

Economic Development Council Priorities 2011 and emerging 2012/13



| 3 Top Priority Actions | Delivers... | Economic Strategy theme | Corporate connections |
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| 1. Supporting Digital Infrastructure | Superfast Broadband <ul style="list-style-type: none"> facilitates business growth and development | Business Support Low Carbon Economy Improved Infrastructure | ICT Partnerships Planning – DC and Conservation |
| 2. Developing a business friendly approach and website | Micro-site for Business with clear branding, including information and links to: <ul style="list-style-type: none"> grant funding business opportunities, partners (e.g. UKTI, TSB, Chambers and so on) Economic newsletter Council contacts Commercial Property Search Engine (EG Property Database) | Role of South Cambridgeshire Supporting Business Sustainable Communities Sector support | Communications ICT – Web manager |
| 3. Working with economic development partners | Greater awareness of range and contribution of local business to South Cambridgeshire economy, including <ul style="list-style-type: none"> Local Enterprise Partnership (LEP) work Knowledge of major business sectors and companies, including top 100 | Supporting Business Supporting Infrastructure Role of South Cambs | Planning Housing Cross- Authority |
| Priority Actions 2011 and 2012/13 | Delivers... | Economic Strategy theme | Corporate connections |
| 4. Annual Project | Showcase of “business friendly Council” Suggest for 2011: New <ul style="list-style-type: none"> Launch of Business Website | Role of South Cambridgeshire Supporting Business | Communications Sport, Arts |

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| | <p>Continuing success</p> <ul style="list-style-type: none"> Step-Up business competition, <p>Other alternatives or for 2012</p> <ul style="list-style-type: none"> Tourism – work with “Visit Cambridge” and LEP to showcase SCombs – linking with Olympics/Sport/Arts | Sustainable Communities | |
| 5. Continue the Economic Downturn Measures, to support businesses | <p>Support to businesses in 2011/12 through:</p> <ul style="list-style-type: none"> South Cambridgeshire Business Support Fund delivered with Business Link, which has supported almost 70 businesses to date. This is being extended by £20K Continued implementation of the Hardship Rate Relief scheme £25K Continuing the electronic payment roll out to pay (especially) small businesses on time to aid with cash flow £10K Improving the District’s attractiveness through the website and tourism. £10K Step up £20k (10K in 2011 and £10k in 2012) Procurement workshop £5k | <p>Supporting Business</p> <p>Recession & Sector Support</p> | Finance |
| 6.Red Tape Reduction | <ul style="list-style-type: none"> Review S.106 requirements on business parks to ensure they are fit for purpose varying the terms of existing section 106 agreements Review other regulatory functions of SCDC to make as business friendly possible – linked to Enforcement Review | <p>Role Of South Cambridgeshire</p> <p>Supporting Business</p> | <p>Planning Policy/ S106 Officer</p> <p>Environmental Health</p> <p>Revenues</p> |
| 7. Promote Economic Growth through appropriate planning policies | <p>Greater prosperity, employment and innovation through:</p> <ul style="list-style-type: none"> LDF/ planning policy review Economic Development Panel assisting case officers in weighing up the economic benefits such as jobs and investment with regards to planning applications, which are currently contrary to policy. | <p>Role Of South Cambridgeshire</p> <p>Supporting Business</p> | <p>Planning Policy</p> <p>Development Control</p> <p>Conservation</p> |

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| <p>8. Work up strong tourism (leisure and business) attraction offer for South Cambs – sites, destinations, arts and cultural events, accommodation.</p> | <ul style="list-style-type: none"> ● Extended stays in South Cambridgeshire (together with LEP) ● Opportunities (e.g. Olympics, health tourism) to benefit businesses and investment in the District through tourism sector ● Depth to South Cambs distinctiveness and experience through: <ul style="list-style-type: none"> ○ Website and tourism brochure development ● Support for local arts and leisure enterprise and hospitality sectors | <p>Supporting business</p> <p>Sustainable Communities Role of South Cambridgeshire</p> | <p>Arts & Sports</p> <p>Environmental Health (Food)</p> |
| <p>9. Business workshops for start-ups and other businesses to meet needs – covered by Business Link programme until October 2011</p> | <ul style="list-style-type: none"> ● Comprehensive programme of business support covering a range of needs. ● Procurement event | <p>Supporting Business</p> | <p>Finance</p> |
| <p>10. Support South Cambs Sustainable Parish Energy Partnership (SPEP) to advance sustainable energy in business</p> | <ul style="list-style-type: none"> ● Reduce business carbon emissions ● Run “green” business workshops | <p>Climate Change Action Plan</p> <p>Low Carbon economy</p> | <p>Sustainability</p> <p>SPEP</p> |