

Issues arising from the Improvement Plan are referenced '(IP)'

KEY AIM: LOCAL ECONOMY

TO DEVELOP AND PROMOTE THE LOCAL ECONOMY AND ESTABLISH AYLESBURY VALE AS A VIBRANT ECONOMIC CENTRE

These issues cut across the five outcomes of the Local Economy Aim:

| ISSUE | Target 2004/05 | Target 2005/06 | Target 2006/07 | Responsible officer |
|---|--|---|---|--------------------------------|
| Develop and implement the economic vision for the district (IP) | Develop and agree with partners the ED Strategy and action plan, with priorities by Oct 2004. Funded from ODPM Sustainable Communities Fund. Progress – Strategy agreed. | Implement and monitor AVDC actions identified in partnership action plan. | Implement and monitor AVDC actions identified in partnership action plan. | Tracey Aldworth Cllr Cooper |
| | | These targets may relate to one of the council's agreed outcomes, or may be cross-cutting | | |

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| <p>Develop a 'business friendly' approach (IP)</p> | <p>Appoint Business Relationship officers by Oct 2004 and establish and maintain appropriate information and performance management systems to support the ED activities of the council.</p> <p>Investigate opportunities for the council to be an early adopter of the ODPM's Single Business Account.</p> <p>£71,500 allocated from revenue budget 2004/05 to fund officers and deliver the agreed ED action plan.</p> | <p>Deliver performance targets identified</p> <p>£121,500 allocated from revenue budget in 2005/06 to fund officers and deliver the agreed ED action plan.</p> | <p>Deliver performance targets identified</p> <p>£156,700 allocated from revenue budget in 2006/07 to fund officers and deliver the agreed ED action plan.</p> | <p>Tracey Aldworth Cllr Cooper</p> |
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OUTCOME: A skills base which matches the needs of existing and future businesses

| ISSUE | Target 2004/05 | Target 2005/06 | Target 2006/07 | Responsible officer |
|--|---|--|--|--|
| <p>Work with key partners to prepare a workforce skills development strategy that will meet the future business growth needs of Aylesbury Vale</p> | <p>Contribute to the Learning and Skills Council's (LSC) Strategic Area Review, which will develop a regional skills strategy and identify the specific skills requirements for Aylesbury Vale by January 2005.</p> <p>Agree the contribution of AVDC and our partners to the LSC Skills Strategy</p> | <p>Deliver the agreed actions within the LSC Skills Strategy</p> | <p>Deliver the actions agreed within the LSC Skills Strategy</p> | <p>Tracey Aldworth Cllr Cooper</p> |

OUTCOME: An increased profile of the district as a place to visit

| ISSUE | Target 2004/05 | Target 2005/06 | Target 2006/07 | Responsible officer |
|---------------------------|--|--|--|------------------------------------|
| Increase district profile | Increase the number of hits on the 'visitbucks' website by 20% | Increase the number of hits on the 'visitbucks' website by 20% | Increase the number of hits on the 'visitbucks' website by 10% | Roger Glithero Cllr Mrs Polhill |

OUTCOME: Encouraging infrastructure that supports the local economy

| ISSUE | Target 2004/05 | Target 2005/06 | Target 2006/07 | Responsible officer |
|--|--|---|--|--------------------------------|
| Develop a local Enterprise Hub including a hatchery (a workspace for entrepreneurs who are at the 'pre-start' stage with business proposals) and an enterprise Centre (a centre of expertise providing advice on technology transfer, commercialisation and product/service innovation). | Enterprise hub status approved by SEEDA and Hub Director appointed Progress – SEEDA recognition of Enterprise Hub as part of regional network and initial funding secured for Hub Director. | Achieve outputs agreed with SEEDA as part of the project. Develop Hatchery and proposals for Innovation Centre | Achieve outputs agreed with SEEDA as part of the project. Achieve innovation centre | Tracey Aldworth Cllr Cooper |
| Aston Clinton Employment Site | Finalise the implementation plan for the development of an employment site at Aston Clinton | Deliver the implementation plan for the development of an employment site at Aston Clinton | Deliver the implementation plan for the development of an employment site at Aston Clinton | Tracey Aldworth Cllr Cooper |

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| Conduct a review of the main employment sites in the District (IP) | Undertake audit of employment land across the district (progress – completed July 04) Review future needs and match against current available land by 31 March 2005, to influence future planning policies. Funded from ODPM Sustainable Communities Fund | Commence implementation of changes necessary as a result of the employment sites review and input key findings into new Local Development Framework | Continue to implement and measure actions agreed | John Byrne Cllr Mrs Paternoster |
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OUTCOME: Positively attracting business to the district

| ISSUE | Target 2004/05 | Target 2005/06 | Target 2006/07 | Responsible officer |
|--|---|--|--|--------------------------------|
| Develop and implement a marketing and branding strategy for the district to raise awareness of the district as a place to do business (IP) | Develop Marketing and Branding strategy by July 04, Develop Action Plan by Oct 04. Funded from ODPM Sustainable Communities Fund | Implement action plan to raise awareness and confidence locally. | Implement action plan to raise awareness and confidence regionally and nationally. £30,000 allocated from revenue budget in 2006/07 to implement the Strategy. | Teresa Lane/ Cllr Cooper |
| Develop and implement an inward investment action plan | Targets to be agreed and prioritised as part of the Economic Development action plan, which is linked to the marketing and Branding Strategy. | | | Tracey Aldworth Cllr Cooper |

OUTCOME: Retention and expansion of the local business community

| ISSUE | Target 2004/05 | Target 2005/06 | Target 2006/07 | Responsible officer |
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| Maintaining and improving our commercial property | Improve external areas, such as lighting, CCTV etc., at Rabans Lane by Nov 04. £500,000 allocated from capital programme. | External improvements to buildings at Rabans Lane. £4,125,000 allocated from capital programme from 2005/06 to 2008/09 | | David Betts Cllr Mrs Baxter |
| | Property portfolio investment: opportunity purchase in Pembroke Rd. £500,000 allocated from capital programme. Progress – complete | £4,500,000 allocated from capital programme to invest in our property portfolio from 2005/06 to 2008/09 | | |
| Implement Small Business Grant Scheme to support the formation and development of small and medium sized businesses | Finalise details of scheme, including targets, and commence by November 2004 | Deliver Small Business Grant scheme and achieve agreed targets | Achieve agreed targets of Small Business Grant Scheme | Tracey Aldworth Cllr Cooper |
| Improve delivery of advice and support to local business | Targets to be agreed and prioritised as part of the Economic Development action plan | | | Tracey Aldworth Cllr Cooper |

Glossary

CPA - Comprehensive Performance Assessment

ED - Economic Development

LSC - Learning and Skills Council

SEEDA - South East Economic Development Agency

CCTV -

Close Circuit Television

IP -

Improvement Plan

ODPM -

Office of the Deputy Prime Minister