

## **Appendix 1: Potential draft interventions**

In order to tackle some of the challenges outlined in appendix 2 and build on our existing economic strengths outlined in appendix 4 the following could form the basis for the Council's activity in support of a sustainable economy:

### **a. Economic, Enterprise and Business Development**

To create more jobs for local people, the following potential interventions could help to ensure that we are in a position to attract and encourage new businesses to the District and support local business growth and attract investment. Potential areas of activity include:

- Maintaining our support for networking opportunities for our high growth sectors such as creative, high tech manufacturing, low carbon and business and financial services, ensuring the benefits are spread across the district
- To provide a physical base for clustering continuing to take forward plans for a Creative/Tech hub for Bath to encourage innovation in one of our strongest sectors as well as support for more locally based hubs in places like Radstock, Midsomer Norton and Keynsham
- Given the end of the regional Business Link contract in November 2011, strengthening our provision of general start up advice for people wanting to start-up businesses, including social enterprises, delivered in local centres
- In order to ensure connectivity for our businesses continuing to develop plans to provide super-fast broadband for communities across the district not served by the market, particularly in our rural areas
- Continuing to ensure that we have the best possible economic information about our communities, in a way that is accessible to local people
- We could make the most of our highly productive workforce to nurture future talent in Bath and North East Somerset by providing opportunities for existing entrepreneurs to mentor and invest in new and emerging businesses, particularly graduates from our local Universities
- Continuing to work with the Bath and North East Somerset Environmental Sustainability Partnership to promote the business case of a low carbon economy

### **b. Sustainable Development (regeneration delivery)**

To ensure that there are spaces for new businesses that we attract the following potential interventions could help to ensure an adequate supply of employment space. Potential areas of activity include:

- Supporting the delivery of the Bath Enterprise Area and other Bath sites by using the full range of finance options and incentives available to the Local Authority to bring development forward and attract businesses to the area.

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- Prioritising bringing forward key development sites in Keynsham and the Somer Valley to provide employment space, including the development of supportive perception and investment activity to support their existing strengths. Evidence suggests these are manufacturing and construction in the Somer Valley and distribution, manufacturing and business services in Keynsham
- To ensure people can access jobs in key development sites continuing to support the development of a sustainable transport strategy
- Supporting local communities to develop their own regeneration action plans for neighbourhoods where communities feel there are particular opportunities to create jobs and grow businesses, through for example the use of assets to develop local incubation units
- Continuing to ensure that key enabling infrastructure is in place to facilitate sustainable economic growth (e.g. new road scheme in Radstock, removal, replacement and mitigation of Windsor Gas Station and provision of flood mitigation for the River Corridor sites in Bath)
- Ensuring the district remains an attractive place for people and businesses we could continue to support public realm improvements across the area

### **c. External relations**

To ensure the area is telling its economic story effectively and competing on a West of England and national scale the following potential interventions could help us to sell the benefits of Bath and North East Somerset effectively and make the most of opportunities that arise. Potential areas of activity include:

- Continuing to resource our active engagement with and influence on the West of England Local Enterprise Partnership to ensure a strong voice in the sub region and nationally
- Actively promoting Bath and North East Somerset as a place to do business through a redesigned business matters website, marketing materials and active engagement with target markets enhancing our competitive identity
- Ensuring that we have a compelling economic story and vision which we can use to support applications for Government funds (e.g. the Regional Growth Fund)
- Developing a Competitive Identity

### **d. Housing Delivery**

This focuses on potential interventions that will ensure we build sufficient houses to accommodate future jobs growth. Potential areas of activity include:

- A continued focus on bringing forward the key housing sites in the District, including the MOD sites, Somerdale, BWR, Alcan, K2, Polestar and the railway land in Radstock

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- Delivering 35% affordable housing on new developments in Bath and North East Somerset working closely with registered providers
- Actively monitoring housing delivery through a dashboard to facilitate a proactive approach and ensure we achieve Core Strategy targets