

Draft Action Plans to implement the Economic Development and Regeneration Strategy:

Action Plan A: Priority actions - as identified at the Stakeholder Event in 2006

Action Plan B: Actions that are ongoing and emerging.

Draft - Action Plan A – Priority Actions

Aim A: To deliver a more sustainable approach to economic development and regeneration in North Somerset through addressing infrastructure issues and deficits.					
Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
<p>Secure an improvement in transport infrastructure to minimise the costs to business of congestion and improve the movement of goods and services including investment in strategic highway links, motorway access, strategic rail services and integrated public transport</p> <p>Related Plans and Activities contributing to this are:</p> <p>The Greater Bristol Strategic Transport Study</p> <p>The Joint Local Transport Plan</p> <p>Business case for Bristol City Region</p> <p>Exploration of Rail Link to Portishead</p>	<p>Dept for Transport</p> <p>SWRDA/ SWRA</p> <p>West of England Partnership (WEP)</p> <p>Unitary Authorities</p> <p>Highways Agency</p> <p>Network Rail</p> <p>First Great Western</p> <p>Bus operators</p>	<p>Development of Major Scheme Programme to 2016</p> <p>Delivery of Joint Local Transport Plan</p>	<p>Tackle congestion</p> <p>Improved road safety for all road users</p> <p>Improved air quality</p> <p>Improved access to services and employment</p> <p>Improved quality of life</p>	<p>Traffic congestion</p> <p>Local indicator under development for “person delay”</p> <p>Increased use of public transport – passenger miles per annum</p>	<p>Local Transport Plan provision of approx. £12m per year across the sub-region.</p> <p>Regional Funding Allocations</p> <p>Private Sector</p>

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Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
<p>Improve the availability of affordable housing to develop balanced housing markets</p> <p>Related Plans and Activities contributing to this are:</p> <p>The North Somerset Housing Strategy</p> <p>The North Somerset Replacement Local Plan</p> <p>Sub regional funding bid for sustainable communities</p> <p>West of England Housing Partnership - Development Plan - (West of England Housing Group and Homes West)</p> <p>The South West Housing Initiative (CBI /NHF/CIH)Establish Community Land Trust for Social Housing</p> <p>Undertake research into the relationship between housing and jobs growth</p> <p>Lobby for additional allocation outside of Weston-super-Mare</p>	<p>Housing Associations</p> <p>House Builders</p> <p>Registered social landlords and private landlords</p> <p>North Somerset Council (NSC)</p>	<p>400 affordable units to be built 2006 – 2009</p> <p>Deliver emerging Regional Spatial Strategy housing figures for WsM (600/annum)</p> <p>Ensure housing strategies and plans take account of the need for additional provisions (affordable housing) outside of the main growth points.</p>	<p>Improved affordability of housing and labour supply in the local economy</p> <p>Additional expenditure on housing will increase economic activity within the district</p> <p>Improve accessibility to housing in all areas of North Somerset</p>	<p>ECR8 Average property price/average earnings</p>	<p>North Somerset Housing Strategy projected spend is 2006/2007 in £11.41m</p> <p>Private Sector</p> <p>Housing Corporation</p>

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Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
<p>Further develop new facilities for further and higher education in North Somerset</p> <p>Related Plans and Activities contributing to this are:</p> <p>Project plans for the expansion of further and higher education facilities</p> <p>Weston College Corporate Plan</p>	<p>NSC</p> <p>Weston College</p> <p>Sixth Form College</p> <p>Learning and Skills Council (LSC)</p>	<p>New facilities at Loxton Road, Nailsea and Portishead</p> <p>- timescales to be confirmed</p>	<p>Improved facilities for further and higher education</p> <p>Improved access to further and higher education</p>	<p>ECR 19 Value of investment in land and premises</p>	<p>Learning and Skills Council</p> <p>Weston College</p>
<p>Maximise new opportunities for investment in economic development through Section 106 agreements and other mechanisms:</p>	<p>NSC</p> <p>Developers</p>	<p>Supplementary planning document in draft by December 2006</p>	<p>Additional resources for economic development to support a wide a projects linked to new industrial, commercial and residential developments</p>	<p>ECR 18 Business investment</p>	<p>Contingent on Section 106 agreements and other planning gain mechanisms for economic development and regeneration</p>

Draft - Action Plan A – Priority Actions

Aim B: To support business and enterprise growth and development in North Somerset to maximise our role in maintaining the West of England’s growth and prosperity.

Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
<p>Increase the available supply of land and premises to meet business needs</p> <p>Related Plans and Activities contributing to this are:</p> <p>North Somerset Replacement Local Plan</p> <p>Weston Area Development Framework</p> <p>West of England Small Workspace Strategy</p> <p>Rural Workspace Strategy</p>	<p>Private sector developers</p> <p>SWRDA</p> <p>English Partnerships</p> <p>NSC</p>	<p>3.5 Ha of employment land in Weston developed per year to 2021</p>	<p>Improved availability of employment land in Weston</p>	<p>ECR19 value of investment in land and premises</p>	<p>Land Owners</p>
<p>Provide a comprehensive business support and advice service for small and medium enterprises for start up and further development.</p> <p>Related Plans and Activities contributing to this are:</p> <p>Service level agreement between Business West and NSC.</p>	<p>NSC</p> <p>Business West North Somerset</p> <p>SWRDA</p>	<p>164 new business start ups in 2006/07 creating 224 new jobs with a 92% survival rate after 12 months</p> <p>12 aftercare visits per annum</p> <p>Three knowledge economy events per year</p>	<p>Higher level of new start businesses</p>	<p>Number of new start businesses, survival rates and number of new jobs (local indicators)</p>	<p>Business West</p> <p>NSC</p>

Draft - Action Plan A – Priority Actions

Aim B: To support business and enterprise growth and development in North Somerset to maximise our role in maintaining the West of England's growth and prosperity.

Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
		100 small businesses using broadband for significant business purpose by Jan 2007	Increasing the capability of local SMEs to compete, cost and efficiency gains, new market opportunities Increased awareness of the importance of the knowledge economy		
<p>Promote inward investment and provide support services to existing employers with partners</p> <p>Related Plans and Activities contributing to this are:</p> <p>NSC Economic Development and Regeneration Team Plan</p> <p>North Somerset Business West Business Plan</p>	<p>NSC</p> <p>SWRDA</p> <p>English Partnerships</p> <p>Private Sector</p> <p>Business West North Somerset</p> <p>WEP</p>	<p>Quarterly</p> <p>Property Register</p> <p>Economic Development Website updated quarterly</p> <p>Factsheets on North Somerset updated annually</p> <p>Targeted Promotional plan published by December 2006</p>	<p>Improved economic competitiveness and new employment opportunities</p>	<p>ECR18 Business Investment</p> <p>ECR3c Annual change in the number of jobs</p>	<p>NSC</p> <p>SWRDA/EP</p> <p>Private Sector</p> <p>West of England Partnership Office</p>

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Aim B: To support business and enterprise growth and development in North Somerset to maximise our role in maintaining the West of England’s growth and prosperity.

Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
		Three editions of Business Matters per annum	Improved communications between the business community and the public sector Improved understanding of business needs	ECR9 Business confidence	NSC
Deliver regulatory services so that they support business needs for efficiency and clarity Related Plans and Activities contributing to this are: Regulatory services team plans in: Development Control Building Control Environmental and Consumer Services	NSC Chambers of Commerce Business West North Somerset	As set out in service team plans A –Z services to business guide published annually 4 business seminars on “Regulation Made Simple” per annum	Efficient regulatory services meeting business needs Improved awareness and understanding of regulatory services in the business community	ECR22 Number of business support enquiries per annum Number of businesses receiving the guide Number of businesses attending seminars (local indicator)	Existing budgets for regulatory services in North Somerset
		Directory is Bi Annual Published in 2005 and 2007	Improve local supply chain and promoting local purchasing	Number of businesses listed in the directory (local indicator)	£10,000 per edition of the North Somerset Business Directory

Business

Draft - Action Plan A – Priority Actions

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Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
		As set out in e-procurement project plan	Improved use of e-commerce	Number of businesses using e-commerce to supply the council	NSC's contribution to the West of England sub - regional broadband project is £32,000 in 2004 – 2008. £500,000 in matching funds from SWRDA in the West of England sub region.

Draft - Action Plan A – Priority Actions

Aim C: To develop North Somerset as a location for innovation and knowledge based business within a broad based business structure.					
Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
<p>Bring forward proposals to encourage investment in knowledge based business and a knowledge with a focus on aerospace and defence</p> <p>Related Plans and Tasks contributing to this are:</p> <p>Audit of existing companies in knowledge based businesses</p>	<p>SWRDA</p> <p>NSC</p> <p>Private Sector</p>	<p>Feasibility study for a business incubator</p> <p>completed by end of 2006/ 2007</p>	<p>Business incubator space available in North Somerset</p>	<p>Number of businesses operating in “knowledge economy”</p> <p>Employment in the knowledge economy</p> <p>The indicators for this will be taken from “Local Futures”</p>	<p>£5000 contribution from Business West North Somerset</p> <p>Total cost of feasibility study and contribution from SWRDA – details to be confirmed</p>
		<p>Regular review of investment and employment in growth sectors of the knowledge economy</p>	<p>Growth in employment in key growth sectors of the knowledge economy</p> <p>Improved availability of high level skills in the workforce</p> <p>More positive image</p>	<p>Additional</p>	<p>resources to be identified.</p>

Draft - Action Plan A – Priority Actions

Aim C: To develop North Somerset as a location for innovation and knowledge based business within a broad based business structure.					
Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
<p>Support the sustainable growth of Bristol International Airport that maximises the use of existing land and premises as a major driver of the region’s economy</p> <p>Related Plan and Activities contributing to this are:</p> <p>Airport masterplan including an economic impact assessment (in preparation)</p> <p>North Somerset Replacement Local Plan</p>	Bristol International Airport (BIA)	<p>BIA Master plan completed by third quarter 2006</p> <p>NS Replacement Local Plan 2006-2011</p>	<p>Improved facilities for passengers and freight operators</p> <p>Improved facilities for passengers and freight operators</p> <p>New employment opportunities</p>	<p>ECR 19 Value of investment in land and premises</p> <p>ECR3 Annual change in number of local jobs</p>	BIA NSC
<p>Promote environmental technology exemplar sustainable development and environmentally responsible business</p> <p>Detailed plans contributing to this are;</p> <p>Area Action Plan for Weston</p>	<p>NSC</p> <p>SWRDA</p> <p>English Partnerships</p> <p>Private Sector Developers</p> <p>Business West</p>	<p>Best Practice Workshop on legal requirements, ISO14001, duty of care</p>	<p>Reduced Environmental Impact of business activities in North Somerset</p>	NSC	SWRDA Private Sector
	<p>dCARB West</p> <p>Environment Agency</p>	<p>Commitment of business to a 2.5% year on year minimum reduction in CO2</p>	<p>More sustainable economic development</p> <p>Improved environmental standards in local</p>	<p>Audit Com. Quality of Life indicators:</p> <p>24 Air</p>	Resources to be identified

Draft - Action Plan A – Priority Actions

Aim C: To develop North Somerset as a location for innovation and knowledge based business within a broad based business structure.					
Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
	Carbon Trust National Industry Symbiosis Programme	emissions 30 dCARB private sector members by end of 2007	companies New business development in the environmental industries	pollutants 25 CO2 emissions 26 Energy Consumption 27 Domestic water use 29 Waste recycled	
Equip creative businesses to fulfil their potential Related Plans and Activities contributing to this are Creative Enterprise Gateway Business Plan South West Screen Business Plan Produce an audit and economic impact assessment of the of the creative industries in North Somerset Identify premises appropriate for creative industries Up-skill the labour force in creative industries	Business West SWRDA South West Screen NSC LSC Weston College	South West Screen Business Plan Creative industries audit completed April 2007 Premises for creative industries identified by March 2007 Plan for skills development in place by March 2007	Improved business support services available to creative industries Number of film location (local indicator) Improved business support services available to creative industries Improved availability of workspace for creative businesses Improved availability of skills in the creative industries	ECR22 Number of business support enquiries per annum sq.m. of workspace developed ECR5 % of population qualified to NVQ 12 and 3	Funding available for Creative Enterprise Gateway is within the overall budget for Business West £3000 required for the audit

Draft - Action Plan A – Priority Actions

Aim C: To develop North Somerset as a location for innovation and knowledge based business within a broad based business structure.					
Priority Actions	Partners	Targets and Timescales	Outcomes	Indicators (Potential)	Resources
<p>Promote North Somerset’s tourism and visitor attractiveness</p> <p>Related Plans and Activities contributing to this are:</p> <p>Pilot new tourism marketing for North Somerset through a Somerset Destination Management Partnership</p>	<p>Private Sector</p> <p>NSC</p> <p>District Councils of Somerset and Somerset County Council</p>	<p>Create a Somerset brand and strategy – deadlines to be confirmed by NSC early Jan 07</p>	<p>Deliver destination quality, sustainability, information, etc</p> <p>Efficient promotion of the North Somerset tourism offer</p>	<p>No of fte jobs directly and indirectly supported by tourism</p> <p>Increased spend of visitors/ tourists in North Somerset</p>	

Draft - Action Plan A – Priority Actions

Aim D : To support and regenerate the District’s main town centres as the location for retail, civic and cultural activity together with new employment and housing opportunities.

Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resources
<p>Bring forward a programme to unlock strategic town centre sites in Nailsea, Portishead and Clevedon</p> <p>Related Plans and Activities contributing to this are:</p> <p>Produce masterplans and development briefs for key strategic sites</p> <p>Promote sharing of experience and best practice on regeneration between town councils in North Somerset; organise an event for this purpose.</p>	<p>Town councils</p> <p>Land owners</p> <p>Developers</p>	<p>Masterplans and development briefs produced by March 2007</p> <p>New community health facilities in central Clevedon and Portishead identified in NHS plans</p>	<p>Improved availability of land for employment uses, housing and commercial development</p> <p>Improved availability of land for employment uses, housing and commercial development</p>	<p>ECR19 Value of investment in land and premises</p>	<p>NSC</p> <p>LSC/Weston College</p>
<p>Promote employment and commercial development in Portishead</p> <p>Related Plan and Activities contributing to this are:</p> <p>Masterplan for development</p> <p>Marketing of new employment areas</p>	<p>Local consortium of landowners and developers</p> <p>NSC</p> <p>NSPCT</p>	<p>As set out in the master plan</p>	<p>Improved employment opportunities in Portishead</p> <p>Expanded range of commercial development opportunities in Portishead</p>	<p>ECR19 Value of investment in land and premises</p>	<p>Private Sector</p>

Draft - Action Plan A – Priority Actions

Aim E: To address economic exclusion in North Somerset through the development of area-based community regeneration and renewal activity (targeting areas of poor housing, poor health, poor education, fewer job opportunities and high crime rates).

Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resource
<p>Develop area-based regeneration initiatives bringing together public agencies, local business and local communities to develop action plans that address poverty and exclusion through mainstream public services, and support development of local community groups and voluntary sector infrastructure in less prosperous areas.</p> <p>Related Plans and Activities contributing to this are:</p> <p>Safer and Stronger Communities Agreement</p> <p>Safer and Stronger Communities South Ward Action Plan</p> <p>NSC Economic Development and Regeneration Service Plan</p> <p>Community Involvement Service Plan</p> <p>Community Safety/DAT Strategy Delivery Action Plans</p> <p>Fair Share Trust Delivery Plan</p> <p>Change Up Action Plan - restructuring the voluntary sector to provide a wider range of services</p>	<p>NSP</p> <p>GOSW</p> <p>Resident groups</p> <p>Community groups</p> <p>For All Healthy Living Centre</p> <p>SureStart</p> <p>Housing Associations</p> <p>Voluntary Action</p> <p>Weston Town Council</p> <p>Police</p> <p>Town Centre Partnership</p>	<p>Pilot in Weston-super-Mare South Ward using Safer and Stronger Communities Neighbourhood element and Cleaner Safer Greener funds targeted to this area</p>	<p>Increased investment from local agencies and organisations</p> <p>Increased community input and action on local issues</p> <p>Improved potential for lobbying Government, SWRDA</p> <p>Increased support for partnership working</p> <p>Improve capacity of residents groups</p> <p>Apply learning to other areas.</p>	<p>LIB170</p> <p>Individuals' participation</p> <p>Voluntary and community activities</p> <p>Proportion of local population represented by a local neighbourhood forum</p> <p>Level of support provided to neighbourhood forums</p> <p>AC LIB 185</p> <p>Social inclusion and community involvement</p>	<p>SSCF</p> <p>Neighbourhood Element £1.2m</p> <p>Cleaner Safer Greener Element £2.1m</p> <p>Fair Share Trust investment budget</p> <p>Neighbourhood Policing budget</p>

Draft - Action Plan A – Priority Actions

Aim E: To address economic exclusion in North Somerset through the development of area-based community regeneration and renewal activity (targeting areas of poor housing, poor health, poor education, fewer job opportunities and high crime rates).

Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resource
Neighbourhood policing					
Local Area Agreement	Economy & Employment Partnership North Somerset Enterprise Agency VANS NSC	Refer to LAA document	LAA outcome: Number of new businesses created and demonstrating growth after 12 months (district wide with priority to south & central wards in WsM) – PI to focus on social	LAA PI codes: LAAEDE2i	
	Economy & Employment Partnership North Somerset Enterprise Agency VANS NSC	Refer to LAA document	LAA outcome: New social enterprise (district wide)	LAA PI codes: LAAEDE2ii	
	Communities & People	Refer to LAA document	Growth of income in community & voluntary	LAA PI code:	

Draft - Action Plan A – Priority Actions

Aim E: To address economic exclusion in North Somerset through the development of area-based community regeneration and renewal activity (targeting areas of poor housing, poor health, poor education, fewer job opportunities and high crime rates).					
Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resource
	Partnership NSC		organisations & social enterprise	LAASS9	
<p>Support provision of local services in local centres serving less prosperous communities, to include benefits and financial advice, financial services through Community Finance Initiatives</p> <p>Related Plans and Activities contributing to this are:</p> <p>For All Healthy Living Centre Business Plan</p> <p>NHS/NSPCT plan for community facilities</p> <p>NSC Economic Development and Regeneration Service Plan</p> <p>Business West North Somerset loan scheme</p> <p>Community finance plan and debt advice centre</p>	North Somerset Housing Weston Credit Union	As set out in related plans	Impact of debt reduced among poorest people Money spent can support business and jobs within poorest areas	% increase of enterprise loans in the area %increase in membership of Credit Union in the area	
<p>Support tailored employment and learning programmes providing access to employment, and development of formal learning</p>	Weston College, NSC		Access to NVQ level 2 qualifications increased Increased take-up of formal learning among	Proportion of adults with literacy and numeracy	Community Learning Strategy

Draft - Action Plan A – Priority Actions

Aim E: To address economic exclusion in North Somerset through the development of area-based community regeneration and renewal activity (targeting areas of poor housing, poor health, poor education, fewer job opportunities and high crime rates).					
Priority Actions	Partners	Target and Timescale	Outcomes	Indicators (Potential)	Resource
<p>provision close to/in areas of disadvantage.</p> <p>Related Plans and Activities contributing to this are</p> <p>Community Learning Strategy</p>	<p>Job Centre Plus</p> <p>Voluntary and Community Sector</p> <p>Learner Networks</p>		<p>people without level 2 qualifications,</p> <p>Increase access to employment for more skilled labour force</p> <p>Higher household income level attained through improved job opportunities</p> <p>Reduced unemployment in areas of greatest disadvantage</p>	<p>skills at level 1 or above</p> <p>% of population of working age qualified to NVQ level 2</p> <p>ECR5 % of population of working age qualified to NVQ level 3</p> <p>KCPI 17 % of adults progressing from first steps learning onto further more formal learning</p> <p>LIB124 Young people with Level 2 qualifications</p>	
<p>Identify barriers and develop further actions to address these in</p>	<p>NSP</p>	<p>Refer to LAA (see above section)</p>	<p>Refer to LAA</p> <p>Greater use of local</p>	<p>Refer to LAA</p> <p>LIB135 The</p>	<p>Option A</p> <p>Local Transport</p>

