

Evidencing the draft Economic Growth Strategy from the recommendations contained in the IPPR North report 'Building an economic vision for Shropshire'

| IPPR North Report Recommended Action | Shropshire Council's draft Economic Growth Strategy response |
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| PLACE | |
| 1. Develop a comprehensive investment strategy for Shropshire | Developing a growth investment strategy for key employment sites. Developing a growth strategy for each of our key market towns. Refresh and update our infrastructure investment plan and programme. |
| 2. Use the Council's ability to allocate land for development to deliver high quality, affordable housing | Promote a strategic 'plan led' approach to housing development and use the local plan review to support this. Work with the Homes and Communities Agency, communities, Registered Providers, Trusts and the private sector to help bring forward the supply of new homes. |
| 3. Promote Shropshire's natural beauty | Shropshire's high quality environment as a place to live and work will form part of our proposition to investors. Preparing our investable proposition based on why people and businesses should invest/locate/work in and visit Shropshire. |
| 4. Build on the asset based community development approach | Considering use of our own assets, skills and services to support place making and the delivery of economic growth. |
| PEOPLE | |
| 5. Put together a detailed Shropshire Skills Strategy | Preparing a detailed skills action plan for Shropshire working collaboratively with businesses and education and training providers. |
| 6. A focus on tackling skills shortages in caring, leisure, retail and customer services | A focus in our detailed skills strategy on the skills requirements of businesses now and into the future and help to ensure key skills needs are met through training provision. |
| 7. Targeted support for graduates and young people | Ways to support a younger workforce and retain the talents and skills of young people and graduates in the County. Sharing information on future developments and sector growth with schools, colleges and universities to support young people to make informed career choices. Continue to build on the work with schools and colleges to facilitate relationships with businesses and help to foster entrepreneurship. |

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| PRIVATE SECTOR | |
| 8. Support for SME start-ups | Continuing to deliver the Marches Growth Hub in Shropshire and working with partners to deliver a gold standard support package for SMEs |
| 9. Support for key sector strengths including: <ul style="list-style-type: none">o An agritech clustero Food, drink and tourismo Health, social care and biotech | Developing clear sector propositions and action plans for each of the identified key sectors; <ul style="list-style-type: none">- Advanced manufacturing including agri-tech and agri-food (includes supporting the development of the Agri Tech West offer)- Food and drink processing- Health and social care- Visitor economy (including luxury goods)- Environmental technologies- Creative and digital industries |
| 10. A cross-boundary approach to devolution | Participation in the West Midlands Combined Authority (with devolved powers) as a non-constituent member for the benefit of Shropshire. Focusing on mutual priority actions. |
| PUBLIC SECTOR | |
| 11. A focus on early years and primary education | Working with schools to share information on future developments and opportunities in Shropshire. |
| 12. Developing an age friendly Shropshire with a focus on digi-health | Work with the current demographic make-up of Shropshire and maximise the opportunities this provides us. Our increasing older population provides a pool of labour for volunteering opportunities, knowledge and skills to share with a future workforce and new generation of entrepreneurs. Developing and delivery of new innovative housing solutions to meet our residents' needs. Working with the health and education sectors on opportunities for advancements in health and social care technologies and digital solutions. |
| 13. A pioneering approach to the Work & Health programme | Explore best practice in multi-agency approaches to supporting individuals with health and employment skills needs and align this with the Government's Work and Health Programme. |