

## Portfolio Holder Priorities 2013/14 Economy and Tourism

Provide great things for me to see, do and visit	
1	<p>We will continue to support the Exeter Festival of South West Food and Drink in Northernhay Gardens. This important event which attracts so many visitors to the city, provides residents with a quality event, enhances its image in terms of quality of life and acts as a showcase for Devon food producers supporting their contribution to the area economy.</p>
2	<p>Funding to all arts venues and festivals will be reviewed by the autumn to determine how and which events and organisations should be supported going forward against agreed criteria to support and enhance the cultural strength of the city.</p> <p>A new event is being planned for September which is intended to use unusual locations across the city for outdoor performances to attract people to move around and explore the city whilst being the first stage in the development of a bigger event for subsequent years. Additional funding is being sought from the Arts Council to increase the scale and scope of the event.</p>
3	<p>We will work with Exeter Cultural Partnership to prepare a Cultural Strategy to develop the breadth and quality of activity in the city. The cultural strategy has made good progress, in particular broadening the engagement of the wider range of cultural activities to be covered by the strategy. A report on progress is provided on the agenda to this Scrutiny Committee.</p>
4	<p>We will continue to build on the undoubted success of the Museum of the Year Award continuing to work on broadening the range of visitors attracted and where possible improve upon the already acclaimed experience provided. The Collections Review will be completed by the end of the year to contribute to the revision of the Museums Acquisition &amp; Disposal Policy which is so important to managing the large existing range of collections, informing decisions about adding to or reducing the collections and assisting in resolving the problem of increasing pressure on expensive storage space.</p> <p>There will also be a programme of work to further raise RAMM's profile and highlight links with local, regional and national strategic agendas in order to keep abreast of opportunities to secure additional funding to support its high quality programme of work.</p>
Help me run a successful business in Exeter	
1	<p>We consider it important to promote the city nationally and internationally to secure investment and attract new businesses and skilled workers. We will launch a new website, promotional video and prospectus as part of a coordinated effort to promote the city's economy and work with business and the University to raise the profile and perception of the city using the message – <i>Invest in Exeter: Expect Success</i></p>
2	<p>We will continue to promote the city as a retail and visitor destination and work with business and through the Exeter and Heart of Devon Tourism Partnership to attract more visitors to the city to increase expenditure needed to sustain important businesses, attractions and jobs. We will also work with the national organisers of the RWC2015 and Visit England to promote Exeter as a visitor destination prior to, during and after the RWC2015.</p> <p>We will continue to work</p>

	<ul style="list-style-type: none"> <li>• with the Exeter Chamber of Commerce and the business community on the campaign for a Exeter BID.</li> <li>• to deliver improvements to the Exeter evening economy, ensuring the City Centre is an attractive and safe place in the evening for the broadest possible cross-section of the community.</li> <li>• to support district shopping centres in local communities to ensure they continue to be vibrant and vital. This will require attention through the planning process, and supporting targeted promotional activities. Independent businesses in district shopping centres have and will be helped by supporting their initiatives to promote trails specifically designed to encourage people to move around the city to find the variety of interesting and different retailers away from the “high street”. The successful Christmas trail is being expanded to a range of all year round trails to cover more businesses and themed to cover places to eat and drink, clothing, crafts and gifts.</li> </ul>
3	<p>We continue to support proposals for supporting employment growth in Exeter and the wider sub region. Having finally secured the funding for the first building on the Science Park, construction should start by the end of the year with promotional effort now being stepped up including working with UK Trade and Industry (UKTI) to try and secure interest from foreign owned companies looking to invest in research and development facilities in the UK.</p> <p>We will support the developers/owners of the key strategic sites such as Matford Phase 3, Skypark and the intermodal freight facility to attract and convert investment interest.</p> <p>We shall also work with partners to develop a knowledge based economic development strategy for Exeter as the basis for the next stage in the successful growth and realignment of its economy.</p> <p>We will develop a ‘major employer programme’ within Exeter to focus on and work with existing major businesses/employers to understand the barriers for expansion and or trading, to ensure businesses do not relocate to other destinations.</p> <p>The work with providers of broadband, lobbying central government and the LEP to ensure superfast broadband is made available and included in new and existing business and residential developments within Exeter will also continue</p>
4	<p>We continue to provide free professional advice to small start up businesses and social enterprises and help existing ones to grow. We will maintain our support for measures to promote new business formation and survival through a programme of activities coordinated by Exeter Business Support which is based on a partnership with the University of Exeter Innovation Centre. Briefly our targets will be to</p> <ul style="list-style-type: none"> <li>- provide support and advice to help 25 new start-up businesses including social enterprises to commence trading</li> <li>- support and track the performance of 90 recently formed businesses and social enterprises to consolidate their trading activities and where possible increase their employment numbers</li> </ul> <p>One of the issues raised at Scrutiny has been the need to improve awareness of the support available and time and resources will be set aside to address this.</p>
5	<p>We will continue to provide a responsive and proactive commercial property and investment support service to facilitate investment and the finding of suitable accommodation. The Economy Team also acts as an honest broker of information and intelligence on the local economy, which helps businesses in their relocation and expansion decision-making. In the previous 12 months the team handled 971 new</p>

	investment enquires and it is anticipated they will handle similar numbers with the aim of converting as many as possible to investments retaining or creating new employment in the area.
<b>Keep my city safe and looking good</b>	
1	We work in partnership to address crime and anti-social behaviour across the city and we will extend the EBAC radio network to cover all City Centre pubs and clubs and other venues where appropriate.
<b>Help me get back to financial independence</b>	
1	<p>The Employment and Skills Board is now recognised as a local skills delivery partner by the Local Enterprise Partnership, supporting development of the Skills Strategy for the wider Heart of the South West area. This sits alongside its strategic link as the skills arm for the Exeter and Heart of Devon (EHOD) Growth Board.</p> <p>We will continue to work with the Exeter and Heart of Devon Employment and Skills Board to promote investment in relevant training provision for employers and progress projects which support local people to take advantage of job opportunities arising from the Exeter and East Devon New Growth Point projects. This includes establishing the centralised skills hub for the Exeter and East Devon Growth Point area, supported by two seconded officers from Job Centre Plus. The free hub service will be launched to businesses in June 2013, aiming to increase apprenticeship take-up, local employment and training outputs across new construction and business sites</p>

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