

Aim – Improve Business engagement-	Lead officer	Outcome	Time scale for delivery
Objective - Develop a business network with key local employers with a view to understanding the different needs of each business and retaining existing business in the borough.			04/16 – 03/17
Actions – 1. Capacity building with the Chambers of Commerce to increase the voice of business in the borough.	JG	Increased membership of the Chamber of Commerce by 10% to provide a co-ordinated voice of business.	03/17
2. Develop and implement a Member/Chief Officer training programme to support enhanced promotion of the borough to business.	JG	Attendance of 8 officers/Members at 2 trainings sessions to increase Member/Chief Officer engagement with local businesses. 10 businesses successfully visited.	09/17 03/17
3. Welcome letter to be sent to all new business' in the borough from the Leader of the Council	JG	25 letters sent out to increased engagement with local businesses.	12/16

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<p>4. Continue to make use of EGi data to understand lease requirements of major employers in the borough</p>	<p>JG</p>	<p>Report to O& S on lease status of major employers in the borough to encourage local businesses to stay in the Borough and retain jobs in RBWM.</p>	<p>03/17</p>
<p>Objective - Promote the use of business advisers to existing businesses to help them grow.</p>			
<p>Actions –</p>			
<p>1. Work with the Thames Valley Business Growth Hub to provide a business advice workshop in Windsor and in Maidenhead twice a month.</p>	<p>JG</p>	<p>24 sessions held to increase the sustainability of businesses in RBWM.</p>	<p>2/16</p>
<p>2. To work with local partners and employers to put in place a local ‘Strive’ programme that enables local residents to acquire the fundamental skills required to establish micro businesses that can grow.</p>	<p>HH</p>	<p>30 people to attend a Strive course leading to an increase in microbusinesses.</p>	<p>04/17</p>
<p>3. To support the development of new or existing social enterprises across the borough and offer through the council’s annual Social Enterprise Grant Fund.</p>	<p>HH</p>	<p>6 successful grant funded social enterprises in financial year 16-17.</p>	<p>04/17</p>
<p>Objective - Promote pop up offices and retail in our town centres</p>			

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<p>Actions –</p> <p>1. Open a pop up office in Windsor and in Maidenhead. Open once a week to microbusinesses and include a business support offer to users.</p>	<p>JG</p>	<p>10 pop up office sessions to support microbusinesses to expand and take on staff providing additional jobs in the borough.</p>	<p>03/17</p>
<p>2. Promote alternative private pop up office providers through social media.</p>	<p>JG</p>	<p>Raise awareness of alternative venues for microbusinesses to work through 20 tweets.</p>	<p>03/17</p>
<p>3. Open pop up retail spaces in town centres.</p>	<p>SJ/PR</p>	<p>Increase in the number of pop-up shops in empty units in the town centre and the number of landlords willing to engage with potential short term lets. Town managers to promote pop-up concept and introduce potential occupants to landlords. Target to make 10 introductions in 2016/17</p>	<p>03/17</p>
<p>Aim – Increase Inward Investment</p>			
<p>Objective - Develop a new website to promote the borough to existing business and potential new business investors including the benefits of Crossrail to the borough and the M4 smart motorway scheme.</p>			

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<p>Actions –</p> <p>1. Invest Windsor and Maidenhead website to be developed and launched in April 2016.</p>	<p>JG</p>	<p>Website launched April 2016</p> <p>Increased investment in the area. 15,000 hits in the first year of operations (comparable with first year of Enjoy Maidenhead website).</p>	<p>04/16</p>
<p>2. Launch of website to commercial agents in April 2016</p>	<p>JG</p>	<p>Property agents are able to sell the borough as place to invest through promotion of the website. Agents will be feed key news stories on new occupiers into the website.</p>	<p>04/16</p>
<p>Objective - Support businesses looking to move into the borough.</p>			
<p>Actions –</p> <p>1. RBWM investment pack available to send to prospective investors. The pdf pack will include information on the local economy, property agents and key contacts.</p>	<p>JG</p>	<p>Professional inward investment service is available to prospective investors. Council will be able to respond to investment enquires.</p> <p>10 packs sent to prospective investors.</p>	<p>12/16</p>

<p>Objective - Support the sustainable growth of the visitor economy in the borough</p>			
<p>Actions –</p> <p>1. Through marketing attract first time visitors, persuade visitors to stay longer, spend more and encourage them to return and recommend the destination.</p>	<p>JW</p>	<p>A sustainable growth of 5% in visitor numbers and an increase in visitor expenditure which maximises the benefits of tourism in the borough.</p>	<p>03/17</p>
<p>2. Change perceptions of what the borough has to offer by developing it as a short break destination.</p>	<p>JW</p>	<p>Day visitors will be converted into staying visitors ensuring hotel occupancy increase of 5%.</p>	<p>03/17</p>
<p>3. Facilitate information sharing among local tourism businesses.</p>	<p>JW</p>	<p>All employees in the local industry are aware and able to promote a full range of offers in the borough therefore enhancing the visitor experience and helping to extend dwell time and spend. 2 major tourism network events per year.</p>	<p>03/17</p>
<p>4. Ensure frontline staff act as proud ambassadors, understand the needs of our visitors and are knowledgeable about the destination</p>	<p>JW</p>	<p>An enhanced visitor experience and welcome that influences whether visitors return</p>	<p>03/17</p>

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		and recommend the destination to others. Recruit and train 50 more ambassadors.	
Objective - Invest in a Wi-Fi service for Windsor & Maidenhead town centres across the borough.			
Actions – 1. The council will continue dialogue with Intechology to deliver free Wi-Fi in Windsor and Maidenhead town centres.	BS /SP	Secure a wi-fi provider and deliver a free public wi-fi network in Windsor and Maidenhead town centres.	Cabinet report, April 2016. Subject to approval, 1 st phase to be delivered by October 2016
Objective - Increase footfall in Windsor and Maidenhead Town Centres			
Actions – 1. Organise events to draw customers and residents into the town centres.	SJ/PR	Comprehensive event calendars developed in both town centres that attract increased footfall. Footfall in Maidenhead to increase by 2%. Footfall in Windsor to increase by 2%.	03/17
2. Market the town centre through joint working with stakeholders.	SJ/PR	Marketing strategies in place for town centres by April 2016. To	04/16

		include promotion of events and campaigns to support footfall increase. Town centre stakeholders engaged in delivery of marketing messages.	
Objective - Support the Berkshire Superfast Broadband programme			
Actions –			
1. Work with delivery partners to ensure that speeds across the borough is at least 2 Mbps everywhere.	DVS	Phase 2 of the project aims to raise coverage from 92.7% to 97% across RBWM subject to funding being agreed by the LEP. Supports increase business growth.	03/17
Aim – Equip residents with the skills of today and for the future			
Objective - Work with businesses, further education and training providers to identify future skills requirements and how these skills can be acquired through education and training.			
Action –			
1. Set up an HR directors group to identify the skills priority in the borough and how they can be addressed.	JG	Local FE provision is influenced by local employers so that local people can learn the skills required for local	10/16

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		jobs. 2 meetings per year.	
2. Work with the Hotel HR Forum, local tourism businesses and East Berkshire College to promote the range of apprenticeships in leisure, tourism and hospitality.	JW	More local residents will be actively employed in the local visitor industry.	03/17
Objective - Work with schools, colleges and training providers to ensure that young people are aware of the local Labour market and apprenticeship opportunities.			
Action –			
1. LMI information from Recruitment & Employers Taskforce to be circulated to schools and colleges.	JG	Schools are better equipped to advise students on the Labour Market and the demand for skills. 4 lists to be circulated.	03/17
2. Apprenticeships, employment and training opportunities to be made available for young people on Elevate me website. - Elevate RBWM	JH	Increase apprenticeship take up across the borough. Comparison on take up rates are available on a yearly basis from SFA. 20 more apprentices to be started compared to 2015-16.	03/17
3. Promote through Schools, Colleges and Elevate hub local sector awareness sessions delivered across the borough - Grow	JH	Work with City Deal Partners and schools to develop a programme of local activity.	05/16

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<p>Objective - Support the work of the LEP, Elevate and Grow Our Own through employer engagement.</p>			
<p>Action -</p> <p>1. Working with local employers to highlight opportunities through apprenticeships</p>	<p>JG</p>	<p>Increase in apprenticeships as employers become aware of the benefits of hosting apprentices. Yearly comparison data is available form SFA.</p>	<p>03/17</p>
<p>Objective - Use S106 for Employment & Training to support upskilling of residents who want to move jobs but lack the skills to access new opportunities.</p>			
<p>Action -</p> <p>1. Sector specific training timetable available and advertised across the borough</p>	<p>JH</p>	<p>Time table of activity developed and promoted locally.</p>	<p>03/17</p>
<p>2. Employability training accessible through Grow and Elevate</p>	<p>JH</p>	<p>Continue to provide local support services through the Grow teams ie 40 Job Clubs, establish Phase 2 City Deal offer through refurbished hub in July 2016 and Elevateme website.</p>	<p>03/17</p>
<p>3. Funding available through Neighbourhood development fund for new skills development areas</p>	<p>JH</p>	<p>Funding in place to support new development areas. 6 courses to be</p>	<p>03/17</p>

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