

## Corporate Plan Delivery Plan

### Corporate Plan Theme: **Boosting Business Growth**

The foundations of the North Norfolk economy have traditionally been around a narrow range of sectors - agriculture, manufacturing, tourism, retail, public and care services. Whilst the district is home to a number of leading UK and international companies, the majority of businesses are 'micro' businesses, employing less than ten people.

North Norfolk, like other rural economies, faces challenges; whilst the District has relatively high levels of employment amongst people of working age, wages continue to remain behind England and East of England averages. Moreover, our workforce is getting older and it can sometimes prove difficult to attract and retain young people and the skills that are needed to support the ambitions of growing businesses.

There is a limited supply of serviced sites and premises and some parts of the district continue to be constrained by inadequate broadband, limited mobile coverage and strained utility provision.

The District's town centres also face difficulties in adapting to changing trends; the growth in online shopping, out-of-town retail and the loss of local banks necessitates a fresh approach to the function and make up of our high streets in the future.

Many of our challenges can however be seen as opportunities; the district's attractive environment and high quality of life, makes it a great place to live and, consequently, more businesses than ever are choosing to operate here, recognising the benefits of lower cost land and premises and improving access to super-fast broadband.

The Council is ambitious in its intentions to support a strong, vibrant and inclusive local economy and we will work with our indigenous businesses and partners to support investment, create skilled jobs and to broaden our business base.

The Council is committed to working alongside partners in the education and business sectors in promoting inclusive growth which seeks to match the skills of the local workforce with the needs of local businesses.

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### Objective 1: Developing and adopting a new Local Plan

	DP action	Delivery timescale
1.1	Deliver the local plan, ensuring a sufficient focus on facilitating business development in suitable locations. It should create a fertile environment for the establishment of suitable new enterprises and the growth and expansion of existing businesses in the area, as well as meeting the broader needs of business (such as homes for key workers).	Winter 2021/22 amend final delivery date

### Objective 2: Developing and implementing of new Economic Growth Strategy

	DP action	Delivery timescale
2.1	Formulate an Economic Growth Strategy (2020 – 2023) to provide a framework for activities that facilitate growth and investment opportunities. It will include ways of meeting local workforce and training needs, as well as support for business initiatives that address environment concerns and climate change. The Strategy will set out innovative approaches to intervention and investment, where there is a wider economic and environmental benefit.	Autumn 2020

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### Objective 3: Taking a proactive approach to unlocking development sites and enabling local businesses to grow across the District

	DP action	Delivery timescale
3.1	Complete a 'Growth Sites Delivery Strategy' to realise local business growth and investment opportunities and encourage the delivery and take-up of serviced land with suitable infrastructure to support the growth of local businesses.	April 2020  Multiple projects over full term

### Objective 4: Analysis local business needs

	DP action	Delivery timescale
4.1	Analyse evidence of local business needs and opportunities and engage local businesses to understand: workforce needs; digital infrastructure; skills needs; sites and premises; growth ambitions; and to test options to address these.	April 2020 onwards
4.2	Develop a range of engagement tools to build relationships with local businesses: including an interactive website, communications platforms, workshops and other interactive forums.	January 2021

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### Objective 5: Providing support and advice for new business start-ups and growing businesses

	DP action	Delivery timescale
5.1	<p>Develop a mechanism for providing suitable support to assist in the establishment and growth of business start-ups and micro businesses, including the establishment of a 'virtual business hub'.</p> <p>Seek opportunities to work with partners in the establishment of initiatives to nurture the growth of fledgling enterprises.</p>	Summer 2020

### Objective 6: Encouraging links between local education providers, apprentices and businesses

	DP action	Delivery timescale
6.1	Work with partners to identify skills deficiencies, and undertake an 'Apprenticeship Survey' which will monitor apprenticeship opportunities and take-up and identify problems and corresponding solutions.	
6.2	Nurture the concept of inclusive growth in order to develop and add value to career opportunities and the generation of wealth in the local economy. Foster an open approach within the Council (as a significant local employer) to training and development, social value (in procurement) and corporate social responsibility, and propagate this amongst partner organisations and significant local employers.	
6.3	Together with relevant agencies, draw up a workforce development, skills and apprenticeship plan	

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**Objective 7: Facilitating the transition of our town centres to be places which are attractive and accessible for living, working and for leisure**

	DP action	Delivery timescale
7.1	Deliver the North Walsham Town Centre Heritage Action Zone and arising cultural activities.	2024
	Evaluate and report on the outcomes of the Market Towns Initiative and other local town centre projects, publishing examples of best practice for other towns to follow.	Spring 2021
	Support local community organisations to encourage the development of 'place-based' approaches to maintain the vitality of local towns and town centres.	