







**BAYTON ROAD**

**Zone 4a**

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To ensure a flexible and proactive Strategy and Action Plan is maintained, this Action Plan will be reviewed regularly and, if an Action is deemed unsuitable or unfeasible, it has been agreed to change or amend this to an Action or Aim which is more likely to succeed.

The following timescales have been allocated to Actions:

**Short term**

Actions which should realistically be completed within a 12-24 month period

**Medium term**

Actions which should realistically be completed within a 24-36 month period

**Long term**

Actions which should realistically be completed after a 36 month period

**Ongoing priority:**

Actions that Nuneaton and Bedworth Borough Council is working on, the elements of which do not have a structured end date. Work will be ongoing with these, and when resources are in place, the actions can be delivered efficiently.



**Resource Requirements**

Additionally, where appropriate, the cost level of funding has been estimated based on current and past programme costs. As a guide, the following funding classifications have been used:

**Financial resource**

requirements will be subject to budget levels at the time.

**Low Cost**

Actions which estimate to indicatively cost £0 - £10,000

**Medium Cost**

Actions which estimate to indicatively cost £10,001 - £25,000

**High Cost**

Actions which estimate to indicatively cost above £25,001

To ensure that each action is adequately resourced, further quantification will be required to determine precise funding requirements. Some of these actions are subject to change, based on available funding and partnerships.





Please note that the following abbreviations are used within the Action Plan below. Please use this table in conjunction with the Action Plan.

### Abbreviations

A5	A5 Partnership
AME	Advanced Manufacturing and Engineering
CBP	Cross Border Partnership
CBSG	Cross Border Skills Group
CCC	Coventry City Council
Chamber	Coventry and Warwickshire Chambers of Commerce
Comms	Communications Team
CRM	Customer Relationship Management
CSW	Coventry Solihull and Warwickshire Superfast Broadband
CU	Coventry University
CWLEP	Coventry and Warwickshire Local Enterprise Partnership
DC	Development Control
DMP	Destination Management Plan
DWP	Department for Work and Pensions
ED	Economic Development
EDS	Economic Development Strategy
EH	Environmental Health
ERDF	European Regional Development Fund
FEA	Functional Economic Area
FSB	Federation of Small Businesses
Growth Hub	Coventry and Warwickshire Growth Hub
GVA	Gross Value Added
IIW	Invest in Warwickshire
JCP	Jobcentre Plus
NABCEL	Nuneaton and Bedworth Community Enterprises Ltd
NAS	National Apprenticeship Service
NEET	A young person who is Not in Education, Employment or Training
NBBC	Nuneaton and Bedworth Borough Council
PPED	Planning Policy and Economic Development Team
SFA	Skills Funding Agency
SME	Small and Medium-sized Enterprises
STEM	Science, Technology, Engineering and Mathematics
UKTI	UK Trade and Investment
UOW	University of Warwick
WCC	Warwickshire County Council
WMCA	West Midlands Combined Authority



**1. To support investment in the Borough and wider sub-region by working with the landowners and agents that have employment land allocations in the Borough Plan to make sure the sites come forward**

<b>Actions</b> Required action to achieve objectives	<b>Specific</b> Objectives to be achieved	<b>Measurable</b> How this will be assessed	<b>Resources</b> Requirements for actions	<b>Timeframes</b> Delivery times	<b>Partners</b> Responsible Partners to enable actions to succeed
1.1 Produce framework for a collaborative forum/meeting group with strategic stakeholders	Increase communication between developers and NBBC to foster growth and gain valuable intel on upcoming sites	Creation of a framework for a quarterly forum	Officer time - Initial set up - administration time	Short term	NBBC Teams: DC; Housing  IIW  Developers; Landowners Estate Agents
1.2 Share intelligence with strategic Partners on available properties/ space for development on a quarterly basis in reports and meetings	Expand the current Inward Investment offer to target investment from developers to provide sites for businesses looking to locate	<ul style="list-style-type: none"> <li>- Increase enquiries and developments compared to previous rolling 12 months</li> <li>- Amount of enquiries and reports generated from developers and businesses to NBBC</li> </ul>	Officer time	Short term	NBBC Teams: DC; PPED; Estates; Assets  WCC/IIW  UKTI
1.3 Produce a development approach and task group for when an inquiry is received internally to meet with the developer, and offer targeted information swiftly	Ensure that developers and investors have access to the simple, quick information from the right source within NBBC	<ul style="list-style-type: none"> <li>- Creation of task group to meet with developers and investors to discuss the options available</li> <li>- Initial communications take place within two weeks of initial enquiry to discuss further</li> </ul>	Officer time	Short term	NBBC Teams: All Teams



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1.4 Initiate communications with agents who have interests in the Borough, as well as those who do not, and record these on a database of enquiries	Influence landowners and investors to produce sites that meet needs of local SMEs and aspiration to create high GVA employment, e.g. encourage developers to create more high-specification business space	<ul style="list-style-type: none"> <li>- Number of enquiries and developments compared to previous rolling 12 months</li> <li>- Creation of a database of agents and developers wishes to view opportunities</li> </ul>	Officer time	Medium term	NBBC Teams: DC; Housing  IIW  Developers; Landowners Estate Agents
1.5 Initiate communication with businesses which are located within business parks suitable for alternative uses	Facilitate the reuse of industrial estates which have not been afforded protection within the Borough Plan against non-economic development activity	All businesses within the affected locations are informed of any potential changes in the future and are referred to the Growth Hub/IIW for advice and guidance.	Officer time	Medium term	NBBC Teams: PPED; DC; EH  IIW  Developers/ Landowners Estate Agents Investment Partnership Growth Hub
1.6 Ensure that employment growth within the Borough matches the housing growth indicated within the Borough Plan	The Borough Plan has employment allocations which indicate the level of employment growth for the Borough, these need to be met to ensure growth is sustained	All employment land allocations are brought forward within the lifetime of the Borough Plan	Officer time	Long term	NBBC Teams: PPED; Estates; Assets; DC Building Control; Housing Planning  IIW Growth Hub CWLEP



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1.7 Promote the availability and flexibility of NBBC to developers and investors throughout the UK and abroad through producing material and attending large scale industry events	Expand the current rate of Inward Investment to kick-start investment from developers and investors internationally	<ul style="list-style-type: none"> <li>- Number of enquiries and developments compared to previous rolling 12 months</li> <li>- NBBC has a physical presence at major events in collaboration with WCC and the wider region</li> </ul>	Officer time	Ongoing priority	NBBC Teams: All Teams  IIW HORIBA-MIRA UKTI CWLEP CCC	
1.8 Initiate collaborative working with organisations who are in contact with potential investors						1.9 Promote the Local Discount Scheme through active multi-channel marketing as well as regional strategic contacts to target businesses offering growth to the Borough



**2. To support existing employers within the Borough by recognising that the needs of medium and large businesses differ from those of small and micro sized enterprises**

<b>Actions</b> Required action to achieve objectives	<b>Specific</b> Objectives to be achieved	<b>Measurable</b> How this will be assessed	<b>Resources</b> Requirements for actions	<b>Timeframes</b> Delivery times	<b>Partners</b> Responsible Partners to enable actions to succeed
2.1 Provide effective advice and strategic knowledge to promote the investment opportunities within the town centres and the opportunities associated with this to a national/ international audience	Promote the town centres and the opportunities within them to organisations looking to relocate or set up within the Borough	The amount of investment enquiries is increased on the previous 12 month rolling period	Officer time - Support role - Attending meetings	Short term	NBBC Teams: Town Centre; Assets Estates  IIW Environment and Regeneration Team WCC
2.2 Support business led activities and events within the town centres to promote the town centres and the opportunities offered by these		Increase in footfall and business units enquiries within the town centres on the previous 12 month rolling period			
2.3 Utilise empty shops to their full potential through innovative means		Empty premises decrease			
2.4 Offer support and guidance to town centre partnerships which are looking to boost collaboration between the public and private sector within Nuneaton and Bedworth Town Centres	Provide strategic help to Town Centre Partnerships, and provide information on the economic opportunities and threats to these organisations	The commencement of collaborative groups within the Borough to support and grow the town centres	Officer time	Short term	NBBC: Town Centres Team; Assets and Estates  WCC Environment and Regeneration Team IIW



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2.5 Analyse the current business location offers to view why businesses are staying in business centres rather than moving out and into other locations	Businesses are not producing the churn rate in existing business centres, and there is a requirement of space for new business space	Production of report on locations and business offers in the FEA	Officer time Report cost (Medium Cost)	Short term	NBBC Teams: Estates  WCC Economic Growth IIW
2.6 Analyse whether higher technology manufacturing industry in the area is translating into higher value jobs or otherwise	<ul style="list-style-type: none"> <li>- NBBC has an increased knowledge of the local labour market, and whether high value jobs are being created within the Borough</li> <li>- AME is a key sector for the CWLEP and the potential for growth in the sector is high</li> </ul>	Analysis of sites and companies completed	Officer time  Procuring study (medium cost)	Short term	CW Growth Hub Invest in Warwickshire FSB Chamber
2.7 Provide space for strategic partners such as the Growth Hub within the Borough for organisations to visit locally to gain advice and guidance	Offer best guidance through organisations to tap into strategic businesses	Growth Hub interventions increased on the previous 12 month period after utilising the space available	Officer time  Space within NBBC buildings	Medium term	NBBC Teams: Assets HMRC Growth Hub UKTI
2.8 Signpost businesses to networking groups in the Cross Border Geographical area as well as the Sub-Region and wider WMCA area	Foster growth of businesses within the Borough and encourage business to business (b2b) growth	Increased GVA within the Borough through increased B2B Sales	Officer time	Medium term	Networking groups IIW Growth Hub Chamber FSB



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2.9 Support the available business centres within the NBBC portfolio to advertise to potential businesses and partners to promote them	There is available high quality space within the Borough that Start-Up and Micro Businesses can use in order to grow and survive the initial business environment	Amount of active businesses in a rolling 12 month period increased due to decrease in business deaths	Officer time  Analysis (medium cost)  Potential Centre Cost (long term)	Medium term	NBBC Teams: Assets; NABCEL  CU UOW WCC
2.10 Analyse the feasibility of further Start-Up Incubation Centres in the Borough to nurture entrepreneurship			The sale/lease of the Council House building in Nuneaton		
2.11 Actively promote with a view to sell the Council House, Nuneaton	NBBC currently has the Council House on offer for potential investors or tenants. This is a good opportunity and needs to be marketed as such to increase the capacity of buildings in the Town Centre				





### 3. To positively support the diversification of the local economy to assist with broadening the employment opportunities available to residents along with the employment structure of them

Actions	Specific	Measurable	Resources	Timeframes	Partners
Required action to achieve objectives	Objectives to be achieved	How this will be assessed	Requirements for actions	Delivery times	Responsible Partners to enable actions to succeed
3.1 Research the opportunities related to the Nuneaton and Bedworth Borough Markets through the inclusion of themed, age specific or otherwise to encourage entrepreneurship	Diversify the offers of the Nuneaton and Bedworth Markets to ensure that these can thrive within the current climate	The creation and sustainability of new markets within Nuneaton and Bedworth Borough	Officer time	Short term	NBBC Teams: Assets: Estates
3.2 Facilitate the addition of Prince's Trust offers into the Borough to identify under-achieving youths to prevent them from becoming NEETs	Develop projects to prevent young people from becoming NEET	Commencement of projects in Borough	Officer time Set Up Costs (Low Cost)	Short term	Princes Trust
3.3 Create best practice within the Cross Border Skills Partnership to match employers and skills/talent gatekeepers	Diversify the offers to residents for them to become more skilled	Interventions which occur due to the Skills Partnership Meetings	Officer time	Short term	CBSG NWHC UoW CU Other local providers
3.4 Target those leaving formal education to provide a wealth of options available					
3.5 Foster closer links between industry and schools to encourage apprenticeships and training within local businesses as a career path for young people through partner run programmes	Present students with the best information to make their career choices	<ul style="list-style-type: none"> <li>- Creation of actions to develop links between employer and schools (short term measure)</li> <li>- Increase in school leavers attending further education and on the job training from local schools (long term measure)</li> </ul>	Officer time	Medium term	WCC Skills for Employment Team Growth Hub NBBC Internal Teams Schools NWHC SFA NAS Digital Apprenticeship Service
3.6 Utilise the Government's new digital apprenticeship service to increase apprenticeship posts					

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3.7 Promote the CW Growth Hub and strategic business knowledge gatekeepers to foster a start-up and entrepreneurial culture	Reduce reliance on singular employment opportunities within the Borough	An increase of NBBC businesses engaged over a rolling 12 month period	Officer time	Short term	CWLEP UKTI Growth Hub IIW
3.8 Host business-focused events within the Cross Border Partnership and FEA in order to advertise opportunities of growth and skills to wider audience and businesses		Completion of feedback forms by participants indicating a positive response to the event	Officer time  Costs associated with event booking; Refreshments/venue etc. advertisements (Low cost)	Short term	Growth Hub CWLEP IIW CBP
3.9 Active promotion of opportunities in sectors to the wider population which go beyond logistics/ manufacturing		- Interaction statistics from providers of opportunities increased on 12 month rolling basis	Officer time	Medium term	CWLEP UKTI WCC Skills Growth Hub UoW CU
3.10 Promote STEM and Art/Cultural opportunities for funding, and the opportunities that they bring		- GVA per head statistics compared to a rolling 12 month basis			



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3.11 Produce Joint-Working initiatives between the DWP and NBBC through regular updates and meetings to develop a task and finish group	Boost employment opportunities within the Borough for the unemployed through providing opportunities to become an entrepreneur, or otherwise re-join the labour market	Reduction of Working-Age Benefit claimants	Officer time	Short term	DWP JCP
3.12 Evaluate the cost effectiveness of the ERDF funded Start-Up Service programme with a view to compiling a growth bid if the business case is proven		Collection of evidence to use as evidence towards a Growth Bid	Officer time Growth Bid ERDF Funding (High Cost)	Short term	WCC
3.13 Initiate communication with strategic agencies and providers to develop further 'Transport To Work Schemes' for unemployed NBBC residents to attend work at one of the many business parks within the Functional Economic Area		<ul style="list-style-type: none"> <li>- Communications between agencies and NBBC</li> <li>- Reduction of Working-Age Benefit Claimants within the Borough</li> </ul>	Officer time	Short term	Business Parks Bus Companies IIW CBP JCP WCC Localities and Partnerships
3.14 Promotion of established transport routes on the network to strategic employment sites		Increase of residents working at employment estates within the FEA and beyond	Officer time	Short term	HORIBA-MIRA DWP JCP CBP IIW
3.15 Support families deemed to be priority service users, through education and training opportunities in conjunction with local service opportunities		Reduction of the amount of families within the priority Families Scheme	Officer time	Short term	JCP DWP WCC Localities and Partnerships

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3.16 Where development is taking place on Council owned land, NBBC will influence developers to recruit locally	Boost employment opportunities within the Borough for the unemployed through providing opportunities to become an entrepreneur, or otherwise re-join the labour market	Percentage of locally recruited employees on development projects higher than the average percentage for past developments	Officer time (low cost)	Long term	NBBC Teams: Assets/Estates Legal Finance IIW Growth Hub
3.17 Research and communicate with local Higher Education providers who are looking to grow satellite sites within the local economy to discuss the opportunities and availability of Nuneaton and Bedworth Borough	NBBC lacks a higher education institute, which can offer residents and businesses the opportunities to up skill and boost the human capital of the local economy, along with the secondary and tertiary services and businesses that student institutions attract	<p>Communications with Universities in the FEA and beyond who may wish to expand their operations. (Short term)</p> <p>The creation of a satellite University site within Nuneaton and Bedworth Borough (long term)</p>	Officer time Development costs of materials (low cost)	Long term	<p>NBBC Teams: Assets Estates Town Centres.</p> <p>WCC Partnerships IIW</p> <p>Local Universities</p>



#### 4. To have a joined up corporate approach towards Economic Development where the needs of the business are prioritised

<b>Actions</b> Required action to achieve objectives	<b>Specific</b> Objectives to be achieved	<b>Measurable</b> How this will be assessed	<b>Resources</b> Requirements for actions	<b>Timeframes</b> Delivery times	<b>Partners</b> Responsible Partners to enable actions to succeed
4.1 Seek to resolve the vehicular access problems within the town centres of the Borough	Access to the town centres, particularly in relation to the night-time economy, is a hazard for pedestrians	Access to Nuneaton Town Centre in vehicles is altered to improve access for pedestrians	Officer time	Short term	NBBC Teams: Parking; Estates; Assets PPED  WCC Highways
4.2 Maintain and enhance the entertainment offer of the town centres and the opportunities associated within them for businesses	Ensure that the town centres of the Borough offer multiple events to bring customers into them	Increase in footfall for events within the town centres of the Borough	Officer time Existing Events Budget (Medium Cost)	Short term	NBBC Teams: Assets; Estates Comms
4.3 Continue multi-channel marketing with business-facing teams within NBBC to visit businesses and offer support	Ensure that all communications from the Council are targeted, are not repetition of previous communications, and are precise for businesses to use	<ul style="list-style-type: none"> <li>- GVA increase within the Borough compared to previous 12 month rolling period</li> <li>- Business Death decrease compared to previous 12 month rolling period</li> </ul>	Officer time	Short term	All NBBC teams IIW Growth Hub
4.4 Creation of electronic document for NBBC staff to know when to signpost towards internal departments of NBBC and External Business Support	Ensure all Council employees and teams are aware of the benefits of Economic Development, and to promote growth within the Borough	Knowledge of NBBC staff and successful referrals to areas within the business support network	Officer time	Short term	All NBBC teams

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4.5 NBBC offers a professional service for businesses looking to set up or move within the Borough and rent commercial space	Operate high quality landlord services and support to become the landlord of choice for businesses who are looking to locate within the Borough	The time taken from the beginning to the end of an enquiry is less than two weeks	Officer time	Short term	NBBC Teams: Assets Town Centres Legal Services IIW
4.6 Utilise CRM systems to record how enquiries are dealt with internally  4.7 Provide a single named central contact for each enquiry as well as the eventual end contact, if either external or internal	Businesses are able to simply contact the correct person/ department in NBBC and are able to communicate with a single contact each time	- Time taken to answer enquiries - Number of enquiries	Officer time	Short term	All NBBC teams
4.8 Engage with CSW Broadband to boost information sharing opportunities with NBBC businesses  4.9 Offer events and information to businesses for them to gain valuable knowledge on available choices	Broadband is an important commodity to both residents and businesses, which can hinder growth of a business. NBBC should ensure that the right processes are in place to facilitate the inclusion of superfast broadband to the area as well as advertising the benefits of broadband to the wider community	Increased participation from NBBC businesses in events to learn more about broadband offers and choices	Officer time (Low Cost)	Short term	NBBC Teams: Assets Town Centres CSW Broadband IIW
4.10 Engage and review internal processes to ensure that Policy facilitates infrastructure improvements		Increase in percentage of developments with additional infrastructure improvements	Officer time	Medium term	NBBC Teams: PPED CSW Broadband WCC Highways



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4.11 Promote national campaigns within the Borough to offer information to businesses and residents (e.g. National Entrepreneurship Week, National Careers Week, National Apprenticeship Week, etc.)	Offer residents more choices and opportunities through showcasing national campaigns and targeted events within the Borough	Events and actions arising within national campaign weeks to boost information available to companies and residents	Officer time Promotional material (low cost)	Long term	WCC IIW Campaign organisers
4.12 Produce an Economic Development social media package to ensure businesses are aware of the support and guidance, and what NBBC does for businesses	Offer a multi-channel business communications package	Amount of Enquiries/ Followers against the previous 12 month period	Officer time	Short term	NBBC Teams: Comms
4.13 Attend local/regional networking groups to promote the work of the Borough and increase Inward Investment and growth opportunities for businesses			Officer time	Ongoing priority	All NBBC Teams
4.14 Create an Invest in NBBC website to provide information and an exciting offer for investors within the region and beyond			Officer time	Ongoing priority	NBBC Teams: Comms Team
4.15 Ensure that the Business section of the NBBC website is fit for purpose through continued monitoring and updating where necessary			Officer time	Ongoing priority	NBBC Teams: Comms Team

**4. To have a joined up corporate approach towards Economic Development where the needs of the business are prioritised**

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4.16 Utilise multi-channel marketing to advertise the availability of Rate Relief Schemes, in particular the Local Discount Scheme to businesses looking to relocate to the Borough from elsewhere	Rate Relief Schemes are available for businesses to aid in reducing their costs which a business could potentially apply for but may not be aware of	Percentage increase of businesses receiving rate relief compared to previous 12 month rolling period	Officer time	Ongoing priority	NBBC Teams: Revenues; Business Rates Town Centres; Assets  IIW Growth Hub





**5. To become more commercially aware and aid businesses through a more streamlined, multi-faceted approach to doing business including enhanced marketing and networking**

Actions	Specific	Measurable	Resources	Timeframes	Partners
Required action to achieve objectives	Objectives to be achieved	How this will be assessed	Requirements for actions	Delivery times	Responsible Partners to enable actions to succeed
5.1 Build on the successes of the Procurement Team to aid local companies' awareness of opportunities selling to NBBC and utilising local companies within NBBC Purchasing	Enable more NBBC SME's to access NBBC to procure services to the Borough to keep more money in the Borough by shopping locally	The amount of Borough based SME's procuring services to the Council increased	Officer time	Short term	NBBC Teams: Procurement; Finance  CSW Jets
5.2 Encourage internal teams to procure from businesses within the Borough, when applicable through active internal campaigning					
5.3 Research the demand for office space to provide hot desking facilities within NBBC owned space	NBBC has professional office space which could be rented to organisations for meetings and conferences	Research into the demand for space is completed	Budget for assessment (Medium Cost)	Short term	NBBC Teams: Assets; Estates; NABCEL
5.4 Market the potential uses of the Town Hall and Council-owned offices to the private sector for hire/ lease through networks of ED for meeting space or filming	Provide NBBC infrastructure on a commercial basis for business meetings and conferences, as well as filming	- Utilisation of NBBC assets by external organisations	Officer time	Short term	NBBC Teams: Assets; NABCEL
5.5 Aid income generating teams in marketing through the ED knowledge of the economy and local gaps in the market	Offer NBBC human capital resources and services on a commercial basis	- Utilisation of NBBC assets by external organisations  - The amount of enquiries and businesses supported within a 12 month rolling period	Officer time	Short term	NBBC Teams: Assets
5.6 Promote NBBC services whilst networking and at events area			Officer time	Ongoing priority	NBBC Teams: Assets

**5. To become more commercially aware and aid businesses through a more streamlined, multi-faceted approach to doing business including enhanced marketing and networking**

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5.7 Identify where Council services could be marketed if there is a local provision gap within the Borough to access the economic growth opportunities	Take advantage of gaps in the market for new ventures, whilst ensuring that NBBC does not compete with enterprises within the Borough	Creation of opportunities for NBBC if a gap in the market is currently available	Officer time	Long term	All NBBC Teams NABCEL



**6. To identify opportunities for growth or productivity improvements, and ensure suitable funding is sought when this becomes available.**

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6.1 Create a briefing template in order to gather information quickly and simply for Members, as funding opportunities come at short notice	Ensure that Members and senior management are aware of the benefits of funding and opportunities as they arise	Briefing notes prepared and distributed when appropriate funding is found	Officer time Cabinet Member time	Short term	NBBC Teams: Comms Democratic Services
6.2 Create a framework for Members which indicates how and when funding can be applied for to speed up the process of opportunities when they arise		Framework created to ensure that funding can be applied for swiftly if it benefits NBBC			Cabinet Member Members
6.3 Utilise excellent relationships with partners to ensure that NBBC is able to apply for targeted bids in partnerships which will achieve the best outcomes through their interventions	Target the correct funding which will add true benefits to the economy of NBBC	Applications for bids of money, utilising best assets most efficiently	Officer time	Short term	NBBC Teams: NABCEL WCC – Economy and Skills Team CWLEP; CCC CBP; CBSG
6.4 Utilise a pragmatic approach to funding opportunities when they come up in order to utilise resources efficiently	NBBC is able to successfully apply for all funding requirements which fit in with the Corporate Plan	Funding which is beneficial to NBBC is applied for	Officer time (low/medium/ high cost)	Ongoing priority	NBBC Teams: NABCEL WCC – Economy and Skills Team Growth Hub CWLEP
6.5 Increase the influence of NBBC on the CWLEP and WMCA to ensure that the Borough is properly represented and benefits from funding schemes and devolved funding and powers	NBBC is able to successfully apply for funding which is devolved from Government and other upper tier authorities, which can offer interventions for the economy of NBBC	Funding which is available and will benefit the NBBC economy is applied for by the relevant NBBC team	Officer time Cabinet Member time (medium cost)	Ongoing priority	NBBC Teams: All Teams  CWLEP WMCA WCC



## 7. To work effectively with Partner organisations, taking a pragmatic approach to engagement, and adding value to initiatives that partners are leading

Actions Required action to achieve objectives	Specific Objectives to be achieved	Measurable How this will be assessed	Resources Requirements for actions	Timeframes Delivery times	Partners Responsible Partners to enable actions to succeed
7.1 Review critically all groups that PPED attend to ensure best results are received for NBBC. Continue to attend if these are beneficial to the EDS	Utilise resources effectively to ensure that groups are for the benefit of NBBC businesses, residents and visitors	<ul style="list-style-type: none"> <li>- Attendance of meetings</li> <li>- Actions arising from meetings which offer targeted interventions for NBBC benefit</li> </ul>	Officer time	Short term	PPED A5 Partnership CBP; CWLEP Growth Hub IIW
7.2 Emphasise the potential to export through partners knowledge to NBBC companies through events, networking and referrals	Companies within the Borough offer great products which could be opened up to new markets - NBBC should be encouraging exporting with the help of partner organisations	Increased number of companies exporting in comparison to previous year	Officer time	Short term	UKTI CW Growth Hub CWLEP
7.3 Engage with Coventry City Council to collate cross-cutting themes to view where joint projects and working could be achieved	Assess economic development potential with Coventry City Council to benefit from the economic ties that the two areas have	Joint projects with CCC explored and implemented if these benefit the NBBC corporate aims and objectives	Officer time	Short term	CCC WCC IIW
7.4 Creation of a logbook of interventions by NBBC to ensure efficient working achieved	NBBC has a detailed knowledge of businesses aided by external advice organisations, etc.	Creation of Intervention report within NBBC and by Partner organisations	Officer time	Short term	All providers
7.5 Compile regular reports and communications with external agencies, to gain knowledge of interventions by each provider		Regular reports and rapport with agencies and organisations	Officer time	Ongoing priority	CWLEP Growth Hub IIW Local Authorities
7.6 Research and participate in National and International Networks if available themes which can benefit NBBC are found	Research and communicate with UK and wider areas which have similar problems and opportunities as NBBC	Identification and/or application to networks and funding opportunities	Officer time  Funding applications	Long term	IIW CU UoW

<b>Actions</b> Required action to achieve objectives	<b>Specific</b> Objectives to be achieved	<b>Measurable</b> How this will be assessed	<b>Resources</b> Requirements for actions	<b>Timeframes</b> Delivery times	<b>Partners</b> Responsible Partners to enable actions to succeed
7.7 Continue to support the CW Growth Hub as a partner in business support and ensure that companies know what the CW Growth Hub can offer	Utilise the Growth Hub and the corresponding knowledge to ensure partnerships are formed	<ul style="list-style-type: none"> <li>- Decrease in Business deaths over a 12 month rolling period.</li> <li>- Increase in GVA of the Borough compared to previous 12 month rolling period</li> <li>- Monthly update meetings with the Growth Hub Account Manager</li> </ul>	Officer time	Ongoing priority	CW Growth Hub
7.8 NBBC utilises its status as a non-constituent member of the WMCA intelligently. Offer support and guidance when required	NBBC plays a key role in the West Midlands Combined Authority and NBBC does not miss out on opportunities which could be initiated	NBBC benefits from funding through the WMCA	Officer time	Ongoing priority	WMCA
7.9 Continue the work of the Cross Border Partnership with Hinckley and Bosworth and North Warwickshire to offer NBBC with joint working opportunities within the FEA	Utilise the Cross Border Partnership to ensure close working	Activity of the Cross Border Partnership and Task Completion from this group	Officer time	Ongoing priority	CBP
7.10 Continue to contribute to the One Public Estate Initiatives to bring a more efficient Public Service Sector	Present efficient working opportunities with other public sector agencies	Actions arising from the One Public Estate Initiative being completed	Officer time	Ongoing priority	All NBBC Teams

**8. To continue to review and understand the local economy and its relationship with the wider Functional Economic Area, and the national and international economy**

<b>Actions</b> Required action to achieve objectives	<b>Specific</b> Objectives to be achieved	<b>Measurable</b> How this will be assessed	<b>Resources</b> Requirements for actions	<b>Timeframes</b> Delivery times	<b>Partners</b> Responsible Partners to enable actions to succeed
8.1 Keep track of the local economy over the year to view progress made via the EDS and Action Plan	Ensure that the EDS is fit for purpose through reviewing the economy and comparing key economic variables to highlight progress of the Action Plan	Actions arising from communications with Cabinet Member	Officer time Cabinet Member time	Short term	All providers
8.2 Review the Action Plan periodically and change actions which may not be viable, available, or achievable within the specified timeframe	Ensure that the EDS is fit for purpose through reviewing the economy and comparing key economic variables to highlight progress of NBBC economically	Actions arising from communications with Cabinet Member	Officer time Cabinet Member time	Short term	All providers
8.3 Monitor changes to the viability of actions contained in the Action Plan, and brief Cabinet Member for Planning and Development to ensure that the Action Plan is on schedule	Ensure that information on the local, national and international economies is kept up to date	Actions arising from communications with Cabinet Member	Officer time Cabinet Member time	Short term	All providers
8.4 Continually review the state of the economy through reports, publications and infographics	Ensure that information on the local, national and international economies is kept up to date	Actions arising from communications with Cabinet Member	Officer time Cabinet Member time	Short term	All providers
8.5 Create strategic and operational arms for the EDS in order to complete the actions contained within the Action Plan swiftly	The Action Plan of the EDS needs to remain up to date, as well as being monitored accordingly to ensure that targeted actions bring positive results through the EDS	Creation of the strategic and operational arms of the EDS and actions being completed because of this	Officer time Cabinet Member time	Long term	All Providers



**9. To expand the visitor economy, taking advantage of the current opportunities that exist in the area, and linking with the wider sub-region**

<b>Actions</b> Required action to achieve objectives	<b>Specific</b> Objectives to be achieved	<b>Measurable</b> How this will be assessed	<b>Resources</b> Requirements for actions	<b>Timeframes</b> Delivery times	<b>Partners</b> Responsible Partners to enable actions to succeed
9.1 Production of a Destination Management Plan in collaboration with external stakeholders and businesses	Giving visitors a high value offer in traditional tourism services	Creation of a Destination Management Plan	Officer time	Ongoing priority	NBBC Teams: All Teams WCC CWLEP
	Develop and enhance the appeal of the Boroughs attractions and facilities, to attract more visitors and associated expenditure		Officer time	Ongoing priority	NBBC Teams: All Teams WCC CWLEP
	Raise awareness of Nuneaton and Bedworth and the indigenous attractions		Officer time	Ongoing priority	NBBC Teams: All Teams WCC CWLEP
	Ensure the coordination and cooperation of all stakeholders to help deliver an enhanced visitor economy		Officer time	Ongoing priority	NBBC Teams: All Teams WCC CWLEP

**MIRA  
TECHNOLOGY  
PARK**

- ← SOUTH SECTOR
- ↑ CENTRE SECTOR
- ↑ NORTH WEST SECTOR
- ↑ NORTH SECTOR
- EAST SECTOR

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- ← HORIBA MIRA  
MAIN RECEPTION
  - ↑ EVENTS
  - ↑ ALL DELIVERIES

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