

Appendix 3

Strategic Priority: Unlocking our Growth Potential

	Corporate Aim	Service Target	Lead Officer	Target date	Expected Outcome	Challenges
Supporting Enterprise – Maintaining and Growing the Business Base						
1	Unlocking our Growth Potential	Supporting the Local Economic Partnership's (LEPs) Growth Hubs, including Export Support	Economic Development and Investment Manager	Dec 2015	<ul style="list-style-type: none"> Number of Business Enquiries 25 by Dec. 2015 Responses to LEP/DEP/UKTI/ General Enquiries 10 by Dec 2015 Promote sources, nature and benefits of advice available to reach micro/hard to reach businesses 	<p>Information sharing for Website Content on Service Providers/Funding</p> <p>Maintenance of the Business Database (Tractivity) by ALL parties</p>
2	Unlocking our Growth Potential	Promote the district as a Place To Do Business and Invest	Senior Economic Development Officer	Dec 2018	<ul style="list-style-type: none"> Web 'Hits' 200 by Dec. 2015 Deliver Breakfast Briefings 2 by Dec 2015 Attend Business Networks 6 by Dec 2015 Business Bulletins Issued 6 by Dec 2015 Identify businesses to act as champions 	<p>Maintenance of the Business Database (Tractivity) by ALL parties</p>

3	Unlocking our Growth Potential	Engaging with Growth Businesses to Realise Potential	Senior Economic Development Officer	Dec 2018	<ul style="list-style-type: none"> • Implement a Key Account Management system for 25 businesses and develop proactive growth plans for these businesses 	Maintenance of the Business Database (Tractivity) by ALL parties
4	Unlocking our Growth Potential	Enable FE and HE Presence within the district	Assistant Director for Economic Growth	Dec 2018	<ul style="list-style-type: none"> • Develop formalised partnership working with the universities to support the higher level skills agenda as well as business innovation and growth • Develop a business plan for securing a physical HE presence in the district • Work with partners to establish FE presence in the district 	Identifying a location

Maximising Employment, Skills and Training Opportunities

1	Unlocking our Growth Potential	Work with Partners to up Skill both local residents and the local workforce	Consultant Programme Manager	March 2018	<ul style="list-style-type: none"> • Promote employment support to residents, in particular those disabled and most disadvantaged, via an online Help to Work directory, 5 press releases, 25 partner updates and 4 disability workshops. • Target sector based work academies to support new, expanding and seasonal businesses • Recruit 5 new Budget Buddies and support 20 residents • Extend the Raising Aspirations programme and work with identified schools • 6 schools involved in Namibia Bound 2016 • Promote Skills Made Easy to upskill the local workforce • Support implementation of the Disadvantaged Learner pilot • Map LEP priorities against district growth sectors and identify skills needs • Equipping school leavers with employability skills • Promote sustainable employment 	
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Maximising Employment, Skills and Training Opportunities

2	Unlocking our Growth Potential	Work with Partners to reduce Unemployment through Local Programmes	Consultant Programme Manager	March 2018	<ul style="list-style-type: none"> • Deliver the Talent Match programme, engaging 133 young people and 35 into employment • Support the Ambition programme to assist 50 young people and 30 into employment • Map demographics and work with partners to develop support for 25+ • 120 work placements for unemployed residents and 10 new businesses offering work experience • Deliver the youth contract to work with 20 young people and achieve 40% progression rate • Support continuation of Ways to Work project • Promote commercial route to Brook Park 	
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Maximising Employment, Skills and Training Opportunities

<p>3</p>	<p>Unlocking our Growth Potential</p>	<p>Improved Access to and Support for Apprenticeships, Volunteering and Work Experience</p>	<p>Consultant Programme Manager</p>	<p>March 2018</p>	<ul style="list-style-type: none"> • Support the Skills Funding Agency to deliver the National Apprenticeship Service • Promote higher level apprenticeships • Expand the apprenticeship offer for older people and upskill partners to promote to this target group • Deliver a BDC Traineeship programme and recruit 4 apprentices per annum • Provide funding for an outreach volunteering programme and recruit 60 new volunteers 	
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Unlocking the Potential of Major Employment and Housing Sites						
1	Unlocking our Growth Potential	Work with partners to bring forward Key Employment Sites	Senior Economic Development Officer AD Economic Growth	Dec 2015 March 2016	<ul style="list-style-type: none"> • Stalled Site NNDR Register Updated Quarterly and Reported to Growth Directorate • To work with DCC to deliver new and expanding business on MV enterprise zone • Produce a Regeneration Strategy for Coalite 	Developer Engagement and Responsiveness Private or external landownership
2	Unlocking our Growth Potential	Promotion of Premises and Development Land to Growing Businesses alongside LEPs	Economic Development and Investment Manager	Dec 2015	<ul style="list-style-type: none"> • MIPIM and MIPIM (UK) Representation Feb/March 2016 • Website Refresh including Export details and improved security • Promotional material developed for external use • Responses to LEP/DEP/UKTI/ General Enquiries 10 by Dec 2015 	Developer and Agent Engagement and Responsiveness Competition from other areas with strong 'Place Marketing' presence

Realise the Vitality and Viability of Town Centres

1	Unlocking our Growth Potential	Work in Partnership with parish and Town Councils to deliver a Regeneration Framework for each Town Centre	Senior Economic Development Officer	Dec 2016	<ul style="list-style-type: none"> • Deliver 4 Regeneration Frameworks around town centres and the wider area to include village centres • Support the development of Heritage Lottery bid for New Bolsover regeneration 	Consultancy Funding Town Council Engagement
2	Unlocking our Growth Potential	Support the Establishment of Town Teams	Senior Economic Development Officer	Dec 2016	<ul style="list-style-type: none"> • Support town centre businesses and establish Town Teams where appropriate 	Businesses to lead
3	Unlocking our Growth Potential	Undertake regular Town Centre Health Checks	Senior Economic Development Officer	Dec 2016	<ul style="list-style-type: none"> • Support Planning Policy to produce 4 Town Centre Health Checks 	Linkage to the Delivery of the Local Development Framework

Supporting the Rural Economy, including Through Tourism						
1	Unlocking our Growth Potential	Work with LEADER and Partners to Deliver Regeneration and Support our Rural Centres	Tourism and Rural Economy Officer	Mar 2020	<ul style="list-style-type: none"> Support the Delivery of 10 LEADER Bids for funding by Mar 2020 	Limited Funding and Programme Period Limited Business match Funding
2	Unlocking our Growth Potential	Improve access to Superfast Broad Band through Digital Derbyshire	Tourism and Rural Economy Officer	Dec 2018	<ul style="list-style-type: none"> Support the Delivery of Digital Derbyshire (UKBD) Broadband Coverage Target of 95% by 2018 Identify potential wifi projects in the town centres 	Delays in the BDUK Programme Roll-out Addressing the 5% Gap in Coverage
3	Unlocking our Growth Potential	Promote Access to Public and Sustainable Transport connecting Employment Centres, including the Robin Hood Line Train Service and Green Infrastructure	Tourism and Rural Economy Officer	Dec 2018	<ul style="list-style-type: none"> Access DCC public and sustainable transport funding to deliver Initiatives to enhance sustainability Remove transport barriers to employment e.g. Ways to Work 	Competition for DCC Funding