

SOUTH NORFOLK ECONOMIC STRATEGY

ACTION PLAN – 2011-14

A: An economic climate that supports and enables business to develop and grow

No	Activity	Lead	Partners	Target	Timetable
<i>Business Engagement and Support Programme</i>					
A1	Review Planning Policies Review and recommend changes to planning policy to support and promote economic development across South Norfolk	SNC – Planning Policy Manager; Economic Development Manager	None	Economic potential of new development maximised.	July 2013
A2	Business Planning Applications Introduce a code of practice for the interpretation and application of planning policy and the determination of planning applications in a timely manner which gives due weight to the economic development and employment potential of proposed developments.	SNC – Director of Development and Environment; Economic Development Manager	None	Economic potential of new development maximised.	March 2012
A3	Business support Work with partners to introduce an effective mechanism for providing advice, information and support for start up small and medium size enterprises (SMEs) and start up businesses to supersede Business Link.	Joint lead with partners.	NALEP, Business Link, Norfolk CC, district councils	New business advice mechanism and start up programme in place.	New advice mechanism – Dec 2011
A4	“Red Tape” Review of Policies Undertake a Council wide review of policies and procedures aimed at minimising red tape for	SNC – Director of Development and Environment	Regulatory Organisations	Unnecessary or over onerous policies and procedures are deleted or reduced	April 2012

	business while ensuring legal and quality of life requirements are met				
A5	Business Forum Establish and facilitate a South Norfolk Forum for businesses and business organisations to discuss and act on the needs and views of business on issues affecting the local economy.	South Norfolk Council (SNC) – Economic Development Manager	South Norfolk businesses and business organisations.	Up to 4 meetings per year, subject to wishes of businesses.	First meeting June 2011.
A6	New Anglia Local Enterprise Partnership (NALEP) In liaison with the business community, make a full and active contribution to the NALEP in order to maximise the economic opportunities for the district.	SNC - Leader	South Norfolk businesses	Influence on NALEP Board decisions	July 2011
A7	Business Directory Production, ongoing update and promotion of on line business directory to assist business to business activity.	SNC- Economic Development Manager	Contractors appointed to produce and update	Improved business to business trading	Launch – June 2011.
Infrastructure for Business					
A8	Greater Norwich Development Partnership (GNDP) Co-ordinated SNC input into GNDP to seek to ensure that GNDP Local Investment Programme (LIP) reflects economic development needs of South Norfolk. Ensure that the emerging schedule agreed for the Community Infrastructure Levy addresses the needs of South Norfolk	GNDP	GNDP partners	Appropriate funding for Thickthorn and Longwater junctions and Long Stratton bypass achieved	2014
A9	Development Funding Investigate mechanisms for ensuring that supporting economic development is one of	SNC Director of Communities	Norfolk County Council	Policy approach re New Homes Bonus and localisation of business rates agreed	2012

	the outcomes from revenues gained from the New Homes Bonus and localisation of business rates				
A10	Strategic Property Investment Identify and implement potential investments in land and property in the district which provide an acceptable return on capital and which secure properties which contribute to the economic well being and regeneration of the area.	SNC Development and Investment Group	None	Properties secured and in employment generating uses or which contribute to regeneration.	Ongoing programme – 2011-14
A11	Broadband upgrade Support partnership initiative led by Norfolk County Council (NCC) to improve broadband speed in rural areas.	Norfolk CC	Norfolk district councils and business community	Government and NCC funding secured. 93,000 properties in Norfolk with improved broadband speed 1,300 jobs created in the county	Funding from Government and NCC secured – June 2011 Roll out by private sector provider – 2011-14
A12	Norwich – Diss- Ipswich - London mainline Support partnership initiative to secure improved mainline rail service as part of new franchise.	NALEP	Norfolk and Suffolk CCs; business community; district councils, Rail Policy Group	90 minute journey time between Norwich and London.	2014

B: Key sectors developing in line with growth potential, and business growth delivered in strategic locations.

No	Activity	Lead	Partners	Target	Timetable
B1	<p>Norwich Research Park Formulate, agree, commit and implement a £26m Government supported spending programme for the next phases of development of the Norwich Research Park. Support the development of a masterplan to guide development to support the vision of creating 5000 jobs</p>	Norwich Research Park (NRP)	Institutions located on NRP and stakeholders with an interest in NRP	Provision of infrastructure and premises to support new business activity in health and life sciences.	Masterplan agreed November 2011. £26 m programme committed by March 2012 and implementation commenced.
B2	<p>Hethel Technology Park Work with Group Lotus and Norfolk CC to progress the development of a Technology Park at Hethel through the preparation of a master plan and the identification of funding for implementation. Support Lotus bid for regional growth fund</p>	Group Lotus	SNC, NCC, NALEP.	Technology Park supporting new advanced engineering activity. Lotus expanding at Hethel	Successful RGF bid September 2011. Master plan – March 2012. Implementation – 2012-14.
B3	<p>Motor sport Work with Breckland Council and Norfolk CC to identify and market opportunities for niche business activity associated with motor sport.</p>	Joint lead with partners	SNC, Breckland Council, NCC	Increased business activity in motor sport sector	2012-15
B4	<p>Marketing and profile Work in partnership with the GNDP and Norfolk CC to develop and implement cost effective marketing initiatives which raise the profile of the district for business investment, in particular along the A11 corridor</p>	GNDP	GNDP partners	Inward investment in key and other sectors and associated employment attracted.	2011-14

C: Skill levels and aspirations of local people, particularly young people raised.

No	Activity	Lead	Partners	Target	Timetable
C1	<p>Skills Development Work with the business community and educational and training organisations which serve the district to encourage the enhancement of the skills of local people in order to meet the needs of existing and potential employers and to encourage the provision of good quality employment opportunities.</p>	Norfolk Employment and Skills Board (NCC)	NCC, Norwich City College, Easton College, UEA, businesses, other training organisations.	Increased attainment by local people in NVQ levels 3 and 4. Increased business apprenticeships. Improved business / education links.	2011-14

D: Market towns and the rural economy revitalised.

No	Activity	Lead	Partners	Target	Timetable
Market Towns					
D1	<p>D1 Market Towns Action Plans Develop Area Action Plans for Long Stratton and Wymondham to ensure appropriate and balanced development of housing and employment. Prepare Neighbourhood / Action Plans in partnership with Town Councils and the local community for the development and regeneration of market towns. Identify, promote and, where SNC has a property interest, initiate regeneration plans for the redevelopment of underused, vacant or unattractive sites which would improve the market towns as places to live, visit and invest.</p>	<p>SNC – Economic Development Manager</p> <p>Director of Development and Environment</p> <p>Director of Communities</p>	<p>Wymondham, Diss, Harleston, Hingham, Loddon Town Councils and Long Stratton Parish Council.</p> <p>Community groups</p>	<p>Action plans prepared which improve market towns as places to live, work, visit and invest. Area plans developed through site specific process</p>	<p>Wymondham – 2011/12 Long Stratton – 2011/12 Diss - 2012/13 Harleston - 2012/13 Hingham - 2013/14 Loddon - 2013/14</p>
D2	<p>Market Towns – employment land Work with landowners to facilitate the provision of land and premises available for employment uses in Wymondham and Diss and other areas as appropriate</p>	<p>SNC – Economic Development Manager</p> <p>Development and Investment Group</p>	<p>Landowners</p>	<p>Supply of constraint free employment land in Wymondham and Diss.</p>	<p>2011-14</p>
Tourism					
D3	<p>Tourism development Formulate and implement a SNC Strategy and Action Plan to support the development and marketing of tourism as a key sector of the local economy. Reflect the recognised and</p>	<p>SNC – Economic Development Manager</p> <p>Tourism Manager</p>	<p>Norfolk Tourism (and successor); NALEP; tourism businesses; Broads Authority; Norwich City Council; Waveney Valley partners.</p>	<p>Improved tourism facilities; Increased visitor expenditure; Increased employment in the sector.</p>	<p>Strategy and Action Plan in place – 2011 Implementation – 2011-14.</p>

	potential tourism destinations linked to the district (Broads, Norwich, Waveney Valley) and the tourism themes which can be associated with the assets South Norfolk.				
Rural Economy					
D4	Premises for business use Identification and promotion of availability of land and premises suitable for business and employment uses in rural areas through the Site Specific Policies and Allocations DPD. Implementation of schemes to provide business premises, e.g. Poringland.	SNC- Development and Investment Group	Landowners	Employment creation in the rural areas	Implementation of first phase of Poringland scheme – 2013/14 Survey to identify land and premises for business use – 2011/12
D5	Agriculture Discuss with Easton College and other partners the potential of developing a strategic alliance to formulate and implement mechanisms for the provision of advice and support for agriculture, agricultural diversification and business development in rural areas.	SNC Economic Development Manager	Easton College; NCC; NALEP; NFU	Improved viability and increased business activities in rural areas	2011
D6	Waveney Valley Continue to play a full and active part in the Waveney Valley £3.4m EU funded Rural Development programme for England initiative with a focus on encouraging initiatives to support the sustainable economic development of the area. Discuss with adjoining district councils in Suffolk the continuation of joint working in relation to the Waveney Valley on the completion of the funded programme	Waveney Valley Local Action Group	Private and voluntary sector and district council representatives.	Implementation of projects which support businesses and communities of the Waveney Valley in building its identity as a sustainable destination and vibrant place to live and work	£3.4 m allocated to support projects by the end of 2013. Commence discussions with relevant Suffolk district councils on continuation of joint working – 2012/13.

E. Programme Management

E1	<p>Economic Development co-ordination Co-ordinated SNC officer input into the implementation of the Action Plan and other economic development activities in order to maximise effectiveness and use of staff resources. Establish an over arching officer group chaired by the Economic Development Manager with senior representation from property, planning policy, housing and communities teams to provide high level co-ordination supported by sub groups as required.</p>	Economic Development Manager	None	Co-ordinated SNC approach to economic development.	August 2011
E2	<p>Data analysis and economic assessment Monitor and analyse economic data and trends relating to the district in conjunction with the GNDP in order to provide an up to date evidence base to support the introduction of economic development initiatives and bids for funding.</p>	Economic Development Manager	GNDP partners	Improved evidence base and performance indicators.	2011-14
E3	<p>Sources of funding Investigate and identify potential sources of funding to support implementation of the Action Plan from sources including the emerging Community Infrastructure Levy, New Homes Bonus and Tax Incremental Funding.</p>	SN Economic Development Co-ordination Group (E1 above)	Norfolk CC	Additional funding to support programme	2011 - 14