

**North West Chilterns Community Board**  
**Economic Regeneration Action Group**  
**Briefing Report for Community Board Meeting on 6<sup>th</sup> December 2022**

**Purpose:** This report provides a brief overview of the work undertaken by the Action Group since the Community Board Meeting on 27<sup>th</sup> July 2022.

**Priority Objectives:** The Action Group continue with their objectives which are as follows:

- To seek schemes and initiatives that support local businesses (urban and rural).
- To prioritise schemes and initiatives that help achieve the Council's Climate Change and Air Quality Strategy.
- To consider any adhoc application in regards to Economic Regeneration.

**Action Group:** The group continue to meet regularly; the last meeting being held on 10<sup>th</sup> November 2022. Recent work and projects planned and/or discussed have included:

- **Risborough Area Community Bus (RACB):** As a reminder - due to covid, the Bus needed to attract new passengers and indeed a younger age profile to provide longevity to both the bus operation and town centre business viability. The Community Board awarded funding in June 2022 to deliver a social media campaign over a three month period to attract younger passengers.

This campaign is now complete and RACB recently provided an end of project evaluation for the action group to review – this will be carried out shortly.

- **Visit Buckinghamshire (VB) – Marketing and Promoting “Local”:** The Community Board awarded funding to VB in December 2021 to deliver a project which aimed to help the recovery and rebuilding of the local visitor economy. The project commenced in May 2022.

As part of this project an event was organised on 19<sup>th</sup> October 2022 at Orchard View Farm where local businesses were invited to learn more about this project and to allow some networking between them. A high number of businesses attended and the occasion proved to be very successful.

The project is now complete and we are waiting for an end of project evaluation which we are expecting soon.

- Due to the shortage of skilled labour and staff, the action group would like to arrange a seminar where local businesses and schools could attend to discuss their issues and concerns and to signpost them to tools and resources where help can be found. Further work/investigation to be carried out.
- The action group will continue to explore other sources of data that evidence the needs of local business, organisations and individuals, and to continue research into other possible project opportunities.

**Chairman: Cllr Matthew Walsh**