

Draft Bridgnorth Local Economic Growth Strategy 2020-2025

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Foreword

Shropshire Council is delighted to present the Bridgnorth Economic Growth Strategy, the development of which was a key action from the wider Economic Growth Strategy for Shropshire. This document will provide an economic focus for the town and surrounding areas and outlines the key actions that we will collectively be looking to deliver during this timeframe.

These strategies will help the Council to achieve its objectives and deliver the economic vision for Shropshire. This local economic growth strategy is fully aligned with the Local Plan Review 2019 and other key documents such as the Place Plans. The Local Economic Growth Strategy is an external investment document for the local area, which focuses on how economic growth is tailored in Bridgnorth.

Bridgnorth and its surrounding area provides a unique opportunity for businesses looking to invest and grow. As well as informing and guiding delivery, this strategy is seen as having a key role in encouraging growth, attracting new businesses and investment into not just the town, but also the surrounding area.



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Shropshire Council*



1. Economic Growth Strategy for Shropshire 2017-2021

Our Economic Growth vision for Shropshire...

To be the best place to do business and invest, renowned for its pool of local talent and expertise. We will strive to maximise our economic potential and increase productivity by fully utilising the benefits of our special environment and high-quality assets.

Shropshire Council has 3 objectives for Economic growth:

- supporting the growth of new and existing businesses
- attracting inward investment
- developing and retaining talent and skills

There are five priority actions and targets to help deliver the vision from a local perspective:

1. Target actions and resources where there are economic opportunities
2. Enable businesses to start, grow and succeed
3. Deliver infrastructure to support growth
4. Meet skills needs of business and people's aspirations for work
5. Promote Bridgnorth to investors



Shropshire Council's values and approach to growth will influence this strategy and effective engagement is necessary to communicate growth ambitions and the methods proposed to achieve them. Shropshire Council understands the need to work closely locally in the production of this strategy and to understand the local perspective of the needs and ambitions of Bridgnorth. This will help the collective delivery of a strategy in a commercial, enterprising and innovative way. However, it is recognised that Shropshire Council and local councils do not have control over all actions and activities that have been outlined in this strategy. Shropshire Council will therefore take a collaborative approach to working across the public and private sectors locally to open communication channels to enable discussions for the benefit of Bridgnorth's economy, businesses and residents.

Climate Change

Shropshire Council has declared a Climate Emergency and is taking active steps to develop a Climate Change Strategy to reduce its own carbon footprint and to adapt the services for which it is directly responsible. Shropshire Council will also use its direct influence through its regulatory and procurement roles to encourage others to adopt a rapid transition to net zero carbon. Finally, the Council will work with businesses and residents in Shropshire to support their efforts to tackle Climate Change by encouraging behavioural changes that will help reduce carbon emissions and build resilience to climate change.





2. Bridgnorth – A Local Profile

Bridgnorth is the 3rd largest town and the 5th largest employment centre in Shropshire and is the main location of businesses and jobs in the south east of the county.

The visitor economy sector is strong in Bridgnorth given its proximity to the West Midlands. Bridgnorth is an attractive market town with a vibrant mix of independent stores and a good range of establishments for eating and drinking. In addition, there are colourful street markets, which enhance the town's truly individual and unique shopping experience for residents and visitors.

As well as a vibrant retail and visitor economy, the town is home to several prominent businesses, particularly within the advanced manufacturing, engineering and automotive sectors. Bridgnorth is also the home of The Marches Centre of Manufacturing & Technology (MCMT), an industry led training centre created to re-store manufacturing and create training opportunities to help support industry, achieve economic growth and create innovative, lifelong engineers with a passion for the sector.



Bridgnorth – High Street Survey

An audit of businesses operating in Bridgnorth's main shopping streets was undertaken in June 2019 as part of a piece of research reviewing the vibrancy of Shropshire's main market towns and key settlements. The objective of this audit was to provide a snapshot of the vitality of the town.

A total of 216 businesses operate in the survey area across both High and Low Towns. 184 (85%) of operating businesses are located in High Town. The principal shopping streets are High Street (74) and Whitburn Street (43). Some non-consumer facing businesses based in offices above ground floor level businesses may be excluded from this count. Gross floor space allocated to these businesses is just over 31,700m².

The highest proportion of businesses operating in the town are comparison retailers¹, accounting for 38% of units and 31% of gross floor space. Within the comparison retail category, there are clothes shops (12 units), charity shops (9 units), antique shops (8 units) and gift shops (7 units) – most other classifications tend to be represented by just one or two outlets.

Retail services² account for the second highest proportion of outlets at 18% (albeit for just 13% of floor space). Well represented in this category are hair and beauty salons (13 units), barbers (5 units) and opticians (4 units).

There are 30 restaurants and takeaways in Bridgnorth town centre, which is the equivalent of 14% of all units in the town (11% of gross floor space). 9% of units and 8% of floor space is occupied by financial and business service providers. There are 5 banks/building societies and 4 estate agents. In the tourism and leisure category, there are 2 hotels, 2 B&Bs, 18 public houses/bars, 3 museums/attractions and a cinema.

Representing a relatively small proportion of units in Bridgnorth town centre is the convenience retail category. The 16 outlets in this category include 3 bakers, 4 butchers, 3 supermarkets, 2 off-licences as well as a confectioners and a fishmonger. Due to the presence of the main supermarket, Sainsbury's, the convenience sector accounts for 16% of gross floor space. There are relatively few empty units in Bridgnorth, accounting for only around 1% of units and floor space these are primarily located on the High Street.

¹ Defined as stores selling non-food/drink/tobacco products

² Defined as stores selling a service rather than a product

3. An Economic Vision for Bridgnorth

The vision for Bridgnorth has been formed collaboratively and informed by engagement with the town and parishes.

To capitalise on opportunities for growth, investment and the retaining of skills through sustainable development and social sustainability, whilst preserving and enhancing the beauty and appeal of the town.

A number of key themes were raised as part of the engagement with local stakeholders and all will be addressed within the appropriate priority sections of this strategy. A summary of the key themes is included below:

- Actively and sustainably supporting economic growth whilst preserving the beauty of the town
- Provision of accommodation to attract visitors.
- Capitalising on the town's proximity to major economic centres and the West Midlands
- Retaining and supporting key businesses
- Social sustainability – how to retain young people in the town
- Development suggestions around leisure and the riverside
- Improvements to infrastructure in order to support growth, particularly around transport in and around the town
- Capitalising on the location as a nice place to live and work
- Promotion of the town's independent shops, attractions, leisure, entertainment and events
- Making Bridgnorth attractive to businesses
- Opportunities to promote the town as a destination
- Extra car parking provision and viability

Currently there is a Bridgnorth Plan (2020) being developed once completed and endorsed it will feed into Bridgnorth's Local Economic Growth Strategy.



4. Case Study – Marches Centre of Manufacturing and Technology

[The Marches Centre of Manufacturing and Technology \[MCMT\]](#)³ is an employer-led response to bridging the skills gap by creating industry-ready apprenticeships and delivering the best upskilling opportunities. Over £5m has been invested in two state-of-the-art centres in Bridgnorth and Shrewsbury, offering over 40,000 sq. ft of dedicated learning space and access to the latest CNC, metrology, automation, 3D printing and robotic technology.

Led by a consortium of Classic Motor Cars, Grainger & Worrall, Salop Design & Engineering and Ofsted 'Outstanding' training provider In-Comm, MCMT is currently training 100 apprentices across the two locations, making the most of more than 40 trailblazer apprenticeships, including courses in machining, maintenance, electrical and metrology.

³³ Marches Centre of Manufacturing and Technology was established in 2017 as a Community Interest Company, with funding support from the Growth Deal (Midlands Engine), ERDF Marches Building Investment Fund, Shropshire Council and private investors.





It has also recently launched its Heritage Engineering Technician apprenticeship, which will equip individuals with the skills and knowledge used in the restoration of classic cars, vintage racing and commercial vehicles. This will be focused on combining classroom teaching with the opportunity to apply learning with real-life tasks, including rebuilding a classic car from scratch.

MCMT is much more than just apprenticeships. Its industry-experienced trainers offer over 100 different upskilling courses, covering diverse topics ranging from quality management and continuous improvement, to health and safety and application engineering.

In response to demand from local employers, it has also opened Shropshire's first Engineering Club, which will give SMEs the opportunity to pay for daily access to all its technology to help with process improvements, new product development and low volume manufacturing. In addition to the equipment, companies will be supported by a team of in-house application engineers who will help with all design and manufacturing issues.



5. Performance and Monitoring

The action plan contained within this document will be reviewed regularly and updated annually by Shropshire Council for the duration of this strategy.

6. References and Links

[Economic Growth Strategy for Shropshire 2017-2021](#)

[European Structural Investment Fund \(ESIF\) Strategy](#)

[Marches Strategic Economic Plan \(SEP\).](#)

[Marches Skills Plan 2017 - 2020](#)

[Bridgnorth Market Town Profile 2017](#)

[Site Allocations and Management of Development \(SAMDev\)](#)

[Shropshire Council Core Strategy \(2011\)](#)

[Local Plan Review 2016-2036](#)

[Shropshire Growth Barometer 2019](#)

[Place Plans](#)

[The Marches LEP Visitor Economy Strategy](#)

Annexe 1: Action Plans

The Local Economic Growth Strategies are a key action contained within the strategy. Delivering the vision from a local perspective will be managed through action plans contained within the strategy to:

1. Target actions and resources where there are economic opportunities
2. Enable businesses to start, grow and succeed
3. Deliver infrastructure to support growth
4. Meet skills needs of businesses and people's aspirations for work
5. Promote Bridgnorth to investors

Target actions and resources where there are economic opportunities

There are several key opportunities, which have been identified through the preparation of this strategy. These include maximising the potential for supporting the advanced manufacturing sector in the town, increasing the tourism potential and supporting young people to stay and work in Bridgnorth. These will provide the focus for future Bridgnorth activity and guide the key actions to ensure that Shropshire Council maximises and promotes these opportunities for economic growth.

All development will need to take account of known infrastructure constraints and requirements as identified in the place plan and Local Development Framework implementation plan.

Major employment sites and growth corridors

There will be opportunities to bring forward new employment land to meet our economic needs and Shropshire Council will continue to work with developers and partners to identify and prioritise deliverable future sites. The Local Plan review is currently taking place, and this provides the framework for housing and economic delivery ensuring that Shropshire Council has a plan-led approach to achieving sustainable development.

Ambition	Action / Delivery	Partners	Timescale	Progress
To retain major businesses, keen to grow and expand, in the town	Opportunity to redraw boundaries and release land under the Green Belt Review (subject to local plan review).	Shropshire Council Economic Growth Team	Short/Medium	
Aspiration to look at hotel accommodation provision in the town based on need and demand	Shropshire Council Economic Growth Team is looking to undertake a need and demand survey, together with a site options study for suitable hotel sites.	Shropshire Council Economic Growth Team	Short/Medium	
<p>Identification and promotion of key employment sites</p> <p>Around 13 hectares of employment land is in the SAMDEV plan period 2006-2026</p>	<p>Shropshire Council Economic Growth Team is producing an investment proposition for key employment sites where all developable sites will be promoted.</p> <p>Allocated employment sites and committed urban employment sites are cited in the SAMDev which include:</p> <ul style="list-style-type: none"> • Land at Tasley • Land at Old Worcester Road • Stanmore Industrial Estate • Bridgnorth Aluminium, Stourbridge Road • Faraday Drive (East & West) • Chartwell Business Park (East) <p>One of the adopted plan's aims is to help deliver a better balance between housing and employment in Bridgnorth, and to provide additional local employment opportunities to reduce the need to commute out.</p>	Shropshire Council Planning Policy Team	Short/Medium	

Target growing and under-represented sectors

There are several sectors in Shropshire which are performing well. The largest employment sectors in Bridgnorth are manufacturing, retail and health. Bridgnorth is also home to some of the county's largest employers including Grainger and Worrall, Bridgnorth Aluminium Ltd and Classic Motor Cars.

Six existing sectors have been identified in the Economic Growth Strategy as having specific growth potential, with an emphasis on technologies and innovation.

<http://www.investinshropshire.co.uk/key-shropshire-sectors/>

- Advanced Manufacturing including Engineering and Agri-tech
- Food and Drink Processing
- Health and Social Care
- Visitor Economy (and heritage-based business)
- Environmental Science and Technologies
- Creative and Digital Industries

Shropshire Council has also identified a number of under-represented sectors that link well with our sectoral strengths in Shropshire, which are Professional, Business Services and Construction.

Ambition	Action / Delivery	Partners	Timescale	Progress
To identify and support existing sectors and identify cluster opportunities and define sectoral strengths	To prepare sectoral propositions aligned to identify target and growing sectors in the Economic Growth Strategy. http://www.investinshropshire.co.uk/key-shropshire-sectors/	Shropshire Council Business Growth and Investment Team	Immediate	
Support partnership priorities in the engineering cluster	Work with partners including the Marches Centre for Manufacturing and Technology in Shropshire and support partnership priorities in the engineering cluster.	Shropshire Council	Short/Medium	
Produce a Cultural Strategy for Shropshire	Shropshire Council is producing a new Cultural Strategy for Shropshire will be published by Sept 2020	Shropshire Council	Immediate	
Work with the Marches LEP to produce a Visitor Economy Strategy	Shropshire Council is exploring ways of assisting the Local Enterprise Partnership with the production of a Marches Visitor Economy Strategy 2020. The Marches LEP Visitor Economy Strategy	Marches LEP Shropshire Council	Immediate	
Work with the Marches LEP to produce a Local Industrial Strategy.	The Marches LEP has produced a Strategic Economic Plan. Aspirations of key market towns in Shropshire will form part of this Plan. Local Industrial Strategy for the Marches area is being produced looking at sector strengths within the LEP. https://www.marcheslep.org.uk/what-we-do/economic-plan/	Marches LEP Shropshire Council	Immediate	

Identifying External Funding Opportunities

This Strategy looks to outline Bridgnorth's aspiration for Economic Growth helping to identify appropriate funding opportunities, which may be suitable to support this.

Investment provided through the UK Government, European and other funding bodies, including the Growth Deal, are already being utilised positively to deliver Economic Growth across the County. This strategy outlines several projects, which Shropshire Council can begin to map against different funding sources, fully utilising funding secured for economic growth projects for the benefit of Bridgnorth. Shropshire Council is working with the Marches LEP to understand the opportunities for funding post Brexit.⁴

Working in partnership with the Town Council and surrounding areas, we can collectively look at exploring suitable external funding and private sector investment into the area.

For further up to date information on funding and grants, please contact the Marches Growth Hub.

<https://www.marchesgrowthhub.co.uk/about-us/shropshire/>

⁴ As the implications of Brexit become clear, Shropshire Council will work across the sector profile of Bridgnorth to fully understand opportunities and issues that can specifically benefit businesses in Bridgnorth. This will include implications for the agricultural sector in particular and Shropshire Council will engage with both local and national organisations to capture their full input, information and intelligence

Enable Businesses to Start, Grow and Succeed

Business support is now delivered across the Marches through the Marches Growth Hub, which supports businesses across Shropshire; helping them to start, grow and succeed, whilst also helping our county to stimulate, energise and celebrate the enterprise, innovation and successes of our business community. Shropshire benefits from having its own Growth Hub located at the Shropshire Food Enterprise Centre, Shrewsbury, and a satellite office based in Bridgnorth at the Marches Centre of Manufacturing and Technology.

Continuing effective engagement and collaboration through our key account management with larger businesses in Bridgnorth is a key focus for the Economic Growth team and Business Growth and Investment Team. This includes identifying supply chain opportunities whilst also supporting the growth potential of existing Small Medium Enterprises (SME's) to enable expansion to larger business status.

Ambition	Action / Delivery	Partners	Timescale	Progress
Provision of outreach business support	Develop the hub's outreach programme of business support provision. Explore outreach delivery options in Bridgnorth and agree a plan of activities and events for the town, which will include one-to-one surgeries in libraries.	Shropshire Council Business Growth and Investment Team	Short/Medium	
	The Shropshire Growth Hub is visiting Industrial/Enterprise Parks based on feedback from businesses that the outreach aspect of the Growth Hub support, prompted their engagement.	Shropshire Council Business Growth and Investment Team	Short/Medium	
	Bridgnorth has a Growth Hub satellite office based at MCMT on Stanmore Industrial Estate offering one-to-one appointments.	Shropshire Council Business Growth and Investment Team	Immediate	
	Shropshire Council Business Growth and Investment Team is in discussion with the Shropshire Chamber of Commerce for a joint	Shropshire Council	Short/Medium	

	<p>outreach programme where all partners visit market towns on a Roadshow basis. Currently the option of utilising any redundant mobile libraries to re-configure and repurpose is being explored.</p> <p>Continue to support the Marches LEP in the delivery of the Growth Hub</p>	<p>Business Growth and Investment Team</p> <p>Shropshire Council Business Growth and Investment Team</p>		
Support for existing businesses alongside new businesses	The Growth Hub will engage with Town Councils and meetings will be arranged with each town clerk to discuss local business support provision.	Shropshire Council Business Growth and Investment Team	Short/Medium	
	To identify fast growing companies and to develop and tailor the business support offer to the Bridgnorth economic profile.	Shropshire Council Business Growth and Investment Team	Short/Medium	
Succession Planning with new business and community leaders to ensure a vibrant town centre	The Growth Hub is working with HR Shropshire and Shropshire Youth Support Trust (SYST) on an agreed outreach programme of events and activities and will look at how to incorporate succession planning themed events into the programme.	Shropshire Council Business Growth and Investment Team	Short/Medium	
Provision of Incubation Units	There is demand for workshops / office space with limited provision. Supporting incubation and grow on provision within market towns remains a strategic objective.	Shropshire council Business Growth and Investment Team	Short/Medium	
Business Board	To continue to work with the Shropshire Business Board as a key partner in delivering our growth agenda.	Shropshire Council	Immediate	

Deliver Infrastructure to Support Growth

Shropshire Council's Strategic Infrastructure Forum maintains an overview of all the economic growth and infrastructure projects, which are led by the council or where the council can enable partners to deliver.

This strategy will be supported by the Bridgnorth and surrounding area Place Plan. The purpose of the Place Plan is to help Shropshire Council to deliver its Local Development Framework and its Economic Growth Strategy. To do this, Place Plans identify and prioritise infrastructure needs within their local area and identify partners and funding sources to support delivery. There are many facilities and assets that contribute to a place and the Council's role in place shaping is an important one as it creates the conditions and environment that attracts people and businesses to the area. The Bridgnorth Place Plan is an intrinsic part of helping us to achieve growth within the local economy, through the provision of public services and use of public assets.

Transport Infrastructure

Transport infrastructure in the south of the county is of particular regional importance. Shropshire Council will continue working closely with statutory bodies such as Highways England to improve and secure funding for strategic road networks that are key for supporting growth in Bridgnorth.

Ambition	Action / Delivery	Partners	Timescale	Progress
Improved transport links in and around the town	Need for an integrated infrastructure review.	Shropshire Council and to also form part of Place Plan for Bridgnorth	Short/Medium	
Addressing traffic build up in the town and traffic plans	Recognised that pollution/air standards are an issue and that there is a need to look at the configuration of the traffic system. Having only one fuel station exacerbates the situation.	To form part of Place Plan for Bridgnorth.	Short/Medium	
Extra Car Parking provision	Need for extra car parking in the Town.	To form part of the place plan Town Council and Shropshire Council	Short/Medium	

Digital Connectivity

Digital connectivity is now fundamental for business. Provision and reliability of the digital network will enable all aspects of business to operate and grow in Bridgnorth and the surrounding rural area.

Ambition	Action / Delivery	Partners	Timescale	Progress
<p>High-speed broadband outside of town to support businesses operating in the rural hinterland</p>	<p>The connecting Shropshire programme will continue to put forward the case for greater investment in mobile and broadband coverage.</p> <p>Shropshire Council area now has around 90% coverage of superfast broadband, and 98% of premises could have access to superfast broadband by the end of all current contracts (with Airband and BT/Openreach) in 2021.</p> <p>There is a need to identify key corridors that will require ultrafast/ full fibre/ 5G requirements beyond superfast contract delivery.</p> <p>The Marches and Gloucestershire Business Broadband Grant Scheme provides up to £25,000 for local eligible businesses to fund the installation of superfast broadband connections. The funding is designed to support qualifying businesses that cannot access superfast broadband currently and are not within any clearly defined roll out plans to receive superfast broadband.</p> <p>The grant will fund the associated capital costs of delivery and installation of the solution to premises. Applicants are responsible for paying the monthly cost through the contract term.</p>	<p>Shropshire Council – Connecting Shropshire Team</p> <p>Shropshire Council/ Town Council /Connecting Shropshire Team</p> <p>Connecting Shropshire Team</p>	<p>Short/Medium</p>	

Utilities Capacity

Understanding capacity constraints and exploring ways of addressing these where possible will be key to improving infrastructure to support growth.

Ambition	Action / Delivery	Lead	Timescale	Progress
Improvements to the power supply and better provision of power/electricity capacity for larger companies in Bridgnorth – Bridgnorth Aluminium, Grainger and Worrall	The Marches LEP Energy Strategy to look at influencing distribution network operators.	Shropshire Council Utility Partners	Short/Medium	

Housing

The availability of housing of the right type, quality and cost to meet the needs of Bridgnorth is an important consideration for businesses so that employees are able to secure the housing they need. The level of development outlined in the SAMDev is ambitious but is considered consistent with the local growth aspirations and the environmental and physical capacity of the town.

Ambition	Action / Delivery	Lead	Timescale	Progress
<p>Bridgnorth has aspirations for sustainable Housing growth as identified in the SAMDEV</p>	<p>Shropshire Council will support the supply of housing through a plan led approach and allocation of strategic sites for sustainable development (SAMDev)</p> <p>Allocated housing sites in the SAMdev include:</p> <ul style="list-style-type: none"> · Land north of Wenlock Road, Tasley · Land north of Church Lane, Tasley <p>There will be a coordinated approach to the delivery of this scheme alongside other sites to ensure development contributes appropriately to the delivery of necessary highway improvements around the town.</p> <p>Allocations for the hinterland including Ditton Priors, Neenton, Acton Round, Aston Eyre, Monkhopton, Morville and Upton Cressett can be found in the SAMDev.</p> <p>All sites coming forward need to have full fibre broadband infrastructure installed at build stage.</p> <p>Land use planning objectives to be delivered through the Local Plan.</p>	<p>Shropshire Council – Local Plan delivery framework.</p>		

Local Place Infrastructure – Economic Growth Opportunities

The Council's role in place shaping is important to achieving economic growth opportunities as it helps create the conditions to attract people and businesses to an area.

Ambition	Action / Delivery	Lead	Timescale	Progress
Identification, promotion, and development of key employment sites e.g. Chartwell Park, Stanmore Industrial Estate, Faraday Business Park, Aldenham Business Park, Stanley Lane Units, Tasley Livestock and Auction Centre	Appropriate projects will be taken forward on a site -specific basis	Shropshire Council Town and Parish Councils Private Sector	Short/Medium	
Investment and improvement at Alveley Industrial Estate to improve the commercial offer	The Industrial Estate will be considered as part of the development of Shropshire Councils Business Park Programme	Shropshire Council Tenants	Short/Medium	
Explore viability of a Business Improvement District.	Shropshire Council to facilitate talks with other BID areas and provide appropriate support if the Town Council wish to proceed with a BID	Shropshire Council to support Town Council	Short/Medium	
Access, road improvements and refurbishment of buildings at the industrial estate in Ditton Priors	Further clarity is needed around the ownership and responsibility of the access road and buildings	Shropshire Council Private Sector	Short/Medium	

Improved infrastructure at Stanmore to alleviate the flooding at the Hobbins.	Part of Place Plan. Further discussions needed with external organisations such as Environment Agency.	Shropshire Council EA	Short/Medium	
Car parking is at capacity.	Improvements needed to traffic management within the town centre and more parking to accommodate growth.	Shropshire Council	Short/Medium	
Stanmore Country Park	Aspirations to build a new visitors centre, café and toilets on the park next to the car park at Stanmore Country Park	Shropshire Council Heritage and Culture Team		

Meet Skills Needs and People's Aspirations for Work

As referenced in the Economic Growth Strategy for Shropshire 2017-2021 Shropshire Council will need to support potential across all segments of the working age population to maximise the full economic output. A skills strategy has been produced which aligns with the Marches LEP skills strategy and Shropshire Council's own action plan.

Ambition	Action / Delivery	Lead	Timescale	Progress
Higher skilled jobs to not only attract a workforce but also to retain young people	<p>To work closely with local schools and colleges to facilitate relationships and foster entrepreneurship so that young people in Bridgnorth are aware of future opportunities within Shropshire.</p> <p>A skills strategy has been produced which aligns with the Marches LEP skills strategy and our own action plan.</p>	Shropshire Council Enterprise Coordinator	Short/Medium	
Retention of young people within the town and support with skills	Oldbury Wells and Bridgnorth Endowed have been matched with an Enterprise Adviser volunteer at a senior level in business who advises the school on their career's guidance strategy and plans, and who assists with business engagement in careers activities in schools. Careers activities have been expanded in both schools.	Shropshire Council Enterprise Coordinator	Short/Medium	

Promote Bridgnorth to Investors

This strategy represents the opportunity for Bridgnorth and its surrounding area to present a clear identity and outlines a prospectus for investors, identifying areas of constraints where intervention can help unlock growth and capitalise on opportunities.

Shropshire Council is preparing an investment proposition which will outline key investment sites, sector propositions and development potential. This will give potential investors and businesses the information they need to show why they should invest/locate/work in our county. This strategy will form an important part of this investment proposition.

Ambition	Action / Delivery	Partners	Timescale	Progress
Promote Bridgnorth, both as destination and an investment	Production of a locally produced Invest in Bridgnorth proposition/destination management plan. Invest in Shropshire	Shropshire Council	Immediate	
	Produce a new Cultural Strategy for Shropshire – September 2020	Shropshire Council	Short/Medium	
	Support the production of the Marches Visitor Economy Strategy 2020 The Marches LEP Visitor Economy Strategy	Marches LEP Shropshire Council	Immediate	

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Supporting information

For more information on Shropshire Council's Economic Growth Strategy, please go to:

<http://www.investinshropshire.co.uk/wp-content/uploads/2017/08/Economic-Growth-Strategy-for-Shropshire-2017-2021.pdf>

For more information on Shropshire Council Growth Hub please go to:

<https://www.marchesgrowthhub.co.uk/about-us/shropshire/>

For more information on Shropshire Council Investment Propositions, please go to:

<http://www.investinshropshire.co.uk/>

For information on Marches LEP, please go to:

<https://www.marcheslep.org.uk/what-we-do/economic-plan/>

For more information on Shropshire Council's planning policies, please go to:

<https://www.shropshire.gov.uk/planning-policy/>

For more information on Place Plans, please go to:

<http://www.shropshire.gov.uk/place-plans>

or contact your Place Plan Officer via PlacePlans@shropshire.gov.uk