

# Stroud District Council's Economic Development Strategy

## Short Term Action Plan (2022-2025)

### Introduction











The Economic Development Strategy is a highly ambitious, ten-year document which seeks to drive forward the District's economy in a positive and sustainable way. It highlights the priority areas for the Council and provides a succinct vision for the future. For the Strategy to be an effective document, actions must be developed which take this forward.

This initial Short Term Action Plan focusses on the next three years, 2022 – 2025, identifying projects that will deliver the proposed outcomes identified in the Strategy. There are many more vital projects being carried out by our partners across the District, which, whilst not noted in the plan, are as important for the economy as the Council owned projects.

The plan is a living document and will be reviewed annually; ensuring the projects are still relevant and identifying where further work needs to be undertaken. It is an exciting opportunity to continue shaping our work and delivering projects alongside our partners; ensuring that the economy sits at the forefront of our priorities.

### Economic Development Priorities Key

The Green Economy	The Arts & Culture
Retail & Hospitality	Agriculture, Agritech & Rural Diversification
Tourism & Visitor Economy	Manufacturing & Advanced Engineering

Key Economic Objectives	Short Term Actions 2022 – 2025	Economic Development Priorities	Lead Officers	Timescale
Improve skills and opportunities and reduce inequalities	Work with partners to position Stroud District as a Retrofit Centre for Excellence which provides training and develops the skills needed to retrofit homes and businesses.		Leonie Lockwood Amy Beckett	2025
	Continue to build relationships with further and higher education providers in the area and support businesses to take up sector specific provision including land based, tourism, hospitality and advanced engineering skills.		Amy Beckett	Ongoing
	Develop a feasibility paper to consider a Good Employer Charter which will underpin businesses commitment to equality, fair pay, promoting local supply chains initiatives and supporting the District to become net zero.		Amy Beckett	2023
	Recruit a Tourism Officer and agree a work programme with a partnership steering group to include developing skills within the sector.		Amy Beckett	2022
	Develop a Cultural Strategy to support understand barriers to engagement and the sector's role in equality, diversity and inclusion; this will also consider commercial space opportunities and identify ways the arts and culture sector can transition to net zero.		Kevin Ward	2024
	Work in partnership with Stroud Growth Hub to create networking groups with a sectoral focus that will highlight businesses needs such as skills and infrastructure needs.		Amy Beckett	Ongoing
	Scope out running an annual Jobs Fair in the District that will be accessible to all age groups and offer advice and support from a range of education providers and businesses.		Lucy Powell Amy Beckett	2023
	Work in partnership with social enterprises, charities etc. in the community to encourage residents to access training and job opportunities.		Emma Keating-Clark Amy Beckett	
Create advanced and connected work spaces and communities	Finalise a development strategy that minimises the need to travel and plans for public transport and active travel measures rather than the use of the private car.		Conrad Moore/ Simon Maher	2023
	Ensure low carbon transport is a priority in our procurement processes particularly in the tendering for large scale contracts such as waste and recycling collection.		Sarah Turner	Ongoing

	Develop and implement localised procurement policies that enable improved use of local supply chains that will offer improved social value for the District.		Sarah Turner	Ongoing
	Continue to deliver Phase 1B of the Canal Project (Cotswold Canals Connected).		Chris Mitford-Slade	2025
	Develop a Canals Strategy and implement an Action Plan that will support increased use of the improved infrastructure.		Mark Russell Chris Mitford-Slade	2022
	Develop a Levelling Up Bid with key partners that will enhance cultural space offer and utilise Council land to support increased town centre footfall.		Leonie Lockwood Mark Russell	2022
	Progress the Local Plan and policies for new development to adoption.		Mark Russell	2022
	Support the delivery of strategic site allocations contained within the local plan and the key infrastructure required to support it		Mark Russell Geraldine LeCointe	Ongoing
	Increase commercial space available for expansion and explore the use of land for low cost sites and start-ups, as well as protecting existing employment sites		Mark Russell Alison Fisk	Ongoing
	Produce a pipeline of regeneration schemes progressing 'hard to develop' brownfield sites and long-term empty properties across the district, delivering quality local jobs and homes, while preserving and enhancing biodiversity		Leonie Lockwood Mark Russell	Ongoing
	Continue to work with partners Gloucestershire County Council and Fastershire to promote digital connectivity needs across the District.		Amy Beckett	Ongoing
	Work with Destination Management Organisations and social enterprises to pilot incentives that create active travel hubs in Market Town locations for residents and visitors.		Amy Beckett	Ongoing
	Work with partners to continue two way conversations between the Council, councillors and officers, and the districts businesses to enable effective working relationships, such as the Market Towns Forum.		Amy Beckett	Ongoing
Reduce carbon and ecological impacts	Agree a costed plan to retrofit all council homes and commercial assets that will support the use of green energy and consider ways to store green energy effectively.		Joe Gordon Alison Fisk	Ongoing
	Consider and review car parking facilities, focussing on how the space offers opportunities for the storage and hire of Bicycles, E-Bikes and E-Scooters to support create a modal shift in the District.		Mike Towson	2023
	Work with the District's businesses and key partners to share success stories of green improvements that have been taken up and the positive impacts realised; encouraging other businesses to take up sustainable working practices.		Rachel Brain Amy Beckett	Ongoing

	Work with Gloucestershire County Council and Public Transport partners to develop pilots that will increase public transport take up to reduce the reliance of private vehicles in the District.					Conrad Moore	Ongoing
Boost our market towns and rural vitality	Work with partners to consider ways to support improvements to the night time economy, creating a positive impact on footfall and spend in Market Towns.					Leonie Lockwood Amy Beckett	2023
	Recruit a Tourism Officer and agree a work programme with a partnership steering group to include promotion of a programme of arts and culture events and pilot ways to improve year round vitality of the market towns.					Amy Beckett	2022
	Carry out feasibility study to consider the creation of start-up and flexible units in market towns as well as shared start-up and grow on space for the Advanced Engineering and Manufacturing sector.					Amy Beckett	2023
	Work in partnership with the District's businesses and social enterprises to pilot electric and active travel methods to improve wellbeing and reduce their carbon footprint.					Amy Beckett	
	Work with Parish Councils to support businesses to improve their online presence, including social media training that will enable greater click through rates, online spend and physical visits to market town businesses.					Amy Beckett	2023
Support inward investment into the local economy	Create a series of inward investment brochures that are targeted at different sectors and priorities, including regeneration of sites and increased uptake of commercial sites.					Mark Russell Amy Beckett	2022-2025
	Continue to work with Parish Councils, neighbouring Council's and Destination Management Organisations to market and promote the area as a visitor destination.					Amy Beckett	Ongoing
	Review the Council's website offer for businesses and update to deliver a one shop approach to business support offered through the Council and are key partners.					Amy Beckett	2022