

Economic Growth – High Level Work Plan

Objective	Deliverables	Dates	Status
<p>Objective 1: Schools and Businesses</p> <p>To encourage the Newark and Sherwood Secondary Schools to partner with Newark & Sherwood District Council in order to improve the links with business and develop a clearer understanding of how the Council can assist the schools in raising both educational attainment levels, interpersonal skills and careers aspirations. Newark and Sherwood School award offered to all senior schools to be presented at Award Ceremonies.</p> <p>To also develop further links with Primary Schools in the district, particularly focussing on Years 5 & 6 in terms of business related projects. An opportunity to meet with senior members and officers may be an appropriate starting point for developing this approach.</p>	<p>Secondary Schools in the District – to engage with each secondary school and deliver/organise at least one event in each school</p> <p>Primary Schools in the District – to monitor the progress of the Sherwood Forest Education Partnership (SFEP) work that is being supported and report on the outcomes. (covering schools in the Ollerton area)</p> <p>To partner with other agencies working with Primary Schools such as Together for Newark (TfN) to understand progress throughout the district and support where required</p> <p>To organise a meeting with secondary school heads, senior members and officers in order to identify further opportunities to support both business and education</p>	<p>By June 2018</p> <p>Update by March 2018</p> <p>Update by March 2018</p> <p>Breakfast event to be organised and take place in March 2018</p>	<p>Ongoing to include Mock Interview days Yr 10/11 School Careers Fairs</p> <p>Ongoing SFEP meetings held twice a school term</p> <p>On Hold : Last meeting March 2019 Awaiting new dates for subsequent meetings</p> <p>Ongoing through visits made with schools once a term.</p>
<p>Objective 2: Up skilling for 16 – 24 year age group residents</p> <p>To develop partnerships with relevant agencies in order to facilitate upskilling for 16 -24 Years Residents as skill levels are lower and unemployment is higher within for people in this age range. To also partner to deliver any programmes that offer opportunities to help people gain additional</p>	<p>To identify relevant partner organisations, including 3rd sector and organise a workshop to collate current activity, undertake a gap analysis and produce a plan to provide appropriate activity to fill any gaps in provision</p>	<p>Partners identified in November 2018</p> <p>Workshop to take place by February 2018</p>	<p>Completed utilising Social Mobility budget 2018/19</p>

skills and qualifications in this age range. This will assist in attracting new businesses to the district and to enhancing the resilience of the district in times of economic uncertainty.			
<p>Objective 3: Support for businesses</p> <p>To commission research to investigate aspects such as productivity rates in the district, the current situation regarding small and medium size (SME) business survival rates. Where appropriate to work with partners or commission coaching and mentoring to support businesses in the district.</p>	Research to be commissioned & report produced	Report produced & circulated by April 2018	Completed: September 2018 by Nottingham Business School Report on "A profile of the Economy, Labour Market and Business Structure of Newark and Sherwood"
<p>Objective 4: Key Account Management & access to support</p> <p>To continue to deliver a key account management role for larger businesses in the district and where possible provide support and signposting for SME's in the district.</p>	Due to the size of the team and volume of work, this is limited to one to one meetings with larger businesses and where possible one to one meetings, telephone calls and emails with smaller businesses	A summary of issues raised during these visits is provided to the Committee as part of update reports and managed by the team	Ongoing
<p>Objective 5: Developing Business Productivity</p> <p>Through the Productivity workshop which was held on 2/11/17 to understand how best practice from the larger, successful businesses in the district can be disseminated to small and growing businesses.</p>	Outcomes to be defined following the workshop. Prof. Baback Yazdani from Nottingham Trent University will be attending the workshop	Consider how best to take this work forwards following the workshop	Completed
<p>Objective 6: Supporting Industry Clusters</p> <p>To assess the opportunity to provide workshops for industry specific clusters, facilitated by an expert in order to assist in strengthening businesses in the district. To</p>	Research to be completed as objective 3 and then workshops to be organised	Research completed by April 2018	Workshops ongoing

<p>also encourage mentoring between businesses in order to assist in development and share good practice.</p>		<p>Workshops delivered between September 2018 & March 2019</p>	
<p>Objective 7: Supply Chain opportunities Through key account management activities, to develop an in depth understanding of the supply chain requirements for the larger businesses in the district and in turn assist smaller businesses in providing these requirements</p>	<p>Additional activity to be incorporated into key account management visit activities</p>	<p>Outcomes will be provided to Committee via update reports</p>	<p>Dependent on outcomes from key account visits</p>
<p>Objective 8: Workshop space for SME businesses Undertake further research to establish the demand for flexible workshop space in Newark and if appropriate partner with other organisations in order to provide workshop space for businesses (probably 3,000 -5,000 sq ft). From current knowledge this space is required and, as there is little speculative build in the current climate, the Council can support business by stimulating demand and providing expansion space for fledgling businesses.</p>	<p>Research to support development Discuss with new Development Company Purchase of land Partnership agreement with developer Units developed</p>	<p>Research by March 2018</p>	<p>Ongoing Capital Expenditure for land & development</p>
<p>Objective 9: Retail sector and Town Centres To partner with relevant organisations to support work to ensure our Town Centres remain vibrant. In particular to consider actions relating to Empty Shops and absentee landlords. Footfall counters to be trialled in Newark; outcomes of Retail Study to be reviewed; outcomes of Feasibility Studies relating to Newark and the outcomes of the Ollerton & Boughton Neighbourhood Study, amongst other aspects to be considered in</p>	<p>Report to Committee combining evidence and information relating to Town Centres in the district Report to include a plan for actions moving forwards and will make the connections with the Tourism Strategy</p>	<p>Committee report March 2018</p>	<p>No longer under Economic Development remit</p>

this objective			
<p>Objective 10: Encouraging Inward Investment</p> <p>To ensure the district is represented at property related events at an appropriate level of investment and time. When the outcome of the recent consultation and inquiry relating to Community Infrastructure Levy (CIL) is known, initiate activities with commercial agents within the region and beyond as well as intermediaries in order to promote the land and commercial property opportunities available in the district. This will involve working closely with Business Ambassadors (Business Leaders' Group) and commercial agents to maximise opportunities.</p>	<p>Four small scale events to be organised with commercial agents and intermediaries in order to promote the offer for the District. Actions will include working with local Commercial Agents and Business leaders</p>	<p>Events to take place in</p> <p>April, June, Sept & Nov</p>	<p>Ongoing</p>
<p>Objective 11: Promoting the District</p> <p>A short video of the district was produced 3 years ago and provides a useful opportunity to promote the district and the business community. This video is now in need of updating and is about creating a buzz about our district. Existing video of the district will be reviewed and utilised or a new short video commissioned</p>	<p>Short promotional video produced to promote doing business in Newark & Sherwood</p>	<p>New video produced and available on websites etc by June 2018</p>	<p>Additional £5k of expenditure To be undertaken</p>
<p>Objective 12: Improving outcomes for business customers of Newark & Sherwood District Council</p> <p>To implement the model outlined in Appendix One in order to deliver an improved service across the Council for business customers. This involves increasing collaboration between teams that work directly with business customers. First steps in this process have included an e-newsletter to businesses</p>	<p>Officer meetings held and plan agreed to develop the Business Customer interface.</p> <p>Systems and processes reviewed and updated to incorporate collaborative working. Analysis undertaken as to whether a Central CRM system is feasible for all business facing teams to</p>	<p>March 2018</p> <p>Sept 2018</p>	<p>Additional expenditure for systems and processes to support collaboration, including possibly a CRM system. Maximum of £20k Working with other local authorities to achieve this.</p>

providing contacts for each of the departments that a business may have contact with	utilise Regular meetings held to progress collaborative working Next e-newsletter produced and sent to businesses	Next meeting in Nov 2017 Next newsletter in Dev 2017	
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