

LOCAL ECONOMY STRATEGIC ACTION PLAN (2008 TO 2015)

Headline Objectives	Activity	Performance Indicators	Partners/lead Body	Timescales / Milestones	Links to other strategies	
Priority 1 – Business Support						
1. Co-ordinate the delivery of advice and support for start ups.	1.1. Information exchange through Economic Forum to facilitate improved communication between businesses and support providers.	Multi-media directory produced by end of March 2009. Directory updated quarterly. 5% increase on baseline figures for advice and support provided.	Huntingdonshire Economic Forum Huntingdonshire Economic Forum	2008/09 Ongoing 2010/2011		
	2. Ensure the availability of general business services and advice across the district.	2.1. CREAM Project providing advice in rural areas.	Increase provision to rural areas by 5% on current baseline figures.	NWES	2008/09	
		2.2 Review current provision in the district and assess areas of need.	Working party established by March 2009. Review and assessment completed by 2010.	Huntingdonshire Economic Forum working party	March 2009 March 2010	
3. Ensure specific business advice for key growth sectors, rural businesses, young people, migrant workers and businesses looking to re-locate here.	3.1. Promote a programme of events for target sectors.	Quarterly Events Calendar developed by 2009.	Huntingdonshire Economic Forum	March 2009		
	3.2. Develop a business pack for new businesses and target self-employed people to provide assistance for growth.	Working party established. Business pack drafted and approved,	Huntingdonshire Economic Forum working party	April 2010 Established April 2010		
	3.3. Develop and offer 'fast-track' planning service to	Scope Fast Track framework by	HDC/Partners	September 2010		

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	prospective incomers and expanding established businesses.	September 2010.			
4. Enable the growth of small and medium sized businesses	4.1. Aftercare Service: Develop an aftercare programme.	Develop and trial a pilot aftercare service by March 2009.	HDC/ Ramsey Town Centre Partnership	March 2009	
	4.2. Promote local supply chains through 'Meet the Buyer' opportunities.	Business Awards held annually. Hunts. Food & Drink Festival 2008.	Huntingdonshire Economic Forum HDC	Ongoing September 2008	
	4.3. Engage with financial providers especially for assisting start-ups and self-employed.	Increase on baseline figure for number of referrals.	Huntingdonshire Enterprise Agency	Ongoing	
5. Encourage appropriate (de) regulation	5.1. Carry out annual Burden's Barometer (measure of the costs of bureaucracy to business).	Publication of results	Cambridgeshire Chambers of Commerce	Ongoing	
	5.2. Promote the Local Business Partnership in Huntingdonshire.	Increased level of engagement by partners.	All Partners	Ongoing	
6. Promote strong business to business networks	6.1. Encourage the development of food co-operatives.	Establishment of food co-operatives in Huntingdonshire.	Huntingdonshire Economic Forum working party	2012	
	6.2. Promote the Manufacturing Club in St Neots.	Quarterly meetings sustained.	St Neots Town Initiative	Ongoing	
	6.3. Encourage development of Retail Forum.	Increased engagement with the Town Centre Initiatives by the retail sector.	Town Centre Initiatives/Partnerships/ Cambridgeshire Chambers of Commerce / HDC	2011	

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7. Develop appropriate services and support for businesses already in the district and those looking to locate within Huntingdonshire	7.1. Promote the district to inward investors, especially large companies.	Review current marketing provision by March 2010.	HDC	March 2010	
		Produce revised offer by March 2010.		March 2010	
Priority 2 – Physical Infrastructure					
1. Improve public transport	1.1. Communicate business views to Growth & Infrastructure Group.	Growth & Infrastructure Group representative attendance at Hunts Economic Forum meetings.	Huntingdonshire Economic Forum	Ongoing	Links to Growth and Infrastructure strategy
2. Improve transport networks for business	2.1. Promotion of alternative ways of travel, particularly public transport, through Travel to Work (specialists in travel solution businesses).	Increased awareness of this initiative.	Cambridgeshire Chambers of Commerce	Ongoing	Links to Growth and Infrastructure strategy
3. Ensure land and premises for economic growth	3.1. Build Creative Enterprise Centre in St Neots.	Centre open by September 2008.	HDC	2008	Links to Growth and Infrastructure strategy
	3.2. Develop Enterprise Centre in Huntingdon with managed workspace units.	Centre open by March 2009.	Enterprise Agency	March 2009	
	3.3. Investigate provision of new home/work space in Oxmoor.	Options identified and forward plan developed.	Luminus Group	To be agreed	
	3.4. Fast track the investigation and development of an Enterprise Centre in Ramsey and low carbon employment	Options identified and forward plan developed	HDC	To be agreed subject to securing funding	

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	development at former RAF Upwood. 3.5. Secure funding for hi-tech Manufacturing Campus in Huntingdon.	Engage with partners and undertake a feasibility study prior to funding bid	HDC/Partners	To be agreed – subject to land availability and partner engagement	
4. Improve ICT broadband/capacity	4.1. Host business event to discuss capacity in the district.	Business consultation event held by November 2008.	Huntingdonshire Business Network / HDC	November 2008	Links to Growth and Infrastructure strategy
Priority 3 – Skills Development					
1. Meet skills shortages	1.1. Liaise with agencies working with migrant workforce.	Regular communication of business views to the Health & Wellbeing Group.	All members working with migrant workforce	Ongoing	Links with Health & Wellbeing Action Plan
	1.2. Capacity building for Social Enterprise groups.	Increased support to new and existing Social Enterprises.	Business Link	Ongoing	Health & Wellbeing Action Plan
	1.3. Encourage acquisition of engineering skills in schools to facilitate take-up of apprenticeships.	Increased take up of apprenticeships.	St Neots Town Initiative	Ongoing	Children & Young People Group
2. Address skills for the future, particularly in key growth sectors	2.1. Redevelopment of Huntingdonshire Regional College facilities.	Improved and increased facilities.	Huntingdonshire Regional College	To be agreed subject to funding	Links with Health & Wellbeing Action Plan & Children & Young People Group
3. Maximise opportunities for	3.1. Provide and/or signpost skills training eg Train to	Increased awareness and take up of training.	Business Link	Ongoing	Health & Wellbeing Action Plan

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workplace learning and training	Gain.				
	3.2. Boombizz – business simulation programme.	Increased awareness and take up of training.	Huntingdonshire Enterprise Service	Funding dependent	Health & Wellbeing Action Plan
	3.3. Develop and deliver skills development training courses.	Increased awareness and take up of training.	All Town Centre Initiatives/Partnerships	Funding dependent	Health & Wellbeing Action Plan
	3.4. Develop and deliver work experience programme.	Increased awareness and take up of training.	St Neots Town Initiative	Funding dependent	Children & Young People Group
	3.5. Develop and deliver engineering skills programme.	Increased awareness and take up of training.			
4. Promote learning and training opportunities for people in deprived communities and those who are long term out-of-work	4.1. Enterprise training – “Getting a Job & Keeping It” replicated in all secondary establishments.	Increased awareness and take up of training.	HDC/Young Enterprise/Connexions/ JobCentre Plus	Funding dependent	Children & Young People Group
	4.2. Boombizz – business simulation programme.	Reported increase of awareness and take up of training.	Enterprise Service	Funding dependent	Children & Young People Group
	4.3. JobSearch project.	Reported increase of awareness and take up of scheme.	Ramsey Town Centre Partnership	Ongoing	Health & Wellbeing Action Plan
5. Seek investment opportunities for learning and skills development	5.1 Relocation and improvement of Huntingdonshire Regional College facilities.	Development of a new integrated campus in Huntingdon.	Huntingdonshire Regional College	Funding dependent	Growth and Infrastructure
6. Increase retention of young people in learning and training	6.1. Liaison with PCDL (Personal Development & Community Learning Partnership).	Development of joint initiatives.	Huntingdonshire Economic Forum	2010	Children & Young People Group
	6.2. Train to Gain initiative.	Reported increase of awareness and take up	Business Link	2009	Children & Young People Group

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		of training.			
7. Promote vocational opportunities for young people	7.1. Train to Gain initiative.	Reported increase of awareness and take up of training.	Business Link	2009	Children & Young People Group
8. Ensure the readiness and transition of young people to work	8.1. Young Chamber: presence within schools to engage with business process.	Reported increase of awareness and take up of training.	Cambridgeshire Chambers of Commerce	Funding dependent	Children & Young People Group
	8.2. Boombizz – business simulation programme.	Reported increase of awareness and take up of training.	Enterprise Service	Funding dependent	Children & Young People Group
	8.3. Work Experience programme.	Number of placements	St Neots Town Initiative	Ongoing	Children & Young People Group
	8.4. Young Enterprise programme.	Reported levels of involvement by Huntingdonshire schools.	Hunts Young Enterprise	Ongoing	Children & Young People Group
Priority 4 – Town Centre Support					
1. Increase the number of people using town centres	1.1. Regular accredited Farmers' Markets and specialist markets.	Quality and range of traders. Sustained footfall.	HDC/ Town Centre Initiatives/Partnerships	Ongoing	Environment Group Growth & Infrastructure Group
	1.2. Town Guides.	Appropriate levels of production and distribution for each town.	HDC/Town Centre Initiatives/Partnerships	Funding dependent	
	1.3. Training for retail and hospitality sectors.	Quality training delivered to meet business needs in each town.	HDC/Town Centre Initiatives/Partnerships	Funding dependent	
2. Encourage residents and businesses to buy local produce and services	2.1. Huntingdonshire Food & Drink Festival.	Event held 2008 Raised awareness of local producers	Hunts Food Festival Committee All Partners	2008	Environment Group
	2.2. Promote the 'Think			Ongoing	

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	Local, Act Local' message. 2.3. Town Guides and Newsletters.	Regular articles and promotion. Scheme established and reported increase in local procurement.	Town Centre Initiatives/Partnerships St Ives Town Initiative	Ongoing Funding dependent	
	2.4. Loyalty Cards.	Regular, well attended markets with a broad range of local traders.	HDC/ Town Centre Initiatives/Partnerships	Ongoing	
	2.5. Regular accredited Farmers' Markets and specialist markets.				
3. Increase the retail offer and mix	3.1. Review of market towns retail offer.	Study complete by September 2009.	HDC	September 2009	Growth & Infrastructure Group
	3.2. Focused Business Support.	Reported increase in uptake of advice.	Business Link	Ongoing	
	3.3. Business representation through partnership working, and lobbying.	Awareness of business views.	Cambridgeshire Chambers of Commerce/HBN/ Federation of Small	Ongoing	
	3.4. Inward Investment: focusing on specific retailers to enhance the offer and mix.	Improved retail offer in towns	Businesses/ HDC/Town Centre Initiatives/Partnerships	2010 -2011	Growth & Infrastructure Group
4. Improve the evening economy	4.1. Research and evaluate initiatives to promote the evening economy in all four towns.	Identify and prioritise initiatives for implementation.	Working Party representing all Partners	Funding dependent	Links with Environment Strategy; Crime and Community Strategy; Transport Strategy; Young People Plan; Growth & Infrastructure Group
5. Enhance town centre environments	5.1. Keep Ramsey Tidy initiative.	Quarterly promotion.	Ramsey Town Centre Partnership.	Ongoing	Environment Group

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	5.2. Town Centre 'In Bloom' initiatives.	Seasonal displays in each town.	Town Centre Initiatives/Partnerships.	Ongoing	Environment Group
Priority 5 – Visitor Development					
1. Encourage local people to visit local attractions	1.1. Destination Management Website Project.	Live system in place by March 2009.	HDC/Huntingdonshire Association of Tourism (HAT)/Greater Cambridge Partnership	March 2009	
	1.2. Quality Assurance Scheme.	In place by March 2009.	HDC/HAT	March 2009	
	1.3. Review of all Town Maps, Retail and Business Guides, Tourism Leaflets, Specific Leaflets: Heritage, Waterways, Healthy Walks.	Priority publications identified and programme of development agreed.	HDC/Town Centre Initiatives/Partnerships	March 2011	
2. Encourage business visitors	2.1. Destination Management System – Develop website for local businesses to attract visitors. To include Weekend Break pages.	Live system in place by March 2009.	HDC	March 2009	
	2.2. Support an effective tourism network for Huntingdonshire.	Increased awareness of Huntingdonshire Association of Tourism activities.	All partners	Ongoing	
3. Market Huntingdonshire to prospective businesses	3.1. Carry out a review of marketing material.	Review current marketing provision by March 2010.	Huntingdonshire Economic Forum working group	March 2010	
4. Improve the mix of attractions, facilities and leisure opportunities	4.1. Investigate supporting the Ouse Valley Alliance to benefit the waterways economy.	Working Party established.	Environment Agency/Huntingdonshire Economic Forum	To be determined	Relevant to Environment Strategy, Growth & Transport Group.

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	4.2. Development of cycleways to benefit the economy eg cycle hire.	Performance indicators for Actions 4.2 – 4.5 will be: Liaison with Growth and Infrastructure Group.	Huntingdonshire Economic Forum	Dependent on site and funding	Supports Cycling Action Plan (expected December 08 HDC & CCC); Transport Group; Environment Strategy. Relevant to Environment Strategy,
	4.3. Spa/Leisure/Hotel Facility.		HDC		
	4.4. Green Corridor Project.				Growth & Transport Group
	4.5. Priory Waterfront Development.				
5. Develop attractions and services for visitors, specifically overnight stay visitors	5.1. Promote National Quality Assurance rating scheme for accommodation providers and attractions.	Increase in number of quality assured businesses.	HDC/Huntingdonshire Association of Tourism	2009/2010	
	5.2. Key celebratory events throughout the district.	Number of hosted events.	Town Centre Initiatives/Partnerships /Specialist Groups	Ongoing but funding dependent	
	5.3. Look at current offer provided within the district and look at complementary activities or actions.	Development Plan produced.	Huntingdonshire Economic Forum	2013	
Priority 6 Sector Development - Develop a cohesive range of support and initiatives across 4 key sectors:- Creative Industries, Environmental Science and Technologies, High Value Manufacturing and Hi-Tech Enterprises					
1. Developing business support and promoting training for individuals and businesses	1.1. Specialist advisors in all growth sectors.	Number of businesses supported.	Cambridgeshire Chambers of Commerce/ Business Link/ Enterprise Services	Ongoing	

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2. Improving the development of networks for collaboration and the fostering of supply chains	2.1 Provide seminars with speakers and networking opportunities, case studies and the sharing of best practise.	Number of events held.	Cambridgeshire Chambers of Commerce Business Link	Ongoing	
3. Cultivating a dynamic cluster within each key sector	3.1 Promote Manufacturing Club in Huntingdonshire. 3.2 Establish Creative Industries virtual community network linked to Enterprise Centre in St Neots.	Number and level of attendance at meeting. Number of businesses engaged with.	HDC/ St Neots Town Centre Initiative/ Cambridgeshire Chambers of Commerce HDC	2009/10 2010/11	
4. Harnessing the world-class expertise of our key sectors and utilising for growth	4.1 Identify opportunities for employment growth with partner organisations and develop initiatives.	Delivery plan agreed.	Local and sub-regional Business Support Partners	2011	
5. Encouraging employment creation within the sectors in both the market towns and rural areas of our district	5.1 Promoting the profile and strength of the Creative Industries in the district to attract new businesses to Huntingdonshire.	Number of new jobs created.	Local and sub-regional Business Support Partners	2011	
	5.2 Develop St Neots Creative Enterprises Centre	Creative Enterprise Centre open by September 2008.	HDC	September 2008	