

Economic Vision

By 2025...

- Gloucester will be known nationally as one of the UKs leading smaller cities, where people enjoy spending time, whether it is shopping, relaxing, living or working.
- The City will have its own distinctive economic identity. It will be strong in emerging sectors, in particular, digital, cultural, energy, advanced engineering, aerospace and cyber businesses without being over-reliant on one employer or sector
- Levels of prosperity and employment in the more deprived parts of the City will be raised, with residents benefitting directly from regeneration and business investment.
- The City will have all the ingredients of a successful business location and will be a hot bed for start ups, existing firms, and inward investors.

Strategic Priorities, 2018-2021

Generating economic growth in Gloucester to create opportunities for our residents and businesses

Business

Promote investment and business growth in Gloucester by strengthening support for start ups, existing firms and inward investors

People

Address the skills gap, and ensure that local people have the skills and abilities they need to access the jobs available.

Place

To create a location that attracts and sustains business investment

Ensure that opportunities for Gloucester's residents are created from regeneration and investment

Business – Promote investment in Gloucester by strengthening support for start ups, existing firms and inward investors.

Priority	Proposed Actions
Improve business start-up and growth rates	<ul style="list-style-type: none"> • Obtain a better understand of the growth needs of businesses, enhancing existing services and commissioning new activities where there are gaps. • Strengthen the Council’s links at a strategic level with large employers in order to understand their growth ambitions and needs.
Consolidate support for growth sectors	<ul style="list-style-type: none"> • Identify and progress opportunities to provide workspace for smaller businesses in the cultural, digital and creative sectors. • Support the development of the Cyber Security Park and the provision of associated infrastructure. • Support the Gloucestershire Airport to enhance services to support businesses, and to develop an aerospace and manufacturing cluster . • Strengthen links with regional partners to encourage investment in nuclear, aerospace, and advanced engineering sectors. • Provide services to support the visitor economy in the City Centre, including through the provision of cultural events, visitor information and cultural services.
Encourage and attract new investment into Gloucester	<ul style="list-style-type: none"> • Improve perceptions of Gloucester to visitors, residents and investors, working alongside the relevant partners • Work alongside the Gfirst LEP to promote Gloucester as an investment location for businesses, and ensure that the Council offers an effective soft landing package of support and aftercare to investors. • Submit bids for external funding to stimulate economic growth, including through the Heritage Action Zone programme

People – Address the skills gap, and ensure that local people have the skills they need to access the jobs available

Priority	Proposed Actions
<p>Take a strategic approach to encouraging employment and skills development</p>	<ul style="list-style-type: none"> • Work through the Gloucestershire Employment & Skills Board to <ul style="list-style-type: none"> ➤ Enable more young people to enter the labour market with the skills, knowledge and attitudes required to make them employable; ➤ Develop a larger and more skilled workforce in line with local employer/ labour market needs; ➤ Increase the number of Apprenticeships available; ➤ Reduce the number of unemployed and economically inactive people of working age; ➤ Ensure that local schools and colleges are providing 'Future proofed' skills provision that can accommodate new opportunities for growth.
<p>Work within our communities to overcome barriers to work</p>	<ul style="list-style-type: none"> • Work with local training and learning providers to support people within Gloucester who are dealing with circumstances that cause barriers to work, with the aim of moving these people closer to education, training, volunteering or work, including self-employment.

Place – To create a location that attracts and sustains business investment

Priority	Proposed Action
<p>Articulate the economic priorities for Gloucester and secure the necessary resources to provide the physical infrastructure to enable sustainable growth.</p>	<ul style="list-style-type: none"> • Strengthen links with the Gfirst LEP to prioritise projects and secure funding from the relevant local and national funding agencies. • Support the Gfirst LEP to draft the Local Industrial Strategy for Gloucestershire • Ensure that Gloucester’s infrastructure needs and priorities are recognised in the Joint Core Strategy, and in the funding plans of relevant County-wide partners.
<p>Create and promote the city centre ‘rich mix’</p>	<ul style="list-style-type: none"> • Secure a quality mix of occupants to new regeneration schemes, incl King’s Quarter and Gloucester Quays • Secure business opportunities within smaller regeneration projects • Create business opportunities within the city centre culture and leisure programme, working in support of the Gloucester Cultural Board
<p>Improve the place making role of the City Plan to provide a cohesive, market driven regeneration programme</p>	<ul style="list-style-type: none"> • Ensure that the Gloucester City Plan contains policies that encourage business growth, and appropriate site allocations that enable business investment. • Initiate and support schemes and projects that will lead to the creation of a vibrant and successful city centre, as identified in the Regeneration and Economic Development Strategy, 2016-2022.
<p>Implement initiatives to build interest in the city centre and test the market for new businesses and roles</p>	<ul style="list-style-type: none"> • Commission Marketing Gloucester to market the City Centre to visitors and provide services to City Centre businesses • Support the Gloucester Business Improvement District (BID) to provide services for businesses within the City Centre • Support Marketing Gloucester’s plans for a Full Fibre Network and test bed for new types of business with expertise in digital marketing.

Ensure that opportunities for Gloucester's residents are created from regeneration and investment

Priority	Proposed Actions
Maximise social value for all Council activity	<ul style="list-style-type: none">• Work in partnership with the GEM (Going the Extra Mile) Project engaging with and supporting individuals to move closer towards education, training, volunteering or work.• Strengthen links with the Council's Community Builders and respond to the employment, skills and enterprise needs identified within communities.• Insist that major regeneration schemes in which the Council has a financial interest create employment and skills• Opportunities for local communities, and business opportunities for local suppliers.• Work closely with Gloucester City Homes to generate economic opportunities within the regeneration of Matson & Podsmead communities.• Require applicants for planning consent to produce Employment and Skills Plans for major housing development and major commercial development, identifying opportunities for the employment and skill development of local people