



## ECONOMY, SKILLS AND EMPLOYMENT

Strategic Aim:

There is a strong, diverse economy which provides jobs for all

Our Priorities:

- Effective business support focusing on small and medium sized employers
- Deliver inward investment focusing on the knowledge, creative design and high value engineering sectors
- Vital and viable town centres regenerating strategic sites and intensifying development
- Continuous learning, increase skills and training opportunities
- Protect, sustain and develop a strong rural economy
- Increase employment opportunities; identify strategic employment development sites
- Address impacts of unemployment and recession
- Ensure the economy is based on low carbon principles

To achieve our priorities we intend to:

- Work in partnership to deliver targeted business support
- Identify sites and opportunities that fit the needs of the key target sectors
- Develop Area Action Plans for the town centres and market the opportunities
- Develop effective local partnerships to ensure that local people have the skills and training to develop themselves through work
- Create joint apprenticeship opportunities e.g. construction skills training programmes running alongside house building programmes
- Identify clear opportunities that will lever funding from other sources
- Provide support programmes for getting people back into employment

