing live/work units targeted at young people/starter businesses (one bedroom units).</p> <p>Explore the concept of providing workshop units within the ESG development targeted</p>	<p>By March 08</p> <p>By March 08</p>	<p>The potential for live/work units is being explored at several sites across the County. Probability for Live/Work at one site is very high where there is ongoing investigation and site development. Once sites are known, targeted marketing and smaller scale units will be encouraged</p> <p>Work on-going. ESG met with Hereford Arts College. Work on the best options for various elements of the ESG site is</p>

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		at young people/starter businesses.		on-going, this includes examination of starter units, workshop units, and retention of young people.
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 offer to this age group.	Economic Development Partnership Group to investigate ways in which partners can allocate resources and priorities to the 25-35 age group.	By Dec 07	On agenda item for next Partnership meeting.
IV.	That the business start-up programme is promote to young people to support entrepreneurship	<p>When revisiting the criteria for the business start up grant consider revising to favour young people.</p> <p>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.</p> <p>Continue to work with and support the Princes Trust and Young Enterprise.</p>	<p>By Sept 07</p> <p>By Sept 07</p>	Business Start Up Grant no longer running because not presented as effective in meeting objectives of Economic Development Strategy. Revised program of support being established for 2007/8 financial year.
V.	That the council continues a programme of affordable housing linked to major developments	That the council continues a programme of affordable housing linked to major developments	By March 08	Sites within the ESG Urban Village currently programmed to have affordable element in line with Council policy.