

Economic Resilience Strategy/Action Plan

Whilst it is not within the capacity of the Council to address structural flaws in the national/international economy, it can take a number of actions designed to mitigate the worst effects of the recession on its residents and businesses. The Council will maintain its commitment to its long term vision and objectives together with the associated improvement priorities. However, due to the worsening economic climate, the cross cutting principle of “narrowing the gap” will become increasingly important. When assessing the merits of potentially competing priorities, the maintenance and generation of local employment will be a key factor.

Action	Detail	Outcome/Benefit	Resp	Proposal by	External Cost
<u>INFORMATION</u>					
1. Council News	General information of services available, contact points and actions Council is taking	Accessible information to every home in the area	DT	Done	Nil
2. Web	Provision of support/help available, contact details and a portal to other advice centres (ie. GWE, FSB, DWP, Housing Advice, CAB etc.)	Better take-up of advice to help local people and businesses cope better with the impacts of the recession	DT/AP	Done/on-going	Nil
3. Council Connect	Operators scripted to give sources of information/help.		AP	Done	Nil
4. Leaflets	For distribution via Council (and its partners) offices, libraries, leisure centres etc.	To ensure people without access to the internet have access to recession advice. Action taken early will help their situation.	DT	May	Nil
5. Marketing advice	Joined up marketing activity to target messages to those that most need support during the recession	To target people most in need of advice. Giving people the earliest opportunity and timely information to address their issues if they fall victim to the recession is essential.	DT	June	£20,000

6. Information screens	Particularly in Council Connect offices. Liaise with other agencies to put recession information on their screens	Flexible and responsive means of getting important information to people that need it.	DT	June	£10,000
<u>POLICY</u>					
1. Debt Recovery	Protocols to be reviewed in the light of the current economic climate with a view to making payment by instalments easier.	Avoid unnecessary liquidations/bankruptcy.	AP	May	Nil
2. Payments	Review policy to ensure payments are made as swiftly as practical (and within EU regulations, local/small creditors paid first).	Avoid unnecessary liquidations/bankruptcy.	AP	May	Nil
3. Section 106	Review implementation of policy with a view to facilitating developments, but not prejudicing the Council's long term position. Liaise with surrounding councils.	Kick start developments without prejudicing the Council's longer term position.	GC		Nil
4. Voids	Continue approach for improving the appearance of voids (Council and with other major private landlords eg. St Johns)	Improve the appearance of the city centre.	AP (with GC)	May	
5. Procurement	Within EU regulations, review practice to maximise the use of local labour/firms in all Council procurement.	Increase employment locally.	AP JHB	May	Nil
6. Community Safety	Review approach to addressing domestic violence issues and property crime that may increase in a recession	Increases public confidence/ increase awareness of unreported figure of domestic violence	AP	On going	Nil
7. Homelessness	Review/strengthen approach to supporting people finding suitable rented accommodation.	Avoid unnecessary homelessness	RMc		

8. Commercial Rent	Review arrangements with a view to flexibility where appropriate, but only in relation to reasonable commercial propositions.	Avoid unnecessary voids in city and associated loss of income.	AP	Ongoing	Assume nil but could be £100k or more
<u>ACTIONS</u>					
1. Marketing	Develop targeted marketing plans with FBP and BTP to market the area/city.	<ul style="list-style-type: none"> - Increase footfall in Bath City Centre - Increase tourism across the area - Improve the attractiveness of the area for developers 	DT (with GC and JB)	June/July	35K + contribution from business - shown separately in the budget
2. Events	Encourage events within the city centre with FBP/BTP.	Increase footfall in city centre.	GC	April	20K shown separately in the budget
3. Capital Schemes	Bring forward capital schemes and maximise the use of available grants from central government.	Increase employment and inject money into the local economy.	JB	April	Nil cost if externally funded. DCSF accepted. 2010-11 capital brought forward to 2009/10.
4. Government Funding	Maximise applications to HCA/Growth Points Funding streams	Ensure close monitoring of Government Agency activities	JB	Immediate/ ongoing	Nil
5. Parking	Within existing budgets, consult with local businesses with a view to amending tariffs to enable free evening parking/introduction of Sunday Park & Ride.	Increase footfall in Bath City Centre. Proposal being evaluated – ready by end of April for consultation.	GC	June	150K shown separately in the budget to enable some flexibility

6. Buy with Confidence Scheme	Within existing budgets review scheme to increase membership and profile for the scheme	Promote local business. In reviewing this but the scheme membership is relatively low. There are limited leaflet drops.	GC	May	
7. Payment of Invoices	Where feasible, increase speed of invoice payments for local firms.	Help cash flow of local business.	All Directors	Ongoing	Nil
8. Small Business Rate Relief	Promote take-up.	Help viability of local business.	AP	Ongoing & immediate	Nil
9. 'Credit Crunch' closures	With the private sector and local banks, provide an advice service/help line for businesses in trouble.	Avoid liquidations.	JB	Immediate	5K
10. Benefit Surgeries	Develop proposals to expand the existing initiative.	Mitigate increasing poverty.	AP	Immediate	Nil
11. Job Matching/Training	Develop proposals with DWP to support people back to work.	Mitigate against increasing unemployment.	JB	Immediate	5K
12. Action for Youth	Develop initiatives to mitigate anticipated rise in the number of NEETs.	Reduce the number of NEETs together with the associated issues.	AA		£30K shown separately in the budget - £15K from recession reserve
13. Apprenticeships	Develop proposals to increase the number of apprenticeships within the local public sector.	Investing in the future skills base in the area.	DT	June	Nil
14. WEP	Ensure management capacity skills to maintain (or bring forward) significant West of England schemes	Improved functionality of WEP office	JB	Support through PM Interventions from Delivery Vehicle	5K 100K - WoE reserve to fund
15. Consult	Consult with LSP/local businesses/community to establish their priorities.	To enable us to focus our resources most effectively.	DT	Already started	Nil

16. Insight material/ Info at Council Connect	via Council Connect/Mosaic identify those groups of people most at risk of suffering in the recession to ensure that they have advance information	To enable customers with greatest need to be supported	AP	June	Nil
17. Health (stress)	PCT/ Council Partnership to promote services/counselling to people suffering under stress etc.	Ensure that people with anxiety and/or depression receive support.	RMc	In place, through GP practices	Nil
18. Increase access to healthy activities	Promote services such as leisure discounts, discovery card alternative transport, dial a ride etc to ensure that people who have had to reduce their expenditure can still access services in general and undertake healthy activities in particular	To ensure that people who have had to reduce their expenditure can still access services in general and undertake healthy activities in particular.	DT	July	£20,000
19. Review LAA	Agree revised targets especially for housing & growth that reflect current circumstances	To agree realistic targets and gain government support and ensure "reward system" is reasonable (government grant)	AP	Done	Nil
20. Develop indicators	To monitor impact of recession on the Council & economy plus local communities	Ongoing	AP	Done	Nil
21. Monitor impact of recession	Build indicators into monthly monitoring reports	Enable Council to adopt its actions & Policies to reflect economic conditions	DT	Done	Nil
22. O&S Panels review service plans	Service Action Plans to be proofed for recession impacts	Actions referred to reflect needs arising from recession	All Directors	June	Nil

23. GOSW & Regional Agencies	Make contact to enlist support	GOSW re LAA	JE	May/June	Nil
		Homes & communities re housing	RMc		
		RDA re sustainable growth	JB	June	Nil