

Cotswold District Council Green Economic Growth Strategy Action Plan

Objective	Action	Start	Finish	Resources/Partners
Growing key sectors	Action - Work with the RAU, LEP Sector Group and other key partners to bring forward the Triangle/University Gate site (Cirencester) for employment use, ideally as a Science/Biotech/Agri-tech Park with associated uses, which will support the RAU's business/student offer.	October 2020	TBC	Royal Agricultural University. Officer time. Potential direct investment.
Growing key sectors	Action - Work with Capita to understand the opportunities for Cyber-related uses on the Fire Service College site, Moreton-in-Marsh.	October 2020	TBC	Capita. Officer time.
Growing key sectors/skills	Work with Cirencester College to maximise the benefits of the Digital Skills Centre by linking it with local businesses to secure employment opportunities for young people.	October 2020	TBC	Officer time.
Growing key sectors	Work to build the broader digital sector in the District, particularly around Cirencester.	October 2020	Ongoing	Officer time.

Growing a Green Economy	Use Local Plan policies to promote affordable, sustainably designed low to zero carbon homes.	November 2020	Ongoing	Officer time.
Growing a Green Economy	Investigate opportunities to promote and invest in solar and other renewable energy forms, allocating sites in the Local Plan as necessary, in consultation with local communities.	TBC	Ongoing	Officer time.
Growing a Green Economy	Accelerate retro-fitting of low carbon measures - promoting the Government's £5,000 per household Green Home scheme, encouraging local contractors to sign up for accreditation, working with Severn Wye Energy Agency, Bromford Housing Group and others.	October 2020	Dependent on length of government scheme.	Officer time. £10k due to be agreed at Council on 23/9/20.
Growing a Green Economy	Create a network of electric vehicle charging points in car parks, at workplaces, on street and on the A-road network.	TBC	TBC	Officer time.
Growing a Green Economy	Encourage local businesses to embed climate change objectives into their operations.	October 2020	Ongoing	Officer time.
Growing Key Sectors	Investigate opportunities to grow other sectors	November 2020	Ongoing	Officer time.

	such as Advanced Manufacturing, AI & Autonomous vehicles, Classic Cars, Medical Equipment, Arts, Leisure, Culture, Food & Drink and Financial Services, where the district either already has a strong presence which can be built upon or where opportunities exist to target investment.			
Enabling Town Centres To Thrive	Progress the Cirencester town centre masterplan and consider trialling a Town Centre Commission as per the Grimsey Report. Provide a structure and template for town and parish councils to replicate, where required.	November 2020	TBC	Officer time.
Enabling Town Centres To Thrive	Identify investment opportunities for the District Council arising from town centre regeneration.	November 2020	Ongoing	Officer time. Potential direct investment.
Enabling Town Centres To Thrive	Work with Maybe to increase the digital resilience of small businesses in the District and celebrate successes.	July 2020.	July 2021.	£8k direct cost plus officer time. Work with Maybe, Town Councils and business groups.

Enabling Town Centres To Thrive	Identify quick wins for town centres.	October 2020	July 2021.	Individual measures would need to be costed,
Enabling Town Centres To Thrive	Ensure planning policies are sufficiently flexible to take account of the changing role of town centres, including allowing conversion of non-core retail premises to residential and 'flats above the shop', including for low cost affordable housing.	November 2020	TBC	Officer time.
Visitor Economy	Review tourism service and refresh destination management plan with the aim of meeting the Council's objective of sustainable tourism.	July 2020	TBC	Officer time.
Visitor Economy	Deliver the actions set out in the Cotswold Tourism destination management plan	October 2020	TBC	Officer time. CDC contribution to Cotswold Tourism.
Visitor Economy	Make the Cotswolds a vibrant year-round destination.	October 2020	Ongoing	Officer time. CDC contribution to Cotswold Tourism.
Visitor Economy	Increase tourism's contribution to the	October 2020	Ongoing	Officer time. CDC

	economic, social and environmental sustainability of our communities			contribution to Cotswold Tourism.
Infrastructure	Work with Fastershire to complete the rollout of Superfast broadband across the district.	October 2020	TBC	Officer time. £500k already in budget.
Infrastructure	Capitalise on the district being the best-connected rural area in the country.	October 2020	Ongoing	Officer time.
Infrastructure	Review local plan policies to ensure they assist delivery of broadband.	November 2020		Officer time.
Infrastructure	Lobby the Single Rural Network programme and mobile phone operators to address the “not-spots” in the district.	October 2020	October 2021	Officer time.
Infrastructure	Work with Highways England to maximise the economic benefits of the A417 Missing Link project in terms of opportunities for local suppliers and contractors, apprenticeship and training opportunities and any appropriate development opportunities that arise as a result of the scheme. The Council will also work with Highways England and	September 2021	March 2023	Officer time.

	Gloucestershire Highways to deal with any disruption to traffic arising from construction of the new road.			
Skills	Work with key partners like the County Council, GFirst LEP, Cirencester College and others to address the needs of employers, make the offer to those in need of training coherent and easy to navigate and signpost to relevant providers where necessary.	October 2021	Ongoing	Officer time.
Skills	Work with the Department for Work and Pensions and other partners to establish one or more Youth Hubs across the district.	October 2020	TBC	Officer time.
Inward Investment	Allocate more land for employment through the updated local plan	June 2021	March 2023	Officer time.
Inward Investment	Maintain a register of available sites and properties within the district to match to potential investors and occupiers.	January 2021	Ongoing	Officer time.

Inward Investment	Secure the provision and occupation of new commercial space.	March 2021	Ongoing	Officer time. Potential for direct council investment.
Inward Investment	Improve the information available on the Economic Development page of the District Council website, including developing inward investment collateral.	October 2021	January 2021	Officer time. Cost of inward investment collateral.
Inward Investment	Take an active role in identifying and bidding for funding which meets the Council's objectives, whether that is through the District Council bidding or supporting bids from partners.	October 2020	Ongoing	Officer time. Occasionally it may be necessary to bring in external support.
Inward Investment	Proactively contact potential businesses for relocation/growth.	November 2020	Ongoing	Officer time. Some investment marketing collateral may be needed.
Inward Investment	Invest in local projects and development opportunities	January 2021	Ongoing	Officer time.

Inward Investment	Use our assets to generate jobs locally	April 2021	Ongoing	Officer time.
Supporting businesses	Undertake a programme of business engagement visits around the district	July 2020	Ongoing	Officer time.
Supporting businesses	Create a network of “work anywhere” spaces throughout the District, including investigating the provision of an enhanced Growth Hub provision at Moreton-in-Marsh	TBC	TBC	Officer time.
Innovation	Support innovative companies in the District to capitalise on their research and development and collaborate where it is advantageous to do so	TBC	TBC	Officer time.
Delivering housing growth	Work with Bathurst Developments to maximise the benefits of The Steadings development	October 2020	TBC	Officer time.
Delivering housing growth	Work with partners to ensure that barriers to the delivery of sites are removed	October 2020	TBC	Officer time.

Delivering housing growth	Support innovative solutions to increase the supply of affordable housing near to our main economic centres	November 2020	Ongoing	Officer time. Potential District Council investment.
Inclusive Growth	Deliver social value through the procurement of District Council contracts	October 2020	Ongoing	Officer time.
Inclusive Growth	Take steps to bridge the digital divide that exists within Cotswold District	November 2020	Ongoing	Officer time.