

## APPENDIX B: LOGIC MODEL



*Vision: Working together with our business communities and stakeholders, and by utilising our unique environment and high-quality assets, we will co-create a connected, competitive, sustainable and inclusive economy: one that is nationally recognised where businesses and residents are thriving, healthy and resilient.*

Context	Inputs	Overarching Activities	Agreed Activities and Approaches	Outputs	Outcomes	Impact
<p>The last two years has seen innovative responses to the pandemic from the private, public, and voluntary sectors working together for the betterment of the county.</p> <p>The refresh of the Shropshire Economic Growth Strategy offered an opportunity</p>	<p>The co-creation of this strategy sets the context to enable partners and stakeholders to provide a multitude of resources from finance, skills and expertise to deliver the Action Plan and key activities as they are developed over the next 5 years.</p> <p>Delivery and monitoring of</p>	<ol style="list-style-type: none"> <li>Supporting Local Business</li> <li>Strategic Locations</li> <li>Employment and Skills</li> </ol>	<ol style="list-style-type: none"> <li>Establish governance arrangements</li> <li>Develop the Delivery Action Plan</li> <li>Establish monitoring, review, and reporting arrangements</li> </ol>	<p>Supporting Local Business</p> <ul style="list-style-type: none"> <li>Net increase in the number of businesses in Shropshire</li> <li>Improved/sustained levels of business survival</li> <li>Improved levels of business confidence</li> <li>Increased levels of inward investment</li> <li>Net increase in the number of jobs</li> </ul>	<p>Supporting Local Business</p> <ul style="list-style-type: none"> <li>Build on and continuation of resilient business base</li> <li>New and existing businesses supported</li> <li>Agile, frequently used, and responsive business support service</li> <li>Increased provision of peer-to-peer business networks and connected clusters</li> <li>Continued and increased availability and relevance of business support</li> </ul>	<p>Mission Statement: We aim to:</p> <ul style="list-style-type: none"> <li>Provide the right tools and support to facilitate businesses to invest in research and development, relocate to Shropshire or expand and grow in their physical locations and workforce.</li> <li>Champion investment in wider infrastructure that underpins business investment, focused around town centres and high streets, business parks and growth corridors.</li> <li>Provide appropriate housing, connectivity, networks and workplace</li> </ul>

<p>to co-develop with partners the Economic Growth Vision and Strategy, which reflects recent partnership working and the new Shropshire Plan.</p>	<p>the strategy will be achieved across a number of actions and interventions of multiple private and public sector partners across Shropshire.</p>			<ul style="list-style-type: none"> <li>• Number of start ups</li> </ul> <p>Strategic Locations</p> <ul style="list-style-type: none"> <li>• Net increase in affordable dwelling completions</li> <li>• Reduced vacancy rate in town centres</li> <li>• Increased footfall in town centres</li> <li>• More premises connected to ultrafast broadband and 4/5G mobile</li> </ul> <p>Employment and Skills</p> <ul style="list-style-type: none"> <li>• Improvement in job posting intensity and duration</li> <li>• Increase in employment in higher</li> </ul>	<p>and access to finance opportunities</p> <ul style="list-style-type: none"> <li>• Increase in high growth businesses</li> </ul> <p>Strategic Locations</p> <ul style="list-style-type: none"> <li>• Support Town Centre/High Street stakeholders to strengthen resilience of their locality including tourism, cultural, retail and leisure offerings</li> <li>• Improving local public realm, natural and built environment</li> <li>• Accelerating and supporting appropriate housing, active travel, and connectivity to match Shropshire's employment needs</li> <li>• Distinct marketing brand established</li> </ul> <p>Employment and Skills</p> <ul style="list-style-type: none"> <li>• Increased availability and</li> </ul>	<p>progression through training and upskilling, so the county has the right workforce to enable economic growth and prosperity and grows its working age population.</p> <p>Impact will be measured against the following key targets (using the baseline data):</p> <ol style="list-style-type: none"> <li>1. Improved Productivity - Shropshire to close the gap to the national average by at least 50% (2027)</li> <li>2. Improved Wages - Shropshire to close the gap to the national average by at least 50% (2027)</li> <li>3. Increased Levels of Investment in Shropshire by £350 million 2022-2027</li> <li>4. New Homes built (net increase) per annum in Shropshire of 1,400 per annum</li> <li>5. Net increase in jobs of +5,000 by 2027</li> </ol>
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				<p>skilled occupations</p> <ul style="list-style-type: none"> <li>• Increase in proportion of population with level 3+ qualification</li> </ul>	<p>take up of apprenticeships</p> <ul style="list-style-type: none"> <li>• Reduction in hard to fill vacancies</li> <li>• Increased attraction and retention of working age population, particular under [30]</li> <li>• Employer and potential employee mapping that establishes a matrix of skills gaps and needs.</li> </ul>	
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**Cross Cutting Core Values:**

**Resilience:** For Shropshire’s businesses and organisations to strengthen their connectivity and partnerships, demonstrating both continued resilience with the capacity to absorb, and optimising opportunities to quickly recover from and contain, adverse shocks, acknowledging the vital role and contribution of the voluntary sector.

**Inclusivity:** To create a more prosperous economy with access to opportunities allowing people to find work, stay in work, succeed in work, and enjoy life out of work while recognising Shropshire’s rurality and the need for physical and digital connectivity and access to facilities and infrastructure for all.

**Sustainability:** To support the continued innovation and ability of Shropshire’s businesses and economy to develop practices that support long-term economic growth without negatively impacting social, environmental, cultural, and historic aspects of the current communities or future generations as we work towards net zero.

**Wellbeing and Health:** To create places through local economic policy and enabling infrastructure, education, skills, lifelong learning, and labour market programmes to maximise opportunities to reduce health inequalities, improve health across the County and to seize opportunities to create economic growth.