



Economic Development and Tourism Strategy 2017 – 2021

Annual Delivery Plan Review 2020/2021

Annual Delivery Plan Actions 2021/2022

1. Employment Land Planning			
Development Services will support the Council Plan economic development objectives through:			
a) Practical solutions to facilitate business growth needs on existing and potential commercial sites			
Actions for 2020/21	Status	Progress on 2020/2021 actions	Actions for 2021/2022
1. Facilitate multi-discipline meetings (currently virtual) via the Growth Hub to offer practical solutions to commercial site growth, including funding advice.	😊	1. Meetings facilitated through Growth Hub to support clients with business growth plans. Currently signposting to other council services where required due to Covid working restrictions.	1. Facilitate meetings with businesses/investors through Tewkesbury Growth Hub, engaging other Council services where required.
b) Delivering sufficient employment land to meet the needs of the strategic plan			
Actions for 2020/21	Status	Progress on 2020/2021 actions	Actions for 2021/2022
1. Progress towards proposed adoption of the Borough Plan, incorporating employment land allocations and policies 2. Draft JCS Plan to go to public consultation, including future employment land requirements.	😊	1. On 20 October 2021 Full Council approved the main modifications to the Borough Plan to go out on Public Consultation. 2. The Joint Core Strategy timetable is currently being reviewed.	1. Following public consultation on the main modifications- progress will be made towards adoption of the Borough Plan which incorporates employment land allocations and other employment policies 2. Draft JCS Plan to move towards public consultation, including future employment land requirements and proposed strategic allocations
c) Positive application of land use policy in delivery of achievable employment land sites.			
Actions for 2020/2021	Status	Progress on 2020/2021 actions	Actions for 2021/2022

1. Deliver planning surgery sessions for businesses through the Growth Hub (currently virtual).	😊	1.67 planning surgeries have been held, (currently virtual service) led by Planning Champion/relevant planning officer. Supporting businesses looking to start up, grow or diversify.	1. Delivery of Planning surgery sessions for businesses through Tewkesbury Growth Hub.
d) Supporting key business park areas			
Actions for 2020/2021	Status	Progress on 2020/2021 actions	Actions for 2021/2022
1. Support business parks in their growth and recovery plans. 2. Continued delivery of business engagement programme supporting businesses, particularly through the impact and recovery of Covid-19 (Meetings delivered virtually where required)	😊	1. Regular e-alerts to businesses and promotion of Growth Hub support events, interactions and grants. 2. Engagement programme through Growth Hub, including delivery 124 events with 376 attendees (delivered virtually) Events have included: developing a brand, marketing/ social media, 7 steps action planning, build or start an eco business, apply for a patent, reach target audience, business premises – planning your property needs.	1. Continued delivery of business engagement programme focused through Tewkesbury Growth Hub (Interactions/events delivered virtually where required.)
2, Transport Infrastructure Improvement			
Improve the three core transport links for the borough, vital to commercial prosperity, by working closely with partner authorities and agencies:			
a) Road – promote traffic flow improvements to M5 Junctions 9, 10, 11 and 11a, strategic routes A46, A417 and A40, and any associated roads.			
Actions for 2020/2021	Status	Progress on 2020/2021 actions	Actions for 2021/2022

<p>1.Support GCC in its efforts to secure Large Local Majors Fund (LLM), or alternative investment funding to enable a new A46 alignment to be formally programmed. Continue to work with partners within Midlands Connect to promote the status and associated wider economic benefits to the Borough and sub-region of the <i>A46 Trans Midland Trade Corridor</i>.</p> <p>2. Continue to work closely with GCC to promote the strategic growth aspirations of the Borough and especially Tewkesbury Garden Town (TGT) as an important element of the evidence base to help secure future strategic highways investment.</p>		<p>1.TGT team has supported the County through the year as the bid develops including liaising with Homes England/DLUHC to achieve £1.5million of funding. TGT team continue to support the Midlands Connect/A46 partnership with the objective of improvement to the A46 corridor.</p> <p>2.As noted above.</p>	<p>1. TGT team continue to support the County on the J9/A46 off-line project through proposed consultation and submission of relevant business case.</p>
b) Air – support Gloucestershire Airport business expansion and highway access improvements			
Actions for 2020/2021	Status	Progress on 2020/2021 actions	Actions for 2021/2022
<p>1.Progress towards adoption of the Borough Plan, incorporating allocations for employment land.</p> <p>2. Continue to build relationship with Gloucestershire Airport,</p>		<p>1.On 20 October 2021 Full Council approved the main modifications to the Borough Plan to go out on Public Consultation.</p> <p>2.Meeting and engagement with the new Chief Executive at Gloucestershire Airport has taken place. Promotion of</p>	<p>1. Continue to build relationships with the new Chief Executive and Team at Gloucestershire Airport.</p>

focussing on apprenticeship and training opportunities.		apprenticeship/training opportunities through Growth Hub.	
c) Rail – Support rail service improvements, including Ashchurch for Tewkesbury Station and the Gloucestershire Warwickshire Steam Railway expansion			
Actions for 2020/2021	Status	Progress on 2020/2021 actions	Actions for 2021/2022
1.Work with Sable Leigh Consultancy (SLC) Rail and partners, including GCC and The Community Rail Partnership, to deliver Rail Strategy for improved infrastructure and services at Ashchurch for Tewkesbury Railway Station	😊	1.Whilst there has been substantial disruption of the rail services and therefore major changes to the service (Covid effect), Ashchurch for Tewkesbury station has been highlighted by Network/the rail operators for improved services. Further details of these improvements will follow.	1.Based upon the increases in the number of services alighting at Ashchurch for Tewkesbury station, work can now continue in relation to the next steps in the ‘rail strategy’. The TGT team are already in discussions with Homes England (land owners East of the rail station) of how best to develop ensuring improved access to the station as well as forming a ‘heart’ of the Garden Town.
3. Business Growth Support			
a) Instigate business support initiatives to promote economic growth.			
Actions for 2020/2021	Status	Progress on 2020/2021 actions	Actions for 2021/2022
1.Deliver year four business engagement programme of events and 1:1 meetings, particularly through the impact and recovery of Covid-19 (meetings delivered virtually where required) 2. Continued delivery of county Inward Investment service engagement programme, working with partners. 3. Deliver sector specific advice and events, helping support local supply chains.	😊	1. Engagement programme through Tewkesbury Growth Hub. The Hub service has been delivered virtually until July 2021. Now the facility is open offering offering virtual and face to face services. Delivery has included: 124 events with 376 attendees and provided 2773 business support interactions. 2.Delivery of Inward Investment service, including work on the development of Advanced Manufacturing and Cyber propositions. 3.Sector specific support events delivered for Tourism and	1.Deliver year five business engagement programme of events and 1:1 meetings, particularly through the impact and recovery of Covid-19 (interactions delivered virtually where required) 2. Continued delivery of county Inward Investment service engagement programme, working with partners. 3. Delivery of economic assessment/business survey to greater understand business needs in the Borough. Funding secured through TBC Recovery Funds.

<p>4. Funding permitting, undertake an economic impact assessment and analysis to understand the needs of local businesses.</p>		<p>Manufacturing Sectors (Tourism workshops: How to Market your Tourism Business on Social Media and 1-2-1s: How To Get Fully Booked - Tourism and Hospitality. Also, Manufacturing Matters Workshop: Maximise Productivity and Minimise Waste). Delivery of sector specific Peer Network support with cohorts in the following sectors: Health & Social Care, Tourism and Visitor Economy, Cyber, Professional Services, Manufacturing, Female Leadership, Strategy & Risk, Digital Transformation, Innovation & Productivity, Digital Marketing, Supply Chain Management Onshoring</p> <p>4. Secured funding for economic assessment and survey to help inform future strategy and recovery support.</p>	
<p>b) Promote rural businesses and economic growth in rural areas of the borough</p>			
<p>Actions for 2020/2021</p>	<p>Status</p>	<p>Progress on 2020/2021 actions</p>	<p>Actions for 2021/2022</p>
<p>1. Funding advice provided through Growth Hub service. 2. Explore development of digital strategy for 2021 Strategy to support increased connectivity, including continued promotion of Fastershire programme.</p>	<p>😊</p>	<p>1. Promotion of funding opportunities, including: Covid SME and Visitor economy Recovery Grants (40 grants allocated to borough businesses) and The Covid Digital Recovery Grant (19 grants allocated in borough) through the Growth Hub service, including aftercare and events. 2. Continued promotion of fastershire programme, events and grant opportunities, signposting to the Fastershire team. Digital Strategy not</p>	<p>1. Funding and business support advice provided through Growth Hub service.</p>


		taken forward at current time, AS Opportunity to link into GCC digital strategy, which has business growth as one of three priorities.	
c) Stimulate business start-ups and enterprise growth rates, incorporating the development of a Growth Hub			
Actions for 2020/2021	Status	Progress on 2020/2021 actions	Actions for 2021/2022
<p>1. Work with our partners to engage with businesses to create tailored business support solutions through Tewkesbury Growth Hub, as a single point of contact to support business recovery – helping businesses to recover, innovate and thrive.</p> <p>2. Continued exploration of Hub expansion plans, reflecting the impact of covid-19 and future business needs.</p> <p>3. Review and launch grant and support packages focused on innovation and growth, linking grants and Growth Hub advice.</p> <p>4. Promotion of Government SME Recovery Grants, delivered through the Growth Hub.</p>	☺	<p>1. Engagement programme through Growth Hub. The Growth Hub service has been delivered virtually until July 2021. Now the facility is open offering virtual and face to face service. Delivery has included: 124 events with 376 attendees. Events have included: how to get business through a crisis, restart business post Covid-19, developing a brand, digital marketing/ social media. Delivery of over 158 Growth Plans and 2773 business support interactions.</p> <p>2. Hub expansion plans on hold due to covid-19 and funding pipeline.</p> <p>3. Grant scheme review and launch in development.</p> <p>4. Successful delivery of SME Recovery Grants through Growth Hub Network. 20 grants were awarded in Tewkesbury Borough.</p>	<p>1. Work with our partners to engage with businesses to create tailored business support solutions through Tewkesbury Growth Hub, as a single point of contact to support business – helping businesses to innovate and thrive.</p> <p>2. Launch and delivery of Council’s small business grant scheme</p>
d) Work Jointly with Gloucestershire LEP to seek commercial investment from outside the borough and actively secure available public funding.			
Actions for 2020/21	Status	Progress on 2020/21 actions	Actions for 2021/2022
1. Work with partners to identify funding opportunities	☺	1. Referrals and promotion of strategic projects into Gloucestershire Economic	1. Work with partners to identify funding opportunities and support key infrastructure projects.

<p>and support key infrastructure projects.</p> <p>2. Continue to play an active role in delivering the next phase of 'Uncover the Cotswolds'</p>		<p>Growth/LEP - Capital Investment Pipeline.</p> <p>2. Uncover the Cotswolds Project now complete (March 21), delivery has included: training to improve businesses online/digital presence, new website content on Cotswold website 'Real Towns', Digital Town Browsers – encouraging visitors to book ahead, TXGB (Online booking system) for members.</p>	
<p>e) Encourage investment to improve the provision of visitor accommodation</p>			
<p>Actions for 2020/2021</p>	<p>Status</p>	<p>Progress on 2020/2021 actions</p>	<p>Actions for 2021/2022</p>
<p>1. Support tourism businesses with Covid-19 recovery and growth plans through the Growth Hub – including targeted meetings, events/workshops and e-newsletter updates.</p> <p>2. Promotion of the Government's Kickstart Tourism Grants, delivered via the Growth Hub.</p> <p>3. Start delivery of actions arising from Tourism Review</p>	<p>😊</p>	<p>1. Delivery of tourism focused events delivered through growth hub (Tourism workshops: How to Market your Tourism Business on social media and 1-2-1s: How to get fully booked) Tourism and Hospitality and regular newsletter communications delivered to support recovery.</p> <p>2. Successful delivery of the Government Visitor Economy Recovery Grant through Growth Hub. 20 grants awarded in Tewkesbury Borough.</p> <p>3. Tourism review completed – actions in progress.</p>	<p>1. Support visitor economy businesses through Growth Hub, including training and workshops.</p> <p>2. Support visitor economy through key actions arising from tourism review, including; digital marketing, PR and print, as well as further understanding impact of Covid on visitor economy</p>
<p>f) Drive retail centre growth through regeneration projects</p>			
<p>Actions for 2020/2021</p>	<p>Status</p>	<p>Progress on 2020/2021 actions</p>	<p>Actions for 2021/2022</p>
<p>1. Seek approval to publish the Shop Front Guide for public</p>	<p>😊</p>	<p>1.A draft supplementary planning document entitled 'Shopfronts, Shutters and Signage: Design Guidance for</p>	<p>1.Work closely with partners, businesses and groups to enable the successful delivery of the Welcome Back Fund (Formally the Re-opening the High Street Safely Fund.)</p>

<p>consultation to promote adoption as policy</p> <p>2. Work closely with partners, businesses and groups to enable the safe and successful reopening of high streets and retail centres, including delivery of Re-opening the High Street Safely Fund(RHSS).</p> <p>3. Support the revitalisation of the High Streets and retail centres across the borough, including delivery of the Tewkesbury Heritage Action Zone programme, to help drive economic recovery.</p> <p>4. Appoint High Street Heritage Action Zone Project Officer</p>		<p>Tewkesbury Borough' has been produced. Following agreement at Executive Committee a 6-week public consultation is being undertaken, prior to proposed adoption.</p> <p>2. Production and delivery of Welcome Back Fund (formerly RHSS) Action plan, works included: delivery of Business and Public Facing Communication campaigns (Example: Let's Spring Back Campaign), Temporary public realm changes/safety measures (e.g. planters).</p> <p>3. Delivery of Tewkesbury High Street Heritage Action Zone Programme, progress to date includes successful launch event, Shopfront Grant Scheme and Reuse of Upper Floor Scheme open for Expressions of Interest.</p> <p>4. A High Street Heritage Action Zone Programme Manager is in place delivering the project.</p>	<p>1. Work closely with stakeholders and businesses to enable the successful delivery of the High Street Heritage Action Zone Programme.</p>
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1. Promoting Tewkesbury Borough

a) Promote Tewkesbury Borough and the 'M5 Growth Corridor' as the uniquely connected business location.

Actions for 2020/2021	Status	Progress on 2020/2021 actions	Actions for 2021/2022
<p>1. Promote Tewkesbury Borough as an excellent location for business and investment.</p>		<p>1. Delivery of Inward Investment service with County Team, including work on the development of Advanced Manufacturing and Cyber propositions.</p>	<p>1. Continue to promote Tewkesbury Borough as an excellent location for business and investment.</p>

b) Promote Tewkesbury Borough to visitors, working with Cotswold Tourism and other partners, including neighbouring tourism destinations.

Actions for 2020/2021	Status	Progress on 2020/2021 actions	Actions for 2021/2022
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<p>1. Work with our partners, including Cotswold Tourism and Visit Gloucestershire to understand when and how to safely encourage visitors back to the borough and develop appropriate marketing plans and Staycation campaigns.</p> <p>2. Work with Cotswold Tourism to deliver 'Uncover the Cotswolds' year 3 – with a focus on domestic market, in light of Covid-19.</p> <p>3. Commence delivery of Tourism Review and recommendations</p> <p>4. Work with Tewkesbury Together 2021 to commemorate 900 years of the consecration of Tewkesbury Abbey and 550 years of the Battle of Tewkesbury.</p>		<p>1. Work has included a 'We're Good to Go' Covid 19 – Visit Britain/ Visit England industry standard and consumer mark for attractions giving reassurance to local residents and visitors that clear processes are in place to be able to reopen. Also, undertaken covid business impact survey and delivery of social media campaigns, including: #mycotswoldsmile #escapetheeveryday.</p> <p>2. Uncover the Cotswolds Project now complete (March 21), delivery has included: training to improve businesses online/digital presence, new website content on Cotswold website 'Real Towns', Digital Town Browsers – encouraging visitors to book ahead, TXGB (Online booking system) for members.</p> <p>3. Tourism review complete – number of high priority actions have been highlighted under themes of working environment, working partnerships, product development & support, marketing communications.</p> <p>4. Continued work with Tewkesbury Together 2021, including funding support and promotion of events including Tewkesbury Festival of Lights.</p>	<ol style="list-style-type: none"> 1. Work with our partners, including Cotswold Tourism and Visit Gloucestershire to continue to safely encourage visitors back to the borough. 2. Promote the Borough, utilising resources from the Welcome Back Fund 3. Continued delivery of high priority recommendations from tourism review, particularly focussing on further developing digital marketing and visitor economy business support
Employability Education and training			
a) Promote initiatives to improve education and training relevant to local employment			
Actions for 2020/2021	Status	Progress on 2020/2021 actions	Actions for 2021/2022

<p>1. Work with DWP in developing Youth Hub (virtual to start), as part of Growth Hub Delivery.</p> <p>2. Work with partners to support employment and skills initiatives targeted at those affected by unemployment, particularly in light of Covid-19 impact.</p>		<p>1. Youth Hub Bid developed for submission, in consultation with DWP.</p> <p>2. Working with the GFirst LEP Education and Skills Team to promote employment opportunities including promotion of the new Skills Portal and Careers Coach Function. Also delivery of Jobs Fair with DWP.</p>	<p>1. Submission of Youth Hub bid to DWP and proposed delivery.</p> <p>2. Work with partners to support employment and skills initiatives targeted at those affected by unemployment.</p>
<p>b) Facilitate links between local schools/colleges/universities and local businesses</p>			
<p>Actions for 2020/2021</p>	<p>Status</p>	<p>Progress on 2020/2021 actions</p>	<p>Actions for 2021/2020</p>
<p>1. Promote apprenticeship opportunities and events through Growth Hub, with sector focus where appropriate.</p> <p>2. Young Enterprise Hub being explored through Growth Hub, promoting entrepreneurship and apprenticeships, in partnership with LEP and Growth Hub Network.</p>		<p>1. Promotion of apprenticeship opportunities through Growth Hub interactions, including Kickstart programme. Business and Growth Hub Apprentice appointed to work in Team.</p> <p>2. Gloucestershire Young Enterprise Hub Bid on hold due to funding. Focus on Tewkesbury Youth Hub Bid.</p>	<p>1. Promotion of apprenticeship opportunities and continued work with GFirst LEP Education and Skills Team on projects to build relationships and connections between local businesses and schools.</p>