

A Gloucestershire Economy

Outcome Sponsor – Michael Tripp

Outcome Lead – Claire Edwards

Priority Outcome: A Gloucestershire Economy – Identifying and strengthening Gloucestershire’s identity so that it is widely recognised as a place where the economy thrives in both the urban and rural areas and in all communities.

Why is this a priority?

The three aims of the Gloucestershire Conference Sustainable Community Strategy 2008-2017 are that Gloucestershire should be: “A place where the future matters; a place where communities matter; a place where everyone matters. It is therefore essential to address the different economic needs of place, from the urban heart to the isolated rural community and ensure that the County attracts, locates, grows and retains businesses for future generations.

Where do we want to be in three years time? By March 2013 Gloucestershire needs to have:

- Become more distinctive, recognised and used its assets so that it attracts and retains more talented business individuals and visitors.
- Developed the business focus of the HE and FE provision so that they better meet the future needs of Gloucestershire businesses and young people.
- Continued to strengthen the economy of Cheltenham and Gloucester through a co-ordinated growth strategy, as an important catalyst for fulfilling the economic potential of the whole County.
- Strengthened the provision of rural services at a community level.

What we will do this year

Improvement Activity	Planned Benefits	Key Resources	Dates	Lead	Partners
‘Gloucestershire First’ – Development of a strong Gloucestershire brand and a complementary campaign to promote the distinctive assets and investment opportunities within the County.	Continuing into 2010, Gloucestershire’s profile will be raised, locally, regionally and nationally to create an increase in inward investment enquiries and support to the profitability of existing businesses. This will be achieved by a refocus of Gloucestershire First’s Investment Service and delivery priorities for Tourism and the Ambassador programme. Specific outputs: New Gloucestershire First website, to feature more sophisticated case studies, branding and narrative. Update of the Invest in Glos site will deliver new features such as property ‘alerts’ Digital collateral (stills/footage) for media work. Launch/sales event to London-based investors and prospects A 10% target increase in lead generation from investors outside the County	RDA £170k GFirst staff time	Review Sept 2010	GFirst – Chris Dee/ Angela Presdee	Comedia, RDA, Cotswolds & Forest of Dean Tourism, strategic marketing activities of other partners
Growth and Regeneration – Exploit the economic development potential of Cheltenham and Gloucester, whilst continuing to support key rural regeneration schemes.	Increased investment and visitor numbers Infrastructure improvements Enhancement of built and natural environments Stronger working relationships with key partners	GFirst Staff time HCA funding	Review April 2011	GCC/ GFirst	GCC, Glos City, Chelt, GHURC, RDA, Tewks, Stroud

<p>Commissioning Voluntary Community Sector – Continue to work with and support existing VCS organisations that have been commissioned to develop the sector.</p> <p>- GRCC; GMTF; GEBS/GE Ltd; Social Enterprise Centre</p>	<p>Supported community planning in rural communities – both Market Towns and Parishes</p> <p>Formation of a County based Social Enterprise Forum</p> <p><i>Cf: retail, support work and trade local activity within Recession Recovery Plan. Market town linkages – Safer/Stronger Partnership need to develop and strengthen links via outcome 17 and 18.</i></p>	<p>£90k GFirst staff time</p>	<p>Review April 2011</p>	<p>GFirst – Claire Edwards</p>	<p>GRCC, GMTF, GEBS/ GEL, Social Enterprise centre</p>
<p>Community and Social Enterprise –</p> <p>Implement a programme of support for the development of Community Enterprise Plans</p> <p>Community Accelerator (Capacity Building – Rural Services focus)</p> <p>Administration of regional Community and Social Enterprise Facilitation Service (CSE)</p>	<p>A dedicated resource to support and strengthen the enhanced role of services within market towns and villages.</p> <p>Enabling successful bids for funding under the Social & Community Enterprise Theme of RDPE.</p>	<p>RDPE £800k (3 year prog)</p>	<p>Review April 2011</p>	<p>GFirst – Claire Edwards</p>	<p>GRCC, GMTF, RDA,SWAN, Glos Social Enterprise Forum,BL</p>
<p>Participation in Strategic Planning –</p> <p>Active involvement in the development of key strategy planning work to ensure it takes full account of the economic need.</p> <p>– Core Strategy work</p> <p>– Strategic Infrastructure Development Plan</p>	<p>The Joint Core Strategy/Strategic Infrastructure Delivery Plan encourages rather than constrains the economic growth of the County.</p> <p>Improved provision of readily available employment land and workspace for the future particularly linked to new housing developments.</p> <p>Clear Joint Core programme board representation</p> <p>Protocol is established for contributing to strategically significant policy development and planning applications.</p> <p>Proactive utilisation of the employment land review</p>	<p>Area Based Grant £80k</p>	<p>Review April 2011</p>	<p>GFirst – Claire Edwards</p>	<p>GCC, Districts</p>

How will we know what difference we have made?

Indicator	Baseline	Targets 2010/11	Lead	Links
Quantitative and qualitative performance measures, illustrating the strategic nature of the range of activity reflected on the card, are identified where available and especially where consistent with LAA targets. Beyond this, the central Performance Management System, which sits behind the Plan, provides understanding of the broader effects of Partnership effort in this area. Key management information about the Partnership's achievements will be regularly reported directly to the Board, CSEB and principal funding partners whilst the system will be refined over the year with additional measures identified, where appropriate, in due course.				
Numbers of Inward Investment enquiries	869 enquiries in 2008/2009	5% increase in 2010/11	GFirst – Angela Presdee	
Numbers of visitors to the County increasing at a greater rate or declining at a lower rate than the English average	Staying and day visitors 18 million (2006 figures)	TBC	GFirst – Chris Dee	
Visitor spend per head better than the English average	£43.28 (2006 figures)	TBC		
Number of Community and Social Enterprise Schemes funded under RDPE	2 in 2009/10	5 in 2010/11	GFirst – Claire Edwards	

Resources:

Gloucestershire First staff time to monitor and implement various projects/initiatives is underpinned by an annual operational budget from GCC totalling £1.4m.

Other significant sources of funding supporting activity featured in this card include:

SW RDA – £170k to support the development of the 'Gloucestershire' brand

RDPE – £800k to facilitate the County's access to RDPE funds

Area Based Funding – £80k to support the strategic planning process

Note: funding streams may span more than one financial year

Key risks:

The Partnership's full risk register can be viewed at www.glosfirst.co.uk however headline issues, relating to the delivery of the range of Improvement Activity within this card, are considered to be as follows:

Not able to deliver the projects on time – all projects have been asked to develop a project initiation document, detailing activity, timings and staffing implications to contribute to efficient programme management

Unable to secure sufficient resource to deliver Partnership priorities – proposed activity moved to Partnership Gap Analysis and external funding strategy reviewed by Gloucestershire First Senior Management Team and Economic Strategy Advisory Panel

Related Documents and References

Local: Gloucester City Council – [GHURC work programme](#), Gloucestershire County Council – [Strategic Infrastructure Delivery Partnership](#), Tewkesbury Borough Council – [Tewkesbury Master Planning Project \(Growth and Regeneration\)](#), Cheltenham Borough Council – [Three Sector Match scheme in conjunction with GRCC Community and Social Enterprise \(RDPE Community and Social Enterprise\)](#)

Stroud District Council – [Thames and Severn Canal restoration \(Growth and Regeneration\)](#)

Forest of Dean District Council – [Forest Local Action Programme \(RDPE – Community and Social Enterprise\)](#)

Regional/National: 'Total Place' initiative – community empowerment agenda and local service improvement (**Community and Social Enterprise**), [Homes and Communities Agency](#) 'Total Capital' pilots aiming to align area based capital spending (**Strategic Planning**)