

### **Actions log – The first 12 months of this strategy.**

Action 1 – Our Economic Development (ED) team will work hard to establish a positive working relationship with the winning contractor.

Action 2 – Economic Development will spend the first 12 months of this strategy building a sectoral framework.

Action 3 – The Council will seek to exploit funding opportunities, knowledge transfer and relevant business programmes from academic institutions, respected industry bodies and all tiers of Government to ensure that the conditions for growth are in place for the Huntingdonshire Economy.

Action 4 – The Economic Development Team will use intelligence gathering and data analysis to inform our decision making for the benefit of our local businesses. This will include utilising business database software to track business movements and capitalise on any beneficial trends.

Action 5 – The Council will work with all Master developers in our district to ensure the commercial space offer, matches the expectation of businesses.

Action 6 – The Council will work to enable further enhancements to full fibre and broadband schemes for businesses and home workers within our district and look at ways of bringing communities together to provide the numbers required to be of commercial interest.

Action 7 – Economic Development will house current information and actively signpost our local businesses to programmes and organisations.

Action 8 – Over the next few years, we will match this ambition by creating an environment which will become a natural choice for progressive and dynamic businesses from the KI sectors to thrive.

Action 9 – The Council will produce a promotional document, which businesses and residents will recognise, which will in turn attract and create growth for businesses and housing.

Action 10 – Within 12 months, a new website will be developed by Economic Development to help reflect this strategy and our future ambitions, as well as serving the day to day needs of our businesses.

Action 11 – Economic development will work using various channels and means to gather and push our information while nurturing and developing stakeholder networks.

Action 12 – In the 12 months following this strategy the Council will develop a Business Engagement Strategy, firstly for our biggest businesses who have a natural and vested interest for our economy to do well. This group of 24 businesses will be serviced by a cross section of council officers at a technical and senior level, as well as politicians. The end objective will be more effective two-way communication. Beyond 12 months

we will establish a face to face and digital engagement strategy which will reach the whole of the Business community in Huntingdonshire.

Action 13 – Within 12 months, each sectoral framework created on our website, will list appropriate networks which businesses may wish to engage with.

Action 14 – 12 months following this paper, we will work with Key Employers to understand the Skills & Training needs in each Sector. We will consider an annual skills survey as part of our annual report to help understand if the skills needs of our businesses are being met by the various further education (FE) and higher education (HE) & Adults skills providers.

Action 15 – We will promote to all of our businesses, programmes which we know are landing well with employers such as the Government's plan to [help employ an apprentice](#). And newer schemes such as [Kickstart](#) (Action 15)

Action 16 – We will work closely with all third-party skills providers in the FE/HE and Adult skills arena to help bring businesses and skills providers closer together. We will also work closely with the Combined Authority's STAR HUB, Talent Portal and Growth hub to actively promote the interventions that will work for our businesses and the local economy.

Action 17 – We will work with institutions such as ARU across their various programmes to ensure high calibre placements are accessible for local businesses.

Action 18 – we will consider as part of skills provision a future sector model which incorporates the above for delivery in schools.

Action 19 – The opportunity to create a BID in St Neots will be progressed by Economic Development within the next 12-18 months.

Action 20 – The Council is assembling a Towns Programme which will reflect the significant investment opportunities in each of the four towns and current projects as well as draw on initial capital funding from the Cambridgeshire and Peterborough Combined Authority.

Action 21 – The Council will look to take a creative and innovative approach where necessary to explore these themes in more detail, to work with town centre representatives and local groups to understand if there are programmes or behaviours that can be encouraged to support Huntingdonshire's market towns to achieve the continued vibrancy, we all aspire to see and experience in the future.

Action 22 – Within the next 12 months we will begin to map our businesses of significance. Our largest sectors, our biggest employers, our fastest growing businesses, our fast-growing sectors, our new businesses.

Action 23 – In the next 12 months and for each sector we will design a model which incorporates the following (where appropriate) to help support & stimulate sector growth. And to support inward investment enquiries.

Action 24 – We will further utilise business databases such as FAME to help understand the business make-up of each sector. To monitor our growth sectors and to help understand future changes at a more micro level.

Action 25 – Within the next 12 months the Economic Development Team will reach out to each organisation to explore mutually beneficial ways of working, with the aim of helping Huntingdonshire's manufacturing businesses make progress.

Action 26 – The Economic Development Team will network in the Cambridge spaces where possible and practical to highlight the value that Huntingdonshire can bring to the “right investor lead offering” while profiling the businesses who may naturally gravitate to the North & West, as part of their own growth journey.

Action 27 – The Economic Development Team will also explore projects such as the Norwich – Cambridge A11 tech corridor to understand the benefits so that we understand if a similar principle could be facilitated north and west of Cambridge.

Action 28 – It will be the aim of Economic Development to bring together all of these useful developments into one location as part of our own sectoral approach to ensure our Construction businesses are well served, whatever their future training and growth needs may be.

Action 29 – The Council will look with the Combined Authority (acting as the LEP) at how the Enterprise Zone can be effectively promoted as part of looking at the promotion of the Huntingdonshire offer.