

Extract from ELOS report 16 January 2007 and Executive Report 6 February 2007

Objectives from Economic and Community Development Activities 2007-2012

The objectives for the period were agreed as being to:

- ensure there is a clear business voice able to communicate effectively with policy makers at all levels;
- improve communication between all parties interested in sustaining and developing the local economy;
- contribute to an infrastructure that builds a prosperous and accessible local economy;
- encourage and develop commercial activity in partnership with business and other agencies;
- help address issues of social inclusion; and
- help address other key corporate priorities such as rural issues, community safety and sustainable development.

These objectives have been addressed by progressing actions under five key headings. The areas of activity and the aims for progressing these activities are set out below.

a. Strategic

Aim: To maintain a strategic overview of Waverley's activities and opportunities to influence on behalf of the local community.

Activities under this aim included European, Regional, and county-wide activity, general research (and specific research to create an evidence-based approach to service delivery) and responding to the powers for economic, social and environmental well-being. This has also led to a greater focus on place and the four main communities.

b. Project development

Aim: To develop projects which respond to identified needs.

Activities under this aim have been focussed on supporting the Market Town Healthchecks and delivering the subsequent action plans in partnership with the town initiatives.

c. Partnership with business

Aim: To ensure that Waverley's activities for the economy are business led and complement rather than duplicate the actions of others.

Activities under this aim included support for the Waverley Business Forum, the Chambers of Trade and Commerce and the Town Initiatives.

d. Business support and aftercare

Aim: To ensure that business in the Borough can continue to prosper and that existing businesses and employment opportunities can be sustained.

Activities under this aim have included publications (3rd edition of the Business Directory (also available on-line), Available premises register and the Local Food directory), work with Enterprise First who advise new and start up businesses in Waverley, and targeted skill development via Godalming college Business Training Service, Tourism South East and Waverley Training Services.

e. Sector support

Aim: To prioritise specific sectors which play an important part in the local economy or are facing particular problems.

Activities under this aim covered Tourism, Agriculture and Rural Issues such as the retention of village shops and facilities.

Extract from report to Executive March 2007

Actions proposed to take forward the Economic and Community Development Strategy following 2007 review

1. Waverley has a number of continuing activities in support of the local economy and the economic, environmental and social well-being of the area. Some of the actions are set out below under the five headings agreed by the Council along with the agreed aims:

- a. **Strategic**

Aim: To maintain a strategic overview of Waverley's activities and opportunities to influence on behalf of the local community.

Actions proposed:

- Support on research elements of the Local Development Framework including Employment Land, town centre and retail sector studies; needs of people working from home; and live-work opportunities in the Borough;
- Support the implementation of the Business Support Simplification Programme in the South East;
- Review of the Market Towns Healthchecks and Action Plans in Haslemere and Cranleigh to influence the Community Strategy and future economic and community development priorities;
- Influencing the new Surrey Local Agreement and the shape of the new Surrey Rural Forum to ensure that the needs of Waverley's communities are met;
- Reviewing the Council's policies of procurement to support local businesses where possible;
- Planning for the potential benefits from the Hindhead Tunnel and the Olympics in 2012.

- b. **Project development**

Aim: To develop projects which respond to identified needs.

Actions proposed:

- Supporting the emerging Market Town Healthcheck and Action Plan in Godalming and any actions arising from reviews of the Farnham Healthcheck and Action Plan;
- Delivering the subsequent action plans in partnership with the town initiatives and other partners;
- Supporting activities that will help businesses respond to Climate Change;
- Helping advise businesses on the Introduction of 'Smoke Free' legislation and the new on-street parking regulations;
- Supporting the Connected Surrey project; including developing the pilot 'wireless Godalming' project to see if the benefits can be shared across Waverley's communities;

- Supporting the promotion of good practice in business continuity for Waverley businesses
- Working with developers in balancing the needs and opportunities for affordable housing.

c. Partnership with business

Aim: To ensure that Waverley's activities for the economy are business led and complement rather than duplicate the actions of others.

- Support the Waverley Business Forum in refocusing its activities so that it can be an effective voice for business in the Borough, and support the development of the economic priorities in the Local Strategic Partnership and Local Area Agreements;
- Update the online business directory to ensure that it can be more effective as a business to business tool and a signpost for the community
- Work with the Chambers of Trade and Commerce and the Town Initiatives in implementing projects that will sustain the local economy;
- Work with the Farmers' Market Producer Committee and the Farm and Retail Markets Association in developing a formal co-operative or company to manage the Waverley-run Farmers' markets;
- Support the second Food Festival in the Borough

d. Business support and aftercare

Aim: To ensure that business in the Borough can continue to prosper and that existing businesses and employment opportunities can be sustained.

- Work with a range of partners including Enterprise First, Surrey Economic Partnership, Business Link, Federation of Small Businesses, SEEDA, Tourism South East, Surrey Community Action and the Learning and Skills Council to ensure activities are targeted and relevant
- Support for rural communities in retaining village shops and facilities, particularly in the light of the Government's proposals for the closure of post offices
- Work with the LSC, Godalming College and other partners in ensuring that the changing skill development needs of the businesses in the borough can be met. Specific areas for investigation include the needs of sectors employing migrant workers (e.g. care, construction and agriculture sectors)
- Ensuring that business has an effective first point of contact with the council, and that information for businesses can be accessed easily on-line.

e. Sector support

Aim: To prioritise specific sectors which play an important part in the local economy or are facing particular problems.

Sectors in this theme include:

- the creative sector (a quarter of the Borough's businesses are in this sector including a cluster based at the Farnham Maltings; and Farnham is home to one of the leading creative universities in the UK); Actions include an assessment of the needs of this sector with other partners in order to plan future activities.
- the Visitor/Tourism sector (over 2,600 jobs are employed in this sector in Waverley and it is one of the fastest growing sectors in the UK. Visitors help sustain rural and cultural facilities in the Borough, support the retail and pub/restaurant sectors and contribute significantly to the income of the council in terms of car parking). Actions in the coming year include supporting the use of the business/conference market and facilities available for local businesses, and supporting the use of available facilities at quieter times; supporting sustainable tourism activities which minimise the impact on the environment; helping address the shortage of B&B accommodation and raising the quality of what is offered;
- Rural and Agriculture sectors (85% of the land use in the Borough is used for agriculture or woodland). Actions include continuing to take forward activities that will support the objective of a profitable agriculture sector and attractive landscape in the Borough. Actions that will help retain and sustain facilities in the Borough's rural areas to ensure that there is equality of access particularly for those who are older or less mobile. Specific work will be undertaken with Surrey Community Action to support rural shops and Parish Plans.