

**STRATEGY AND RESOURCES COMMITTEE
29 SEPTEMBER 2015**

POTENTIAL INTERVENTIONS AND OUTCOMES

Strategic Objectives	Interventions	Outcomes Sought
Improved local infrastructure	<ul style="list-style-type: none"> • Kiln Lane Link Road • Plan E Public Realm Proposals • Inclusion of Epsom within Zone 6 (of the Oyster zone) 	<ul style="list-style-type: none"> • Demonstrate funding case and successful implementation • Improved attractiveness of Epsom as a business location
Widening the Choice of Commercial Property	<ul style="list-style-type: none"> • Flagship Employment Sites Programme • Identify wider Small and Medium-sized Enterprise (SME)/ business property needs and develop a small business workspace strategy and action plan • Engagement with UCA and others to ascertain development aspirations and viability of small business start-up incubator facility in the Town 	<ul style="list-style-type: none"> • External funding to bring forward development sites • Strengthened property offer for attracting inward investors • Business incubation/ start-up facility for the creative hub • Enhanced workspace provision for small businesses • Creation of a master plan for Longmead & Nonsuch Trading Estates and East Street/ Utilities Opportunity Site.
Business Investment and Growth	<ul style="list-style-type: none"> • Development of existing business engagement programme • Working with partners to identify how we will secure inward-investment for the Borough • Develop business content for the EEBC and other stakeholder websites 	<ul style="list-style-type: none"> • Secure opportunities for inward investment from multinationals into the Borough • A realignment of employment towards private sector led growth • Reduced dependency on London for employment • Retention and support of existing business in the Borough • Securing a diverse, self-sufficient local economy

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Skills Development	<ul style="list-style-type: none"> • Support for local skills programmes and initiatives • Survey of skills needs and apprenticeship opportunities as part of business engagement activity • Opportunity to encourage apprenticeships within the Council as part of local procurement policies 	<ul style="list-style-type: none"> • Local Jobs aligned through better skills alignment towards local residents • Higher than average graduate retention • Diversified employment base
Town Centre	<ul style="list-style-type: none"> • Recruitment of Town Centres Manager • Develop terms of reference, objectives and priorities for the Epsom Town Centre Business Improvement District • Town Centre Marketing and Promotion Programme 	<ul style="list-style-type: none"> • Regenerating the Borough's high streets and retail centres • Economic diversification • Improved quality of life
Partnership Building	<ul style="list-style-type: none"> • Continue to develop partnership with Surrey, Gatwick Diamond Initiative and the Coast to Capital Local Enterprise Partnership with a view to maximising investment, funding and interventions in the Borough 	<ul style="list-style-type: none"> • Maximisation of funding attracted to initiatives within the Borough • Maximisation of Borough and sub-regional economic benefits