

▶ PROJECT BRIEFS

Each action under the above programmes has a brief which illustrates how it meets the objective, who the beneficiaries are, who is the lead officer, the resources required and how it will be monitored (individual briefs are available from the Economic Development Team or on the website).

▶ BUSINESS COMPETITIVENESS

Key Partnerships

- KP1 Buckinghamshire Economic Partnership
- KP2 Thames Valley Economic Partnership/Milton Keynes Economic Partnership
- KP3 Business Support 1: Business Link Solutions
- KP4 Business Support 2: Berks & Bucks Enterprise Agency
- KP5 Business Support 3: Bank of England/Institute of Directors/CBI/Chambers of Trade

Economic Information & Monitoring

- EIM1 BPS Database
- EIM2 Labour Market Bulletin
- EIM3 Economic Development Newsletter
- EIM4 Economic Development Website

Aftercare

- AC1 Business Parks and Estates Guide
- AC2 Commercial & Industrial Space Register
- AC3 Working with Economic Partnerships & SEEDA

Promoting Business Excellence & Performance

- PBE1 Business Excellence Awards
- PBE2 CEAC

Competitiveness & Innovation

- INN1 Innovation & Enterprise Hub Development

▶ COMMUNICATIONS*

- C1 Business Travel Plans
- C2 Lobbying for major developments
- C3 Rail transport
- C4 Airport planning and Terminal 5
- C5 Wired Bucks
- C6 Structure Plan review

▶ SKILLS AND EDUCATION*

- S&E1 Supporting workforce development
- S&E2 Working with the LSC
- S&E3 Learn Direct/Connexions

▶ QUALITY OF LIFE AND THE ENVIRONMENT

Tourism

- T1 Tourism Action Plan
- T2 Tourism web portal
- T3 Short breaks guide
- T4 List of tourism activities in Bucks

'Regeneration' of Market Towns

- RG1 Buckinghamshire Partnership
- RG2 Bucks Food Group
- RG3 Bucks Partnership for Action

Rural Initiatives

- RI1 Rural Initiatives Projects

▶ BUDGET

▶ SUPPORT FOR PARTNERSHIPS:

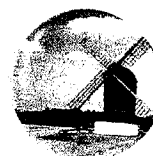
	£	
Buckinghamshire Economic Partnership	25,000	(KP1/KP5)
Thames Valley Economic Partnership	5,000	(KP2)
Milton Keynes Economic Partnership	2,000	(KP3)
Business Link	5,000	(KP3)
Berks & Bucks Enterprise Agency	12,500	(KP4)
Southern Tourist Board	4,200	(T)
Thames & Chiltern Tourism	5,000	(T)
CEAC	5,000	(PBE2/RG3)
(Corporate Environmental Advisory Centre)		
	63,700	

▶ PROJECT FUNDING:

Partnership Funding for local projects	12,000	(KP)
Re/Inward investment/Aftercare	12,000	(AC)
Information Development	10,000	(ACEIM)
Business Excellence Awards	5,000	(PBE1)
Enterprise Hub/Innovation Centres	40,000	(INN1)
Town Centre Regeneration	5,000	(RG1)
Tourism Initiatives	5,000	(T)
Food Group Initiative	5,000	(RG2)
Rural Enterprise	10,000	(RI1)
Media/Promotion/Marketing	9,000	(PBE)
Support for SMEs	10,000	(S&E1)
Seminars	10,000	(KP1)
	133,000	

Total Expenditure **£196,700**

* The above budget represents the direct funding spent on economic development activities. Other initiatives included in the Action Plan demonstrates how economic development activities cut across other services within the County Council. These activities will be funded through the relevant service budgets.



▶ KEY STATISTICS

▶ WAGE LEVELS

Being close to London, wage levels are higher than the national average but competitive compared with the capital:

Gross weekly pay:

Buckinghamshire	£391
London	£454
England	£348
United Kingdom	£343

Source:

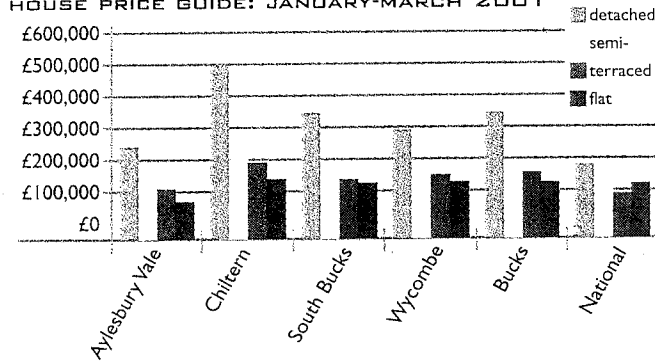
Office for National Statistics, New Earnings Survey 2000

▶ HOUSE PRICES

The following table gives a guide to house prices achieved during the first quarter of this year. These figures are merely a guide and there will be variations within each of the districts and within the County

Source: UpMyStr et.com based on HM Land Registry data.

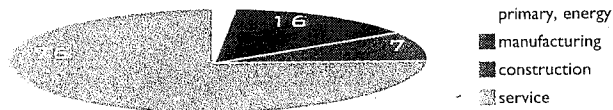
HOUSE PRICE GUIDE: JANUARY-MARCH 2001



▶ WORKFORCE

The population of New Bucks (i.e. Buckinghamshire excluding Milton Keynes) is around 475,000 people. The two largest urban areas are Aylesbury (population 60,000) and High Wycombe (population 66,000).

EMPLOYMENT BY INDUSTRIAL SECTOR (%)



quality of life and distinctive character that makes the County the place of choice to live, work and play

