

## Draft Economic Development Strategy

Consultation responses, March 2022

Below highlights the responses received through the consultation period and actions taken as a result.

Organisation	Responses	Actions taken
Stroud District Council Policy Team	<p>Identifying how the strategies Economic Objectives meet the requirements of the TOMs framework.</p> <p>Confirming where priority areas align with the social value priorities and changes to procurement practices of the Council.</p> <p>How will the strategy and action plan encourage innovation from businesses inc, creating local skills &amp; employment and responsible businesses?</p>	<p>This is an ongoing piece of work that will be embedded within the action plan</p> <p>This is an ongoing piece of work that will be embedded within the action plan</p> <p>This is set out within action plan</p>
Resident Stonehouse	<p>How will the strategy tackle the issues of inequality, particularly health inequalities in the District?</p> <p>How will the strategy support young people and ensure they're engaged in a positive way?</p>	<p>Noted. This will be partnership work with community health and wellbeing team</p> <p>Noted. Young person support will be carried out through identified partnership work i.e., colleges, schools, GCC, community groups</p>
Resident	<p>Need for stronger visible support for culture and to create friendly places for residents to meet and enjoy arts and music.</p> <p>The District must consider nature in the high street</p>	<p>Noted. This is set out in action plan key economic objective "Boost our market towns and rural vitality"</p> <p>Noted. This sits within the sequestration ambitions.</p>
Cotswold District Council	<p>A positive response considering who priority areas we share and suggesting collaborative work moving forward. This is suggested in:</p> <ul style="list-style-type: none"> <li>- Tourism</li> </ul>	<p>Noted. No actions are required.</p>

	<ul style="list-style-type: none"> <li>- Climate change and the green economy</li> <li>- Agritech</li> <li>- Skills and Training</li> </ul> <p>Other issues that could benefit from a joined up approach include being rural locations and the need to improve public transport offers, broadband provision and the vitality of town centres.</p>	
Visit Glos	<p>The strategy's vision meets the needs of the District but we should outline how Stroud and the County work</p> <p>The objectives and commitments of the strategy are strong; a stronger focus should be given to the hospitality sector as well as highlighting work on a "Stroud marketing" – a place in its own right in the area.</p>	<p>Noted.</p> <p>This is included in the Action Plan within the objectives "Boost our market towns and rural vitality" and "Support inward investment into the local economy"</p>
Hawkins Watton Stroud Business	<p>They did not feel all strategies and policies were highlighted that would have implications on the focus of the strategy, including the Employment Land Review. And stressed the need for the ELR to be reconsidered and critiqued.</p> <p>Further focus on the evaluation of measures, how do the District ensure these are focussed?</p> <p>Reference to the canal restoration should be greater – there is no reference to this in the strategy.</p> <p>Where is data sourced from, this should be included.</p> <p>The reference to grow on space is correct, how do we ensure there is delivery of this. Can affordable business space be funded in a similar way to affordable housing through 106 agreements.</p>	<p>ELR is part of planning, including in the Local Plan bullet point</p> <p>To be actioned. These will form part of the updates to committee and outcomes of the action plan</p> <p>This sits within the action plan</p> <p>Noted. Data sources have been included</p> <p>No specific way to tackle this considered in the strategy, this will be considered in the action plan.</p>

	<p>Being a rural location, development happening by the motorway does not support improvements to the other locations that sit in the AONB.</p> <p>Focus on events that occur outside of the District, such as Gatcombe and the Cheltenham races should be referenced with regards to Agriculture, Agritech and Rural Diversification.</p> <p>Map out the unaffordable homes in the district</p> <p>Consideration made to the AONB being extended and the District included within the National Park format.</p> <p>Tourism sector should reference the demise of Tourist Information Centres.</p> <p>Reference is made to the tourism and visitor economy, but the old town hall has been unoccupied for years.</p> <p>More detail including the Arts and Culture sector and potential for a heritage centre based upon Lyn Chadwick with a Sculpture Trail</p> <p>Why is there no reference to Festomain in the manufacturing and advanced engineering sector?</p> <p>Parking in market town locations should consider an awards programme to promote spend in local shops and, if chargeable, should consider being free after three like other districts in the county.</p>	<p>Considered already in the strategy: “commercial space that is fit for purpose”</p> <p>Noted. These are not included by name within the strategy to prevent it becoming an exhaustive list, but will be included as partnerships with neighbouring authorities highlighted at end of document.</p> <p>Noted. This is not a planning document and will not be included</p> <p>Noted. We understand AONB’s are going through a review, this can be included in Action plan when reviewed, if appropriate.</p> <p>Noted. This is looking back and not supportive of making strides to positive changes. New and modern ways to manage this expectation can be considered through tourism officer post</p> <p>Comment, no action needed.</p> <p>Noted. Looked for more information on this but could not find it. It can form part of the actions with appropriate town and parish councils</p> <p>As above – researched but found no reference</p> <p>This is considered within the action plan.</p>
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	Supportive of the idea that a comprehensive programme of events should be on offer for the District.	Comment. No action needed.
Stonehouse Town Council	<p>The draft strategy is welcome and economic objective and commitments are supported.</p> <p>The priority sectors for Stonehouse are welcome, but there re opportunities to develop other areas, such as tourism and visitor economy.</p> <p>The Cotswolds Canal Connected projects should have greater emphasis to bring tourism and visitors to settlements along the canal.</p>	<p>Comment. No action needed.</p> <p>Comment. No action needed.</p> <p>This will be focussed with the action plan</p>
South Gloucestershire and Stroud College	<p>The strategy reads well with lots of ambition.</p> <p>Focus should be given to both further and higher education provision, particularly the low carbon cluster at Berkeley, led by the College (an FE).</p> <p>There is focus on green property ambitions of the councils own estate but there should be more about the council encouraging local partners and businesses to do the same thing.</p> <p>We should not forget that there are great partnerships to be had outside of the County geography, i.e., South Glos, WECCA, Bristol – considering the make-up of the Western Gateway. Hard border can be a barrier to effective economic growth and securing inward investment.</p> <p>There is mention of reduced office occupant and potential co working space, but nothing around how to engage with the home working trend. Whilst lack of worker in the town centres is a threat, the opportunity is available for walking to local shops / cafes etc.</p>	<p>Comment. No action needed.</p> <p>Added</p> <p>Added</p> <p>Added</p> <p>Noted. This is a beneficial point and local areas are anecdotally benefitting from working from home footfall and spend, work needs to be done to understand the impact of working from home on local area spend and any risks on this impacting the sustainability of those businesses when workers return to offices.</p>

<p>Skills GFirst LEP</p>	<p>You've managed to strike a really good balance between keeping the wording general enough to deal with changing circumstances in the time period of the strategy and also giving some specifics about 'how' SDC will deliver/support these objectives and priorities. No mean achievement as I definitely know how tricky that is!</p> <p>Agree with EO: Improve skills and opportunities and reduce inequality. There are possible links for joint working with the employment and skills hub.</p> <p>Agree with EO: Reduce carbon and ecological impacts. There are possible links for joint working with other SW LEPS and SW Energy Hubs. This could combine well with the One Public Estate project.</p> <p>Agricultures, Agritech and Rural Diversification: agree there are opportunities that haven't been maximised with RAU and Hartpury College. There are possible links for joint working.</p> <p>All references to career, skills and training support: Agree with the approach being taken and recommend a closer relationship with the County to find suitable solutions.</p> <p>Not mentioned explicitly in the strategy but recommend consider how to support local employers recruit staff as competition intensifies. They will also need to attract a more diverse group of employees and those currently further from the labour market. This can be supported through the GFirst LEP Skills Strategy.</p>	<p>Comment. No action needed.</p> <p>Taken forward in action plan.</p> <p>Taken forward in action plan</p> <p>Taken forward in action plan</p> <p>Taken forward in action plan</p> <p>Taken forward in action plan</p>
<p>Vice Chancellor Hartpury University and College</p>	<p>Support the objectives and routes to deliver the vision - specifically within and through partnership with the Council around your priorities to; Improve skills and opportunities and address inequality.</p>	<p>Comment. No action needed.</p>

	<p>In terms of priority areas, Hartpury has recently significantly invested in Agri Technology facilities on the campus, with funding support through GfirstLEP and other funders for a range of economic focused projects.</p> <p>We acknowledge your ambition to connect with the County's resources, at Hartpury we have capacity to support the Districts businesses with our range of specialist business support services and facilities that are available, including our Agri tech Centre and Business Accelerator.</p> <p>Our range of courses and programmes are within easy reach of your identified specialist cluster(s), such as the Gloucester fringe.</p> <p>We agree that Agri Technology has a significant role to play within Agriculture particularly the carbon agenda and working towards NetZero targets. Hartpury has specialist courses and in house expertise to partner and assist with the delivery of your proposed commitments.</p> <p>In the context of your proposed partnerships to deliver the action plan, we would highlight the importance of the education sector, through the raising of aspirations of individual's whilst at school and within compulsory education. The support and facilities available within the County's Further and Higher Education Institutions are an important resource and we would suggest a key partner in delivery of you ambitions.</p> <p>Hartpury would welcome an opportunity to meet with Stroud District Council and discuss how we could progress a potential partnership.</p>	<p>Taken forward in action plan</p> <p>Taken forward in action plan</p> <p>Comment. No action needed.</p> <p>Taken forward in action plan</p> <p>Comment. No action needed.</p> <p>Taken forward already – included in action plan</p>
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<p>Dursley Town Council</p>	<p>The objectives and how we measure success should use the SMART approach.</p> <p>The baseline data/picture is important as it points to where the priorities should be and how outcomes can be effectively measured.</p> <p>The commitments could be stronger on local markets and rural diversification</p> <p>Recognise the importance of tourism and working together on this across market towns and the district is important (as we are just starting to see this develop).</p> <p>If priority areas are to be identified, then in respect of Dursley the selected priority 'Manufacturing and Advanced Engineering' should be replaced with 'Tourism and the Visitor Economy'.</p> <p>The importance of tourism to the town's local economy is highlighted in the Town Council's Strategic Plan and should therefore be clearly reflected in the District's Economic Development Strategy and page 19 as a priority.</p>	<p>Not yet changed, the action plan will be time specific. Focussing on increases / decreases etc. within the strategy could mean updates needed more regularly. Will include in Action Plan.</p> <p>Comment. No action needed.</p> <p>This has been included</p> <p>This is within the partnership section at end of the strategy already.</p> <p>Noted; the priority areas have now been removed.</p> <p>Noted.</p>
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<p>Gloucestershire County Council, Officer Comments</p>	<p><u>Transport Planning Comments:</u></p> <p>The strategy does not reference a number of county wider strategies: Draft LIS, Gloucestershire Local Transport Plan, Gloucestershire Sustainable Energy Strategy 2039, Fastershire</p> <p>Transport Planning recognise the ambition to be carbon neutral; however, the strategy’s vision does not include a vision for transport infrastructure in line with making the transition to a low carbon economy.</p> <p>The links to economic objectives could be to support economic development. For example: The resourcing of smarter choices and transport mode shift by building on changing attitudes and opportunities for transport; Support for open source data, innovation and low carbon infrastructure such as Electric Vehicle Charging Point (EVCP) mapping and secure e-bike parking; Investment in transformative new public transport infrastructure, multi-modal interchange and attractive cycle links; Effecting change on traffic dominated environments like the Wallbridge junction in Stroud; Maximising the potential of and access to rail across the district.</p> <p><u>Minerals and Waste Policy Comments</u></p> <p>Support the inclusion of the circular economy, as there has not yet been a transition or shift to a circular economy re-phrasing the strategy to better reflect this.</p>	<p>Only SDC strategies are mentioned in the strategy, all others in Appendix 1. LIS, already noted, Transport plan, a planning document and not referred to in this instance, Energy strategy, included. Fastershire, could not find a strategy document.</p> <p>Noted, however this strategy is not a planning document and holds one vision only.</p> <p>All comments considered within action plan.</p> <p>Noted and changed</p>
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	<p>To deliver a successful and sustainable economy, we need the ability to re-imagine inter-sectoral link and not focus on just farming, agriculture, hospitality etc.</p> <p><u>Ecology (biodiversity) Comments</u></p> <p>There is no reference to the mandatory Biodiversity Net Gain in late 2023 for planning applications.</p> <p>There is no reference to the Environmental Land Management Scheme (ELMS)</p> <p><u>Heritage and Archaeology Comments</u></p> <p>It would be valuable to reference the historic environment in the area and the obvious promotion of tourism opportunities with linkage to walks and cycle ways.</p> <p><u>Data and Evidence Comments</u></p> <p>Verification is needed on the proportion of businesses employed less than 10 people.</p> <p>GVA data – there is more up to date data available</p> <p>Timescales of datasets would be useful to understand if any data is inflated due to the pandemic.</p> <p><u>Inclusivity and Employment Comments</u></p> <p>Wider outcomes to support inclusivity than reduce NEET numbers, i.e., providing employment and skills opportunities to those who have complex needs or multiple barriers to employment such as</p>	<p>Within the strategy already.</p> <p>Noted, however this is not a planning document</p> <p>Noted. Included</p> <p>To be included in action plan</p> <p>Noted. Changed</p> <p>Noted. Changed</p> <p>Noted and timescales of datasets included.</p> <p>I couldn't find the data on ONS or NOMIS so have not made changes as it would be difficult to track.</p>
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	<p>people with disabilities, care leavers, BME groups, LGBTQ+ people.</p> <p><u>Economic Development Comments</u></p> <p>The strategy offers a lot of strategic fit, there are other county wider policies and plans relating to the economy that are not included. These can be found on our website.</p> <p>Useful to reference future funding streams, i.e., levelling up fund and UK shared prosperity fund.</p>	<p>Noted. Will include in Appendix 1</p> <p>Noted. This is already in action plan</p>
The Grace Network	<p>The strategy was well received with the following comments made:</p> <ul style="list-style-type: none"> <li>• Local business ownership is key to keeping wealth in the district.</li> <li>• A cross department way of working to meet the vision is key</li> <li>• Considering more than GVA for the strategies outcome is welcome</li> <li>• How do we know about businesses that are under the radar, i.e., work from home start ups?</li> <li>• Inclusive growth must support our low income residents</li> <li>• How do we plan to support the hard to reach businesses such as independent traders?</li> <li>• We need new employment spaces but in the right locations</li> <li>• Reducing the reliance on cars is needed</li> <li>• EO: Support inward investment – do not forget about this sector investment and charity money Wealth creation is not just money.</li> </ul>	<p>Noted. This is very important!</p> <p>Noted. Already mentioned within the strategy</p> <p>Comment. No action needed</p> <p>Unsure how to monitor this yet – but an important point</p> <p>Comment. In strategy already</p> <p>Noted. Will be included in our businesses engagement as a result of the action plan</p> <p>Noted – in strategy already</p> <p>Noted</p> <p>This is an inclusive statement. If we list one business type, we have to list all</p> <p>Very important! This strategy seeks to do that with colleagues internally and our key partners and stakeholder</p>

	<ul style="list-style-type: none"> <li>• We must ensure we keep the district unique</li> </ul>	
Resident Wotton-Under-Edge	<p>Wotton is mentioned just once on page 19, and the Manufacturing and Advanced Engineering cluster should be ticked due to Renishaw and the agricultural box should be ticked also.</p> <p>There is no reference to the pressures and poor retail facilities on W-u-E due to neighbouring tourist using services. I.e., parking, availability of doctors, unmaintained roads and poor internet connectivity.</p> <p>Better transport connections are vital, particularly the new Charfield rail station and cycle corridor. These are far more relevant to the area than the canal corridor.</p> <p>The cultural sector is important to the area, but no reference to Prema.</p> <p>There is no reference to the growing energy and inflation crisis and the worsening need for food banks.</p>	<p>This is similar for all parish and towns. Noted – to be considered</p> <p>Noted – this is too specific for a district wide strategy and whilst needs focus must not be at the detriment of increasing visitors.</p> <p>In action plan for improvements to transport</p> <p>Noted. No changes made as the strategy doesn't want to be an exhaustive list of businesses from different sectors</p> <p>Noted. This is already in the strategy</p>

<p>Wotton-under-Edge</p>	<p>Concerns over SDC planning decision and loss of commercial space to residential.</p> <p>Concern that planning decisions reduce the buffer between villages and add pressure to resources and infrastructure.</p> <p>There should be more reference to agricultural diversification and the practical support needed for local traders.</p> <p>There should be digital support for businesses that links to the District, County and Tourism apps available. This should support improving footfall and place shaping.</p> <p>There has to be better broadband offers</p> <p>There needs to be ways to support businesses who are affected by Covid.</p> <p>More support from SDC for free and accessible parking and access to EV charging points as well as bike storage.</p> <p>Has there been a cost benefit analysis of the canals project carried out? The work doesn't positively impact W-U-E.</p> <p>Public transport needs improvements and reference should be made to the Greenway Sustrans project for cycling and walking.</p> <p>There should be more support of local promotions and more joined up working with neighbouring councils.</p> <p>Renishaw being the biggest employer in the parish is not mentioned.</p>	<p>Noted. However, this is not a planning document</p> <p>Noted. However, this is not a planning document</p> <p>Noted – will include in action plan</p> <p>Noted – this is an action – will be included in action plan</p> <p>This is already mentioned in the strategy and within the action plan Included in the action plan</p> <p>Included in action plan</p> <p>Noted. This is not the strategy to include this concern in.</p> <p>Improvements are set out within the action plan.</p> <p>Noted. This is already highlighted within the action plan</p> <p>Please note, no businesses are named in the strategy to stop it becoming an extensive list of businesses</p>
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	<p>Landlords can be a blocker to growth and are not mentioned.</p> <p>Priority areas highlighted are incorrect for Wotton and should be: The Green Economy, Retail &amp; Hospitality; Tourism &amp; Visitor Economy; The Arts &amp; Culture; Agriculture, Agritech &amp; Rural Diversification; Manufacturing &amp; Advanced Engineering and include a new area; Community Hubs</p>	<p>Agree, however landlords are businesses too and should not be penalised. Will consider how to create actions to support this</p> <p>Priority areas removed from the strategy.</p>
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