

Appendix 3

Proposed Early Action / Change Programme

Priority	Early Action
1. Driving economic growth	<ul style="list-style-type: none">▪ Review and clearly identify the assets which the District can build on and develop.
2. Improving connectivity	<ul style="list-style-type: none">▪ Bring forward proposals to improve the linkages between Bromsgrove Railway station and Bromsgrove Town, aim to increase the density of development around the station, and cost the infrastructure requirement to achieve the full utilisation of this asset. Proposals need to be sequenced with the opening of HS2.▪ Work with Worcestershire County Council to develop business case for external investment to fund A38 corridor improvements to release capacity for growth.
3. Supporting businesses to start and grow	<ul style="list-style-type: none">▪ Review existing employment land sites allocated in the adopted Local Plan; NWEDR team to work with site owners and developers to identify whether development can be ‘fast-tracked’ to meet latent demand for office and industrial space.
4. Re-balancing our housing market	<ul style="list-style-type: none">• A fast tracking of development sites supported by a review of existing infrastructure capacity.▪ Development measures to rebalance the local housing market utilising new Government funding streams and products for intermediate homeownership. The initial focus would be on Bromsgrove town.
5. Developing key sectors	<ul style="list-style-type: none">▪ Identify clusters of business where agglomeration can be encouraged and supported.▪ Early discussions with adjacent HE and Research Institutions regarding joint working opportunities.
6. Driving up skills	<ul style="list-style-type: none">▪ Leading an urgent review of the skills needs of our key industries, sectors and

	<p>businesses and working pro-actively with our schools and Heart of Worcestershire College to re-align their provision to meet their needs, rather than being driven by funding priorities.</p>
7. Improving our centres	<ul style="list-style-type: none"> ▪ Develop a Centres Management strategy including a vision for Bromsgrove Town and other key centres that can also inform future bids for funding and resources. ▪ Investigate the feasibility of setting up a Business Improvement District (BID) for Bromsgrove Town Centre.
8. Partnership working	<ul style="list-style-type: none"> ▪ Work with our key partners such as Worcestershire LEP and Worcestershire County Council to further develop our economic vision and address the economic challenges outlined in the strategic narrative.
9. Leading by example	<ul style="list-style-type: none"> ▪ Ensuring that all of the Council's services are fully focused on the new growth agenda and re-engineer service delivery towards this goal where required to secure a corporate wide approach to achieving sustainable economic growth. ▪ Assemble a corporate team to drive growth agenda and review required resources and skills. ▪ Adopt a more entrepreneurial approach to potentially fund new investment projects that create new jobs, housing and retail opportunities, where there is a gap in the market and where a sustainable revenue stream can be generated.