

Action Plan in Response to the Review of Economic Development Strategy Update June 2010

Recommendation No. 1	Ensure stronger links to the Local Development Framework (LDF) and new regional guidance and enable more effective use in determining planning applications.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
Contribute to the allocation of industrial land sites and other infrastructure schemes in the LDF that will have an impact on economic development and business support.	Economic Development Manager	January 2010	Sound basis of information to make decisions on industrial land sites.	Achieved. Land Based Review evidence complete and available on the website in November 2009.
Enhanced communication between economic development and planning services to consider economic factors in planning decisions.	Director of Sustainable Communities	December 2009	Wider view of planning decisions.	Achieved. Services within single Directorate.
Consultation on the LDF by the Economic Development Partnership Group (policy and delivery group of the Herefordshire Partnership).	Economic Development Manager	March 2010	Partnership response to the LDF that looks at the impact on the economy and businesses.	Achieved. A range of evidence currently available on the web.
Keep up to date with regional changes in strategy as part of the production of a revised Economic Development Strategy for the county.	Assistant Director Economy and Culture	On going	Strong linkage with the delivery of regional strategy whilst retaining the distinctiveness of the county.	Achieved. Sub-group for delivery of Local Economic Assessment in review of regional strategy. Though regional policy uncertain at the time.
Recommendation No. 2	Produce individual action plans on Hereford, the Market Towns and the Rural Areas (considering roles and identities) linked to the LDF; engage community groups and monitor through Policy Delivery Group of Partnership.			
Executive's Response	Agreed in principle. The layout and design of the new strategy has yet to be agreed but likely to include a geographic review linked to the outcomes of the LDF and actions to assist in the deliverability of LDF.			
Action	Owner	By When	Target/Success Criteria	Progress
To agree the timetable for production and design layout of the new Economic Development Strategy.	Assistant Director Economy and Culture	March 2010	Format of the strategy agreed.	Achieved. Methodology produced and agreed by EDPG.
LDF consultation to outline requirements of the county, followed by roll out of city and market town plans.	Planning Policy Manager	tbc	Individual market towns and city plans produced.	Consultation launched in January 2010.
Activity to deliver the Economic Development Strategy currently monitored via the Economic Development Partnership Group.	Senior Economic Development Officer	On going (meeting 6 times a year)	Understanding of projects as they progress and linkages to other initiatives.	On-going. Sub group established to oversee the LEA and Economic Development Strategy. Meeting approximately every 6 weeks.

Recommendation No. 3	Greater emphasis on ICT and particularly actively seeking ways of improving broadband speeds and coverage across the County to support existing and attract new businesses; create “hubs” in market towns for business use			
Executive’s Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
Intentions Paper produced on the approach of Herefordshire Public Services to address not spots and low band width.	Assistant Director Economy and Culture	December 2009	An agreed way forward to address the shortcoming of broadband in the county.	Achieved. Intentions paper produced and agreed by Herefordshire Partnership Management Group. Paper published and launched.
Event open to community representatives to understand the opportunities and funding available to create local solutions to broadband coverage.	Regeneration Programmes Manager	February 2010	Ensure communities are aware of the opportunities for local solutions and can be proactive with council support.	Achieved. Herefordshire Community Broadband conference held on 18 th March 2010 with approx 100 people in attendance.
Explore the option of 2 pilot areas working to test “combined” broadband solution.	Assistant Director Economy and Culture	February 2010 September 2010	To work with communities to show the potential of working collectively to address access to broadband.	Criteria for the pilot areas outlined at the conference. Next stage outlining details of implementation in working with communities.
Recommendation No. 4	Greater emphasis on regeneration and ways of promoting this e.g. re-use of Council owned buildings in Hereford for heritage based projects run in partnership with outside bodies			
Executive’s Response	Agreed in principle. To include re-use of Council owned buildings in the county for cultural and community projects – not just restricted in heritage schemes in Hereford.			
Action	Owner	By When	Target/Success Criteria	Progress
To seek agreement of the Community Asset Transfer Strategy that gives guidance on the transfer of assets to create the most benefit in utilising council resources.	Strategic Asset Manager	March 2010	To create a framework for the transfer of assets at below market value.	Achieved. Policy and guidance approved by Cabinet on 18 December 2009.
Initial discussions with the Hereford Heritage Regeneration Group on the transfer of assets for development.	Strategic Asset Manager	September 2009	To gain an understanding of the requirements of the group and offer guidance.	Proposals received and on going dialogue over proposals.
Grange Court transferred to Leominster Area Regeneration Company for development as a community asset for the town.	Community Regeneration Manager	September 2011	Complete build supporting business and community use as part of the regeneration of the area.	Achieved. Planning permission granted, and final funding confirmed. Work started on site.

Recommendation No. 5	Greater emphasis on attracting new businesses and jobs into the county – reflecting economic downturn.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
Attracting businesses to the County to be included in the new Economic Development Strategy.	Assistant Director Economy and Culture	October 2010 December 2010	Production of new strategy.	Methodology for production of LEA and Economic Development Strategy produced.
Produce an outline Inward Investment Strategy for the County.	Economic Development Manager	December 2009	The initial guidance on approach of attracting businesses to the county followed by sector specific marketing.	Achieved. Initial paper presented to the Economic Development Partnership Group for testing. To be part of the Economic Development Strategy.
Pursue a marketing campaign to attract businesses into the area.	Economic Development Manager	April 2010 December 2010	To attract new companies to the area.	Outline Inward Investment Strategy prepared. Marketing campaign linked to release of land at Rotherwas and development of Model Farm.
Recommendation No. 6	Existing businesses – need section on all sectors of industry and their needs, should be a specific reference to business support available.			
Executive's Response	This recommendation is accepted in principle. In the course of analysing the data and conducting the research certain sectors may emerge that are relevant for special considerations.			
Action	Owner	By When	Target/Success Criteria	Progress
Support for existing businesses to be included in the new Economic Development Strategy.	Assistant Director Economy and Culture	October 2010 December 2010	Production of new strategy.	Currently assessing requirement of the Local Economic Assessment that will guide a new strategy.
Continuation of grant schemes offered or funded by the Council.	Economic Development Manager	On-going	New business creation; business supported and additional training taking place.	Achieved. Business Booster grant and Training Voucher continued. New start-up programme and revised Redundant Building Grant for 2010/11.
Lobby for the county to be included in the Sustainable Urban Development Programme	Regeneration Programmes Manager	Commence Nov 2010	New business creation, business supported.	Availability of grants urban areas with projects being outlined for inclusion.

Recommendation No. 7	Greater reference to tourism strategy and links to economic development.				
Executive's Response	This recommendation is accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
Tourism to be reflected in the new Economic Development Strategy as an important sector to the county.	Assistant Director Economy and Culture	October 2010	Production of new strategy.	Review of tourism completed and recommendations being implemented by a Tourism Transition Group.	
Production of the Tourism Strategy to act as an appendix to the Economic Development Strategy as a "cluster" strand.	Tourism Food and Marketing Manager	October 2010	Produce document that gives a framework for future tourism development.	Production of strategy linked to the work of the Transition Group.	
Recommendation No. 8	Need to integrate specific objectives into the sustainability theme on climate change e.g. measures to promote renewable energy schemes based on independent study of potential of renewable energy production in the County.				
Executive's Response	This recommendation is accepted in principle and assessment needed if a separate study needs to be conducted on potential renewable energies as information already available or work in hand to understand the options for renewables. Also, funding currently unidentified for an independent study.				
Action	Owner	By When	Target/Success Criteria	Progress	
Sustainability theme in the current Economic Development Strategy to be enhanced.	Assistant Director Economy and Culture	October 2010 December 2010	Production of new strategy.	Methodology for producing the Economic Development Strategy produced.	
Present completed wood fuel strategy. Progress actions.	Regeneration Programmes Manager	February 2010	Strategy completed.	Achieved Strategy completed and actions being pursued.	
Recommendation No. 9	Reflect the significance transport plays in supporting business development with a focus on sustainable transport solutions.				
Executive's Response	This recommendation is accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
Transport element to be reflected in the new Economic Development Strategy linked to the Integrated Transport Plan.	Assistant Director Economy and Culture	October 2010	Production of new strategy.	Methodology for producing the Economic Development Strategy produced with transport element highlighted.	
Recommendation No. 10	Review skills objectives and delivery mechanisms against State of Herefordshire report and recent developments i.e. University Challenge.				
Executive's Response	This recommendation is accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
To enhance the skills element of the current Economic Development Strategy to reflect most up to date data and review delivery mechanisms.	Assistant Director Economy and Culture	October 2010	Production of new strategy.	There is a requirement to produce a Work and Skills Plan which will feed-into the Economic Development Strategy.	

Recommendation No. 11	Revise the current EDS in light of a changing economic climate, reflective of the local economic assessment and the outcomes of the LDF consultation – to include wider consultation on a draft review document.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
Produce a new Economic Development Strategy for the County.	Assistant Director Economy and Culture	October 2010 December 2010	Production of new strategy.	Methodology for producing the Economic Development Strategy produced. Research work based on the LEA to be completed in July 2010.
Local Area Assessment to be produced that pulls together research findings under national guidance.	Economic Development Officer	June 2010 July 2010	Research document produced to inform strategy.	Production in July 2010.
Produce stakeholder map and consultation programme bearing in mind the work will be conducted using current resources.	Assistant Director Economy and Culture	December 2009	To create a framework for consultation and development of the Economic Development Strategy.	Initial planning meetings taken place and understanding of the requirements of the Local Economic Assessment. Consultation to take place during July on LEA findings.
Recommendation No. 12	Develop Annual Monitoring to relate indicators to objectives (tied in with Comprehensive Area Assessments and Local Economic Assessments) to test effectiveness of programmes/investment. Produce "Partners Map" – explaining objectives/targets/milestones and areas of responsibility for monitoring.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
As well as current project updates submitted to the Economic Development Partnership Group to also receive Performance+ information.	Senior Economic Development Officer	April 2010	To link activity to performance indicator achievement.	Achieved. Service Plan for Economic and Community Services as a pilot for Performance+ with 2009 performance being made available for economic development indicators. P+ fully operational.
As part of the Economic Development Strategy produce a delivery plan that outlines the requirements of a "partner map".	Assistant Director Economy and Culture	October 2010	To gain an understanding of how activity relates to policy.	Methodology for producing the Economic Development Strategy produced.

Recommendation No. 13	Suggest greater formal interaction – specifically between economic development, the Herefordshire Partnership and planning sections to develop revised strategy.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
Build on current arrangements where the Economic Development Partnership Group is a policy and delivery group of the Herefordshire Partnership.	Assistant Director Economy and Culture	On going	Greater interaction between the Herefordshire Partnership and economic development.	Achieved. Economic Development and Enterprise is one of six priority areas in the revised Sustainable Community Plan. Representation exists from the Economic Development Partnership Group on the Herefordshire Partnership Management Group and Herefordshire Partnership Board.
Economic Development and Planning Services have been brought together in a single Directorate to create greater links across services.	Director of Sustainable Communities	On going	Greater interaction between the Planning Service and economic development.	Achieved. Collaborative working on key schemes including the Model Farm scheme in Ross on Wye, and Rotherwas Futures – both creating improved and new industrial land.