

National and Local Policy

The Local Context

This Economic Development Strategy is set within a context of decisions made by Stroud District Council in recent years which relate to promoting fairer socio-economic development in the district, especially, **Community Wealth Building, Equality, Social Value and Wellbeing**. These decisions complement and strengthen the Council's Carbon Neutral by 2030 and Health and Wellbeing Strategies both adopted in 2021, both, with an economic focus.

Stroud District Council: The 2030 Strategy and Objectives

The 2030 Strategy has been developed to ensure the District Council fulfils its commitment to do everything possible for the district to become carbon neutral by 2030. The strategy outlines where the Council can become an exemplar through the use of its own estates and services, an enabler as both a partner and policy maker and an encourager, informing, supporting and incentivising locally led action. 'Economy' is one significant strand of the Strategy and its accompanying Master Plan.

Within the Economy strand, there are agreed stretch goals:

- *Climate and ecologically minded business practice is established in the district and promoted by council procurement processes and business support services*
- *The concept of 'green business' in the district is defined and encouraged. Green Business is an area of growth*
- *Starting with new build developments in council housing we will identify and support projects that provide apprenticeships and training and secure future skills for the young and unemployed*
- *Locally based employment and purchasing drives a circular economy that is ensuring we can deliver on our energy and transport challenges and to make a sustainable lifestyle affordable, attractive and accessible for us all.*
- *Local assets for innovation and skills development, underpin widely recognised success as a low carbon society.*

Link to strategy can be found [here](#)

Stroud District Council: Community Wealth Building and Social Value

Following on from the successful impact Community Wealth building has been shown to have on local economies, most notably within Preston City Council, a motion on Community Wealth Building was adopted by Council in October 2018:

"Despite the UK being one of the world's largest economies, wealth is not equally distributed between regions, communities and individuals, and the prevailing economic model relies on attracting inward investment in order to regenerate and grow local economies. As a result, much of the wealth generated in local areas 'leaks' away through for example profits to businesses which are not locally based. In the last decade, 'Local Wealth Building has emerged as a powerful alternative in which local economies are reorganised, so that wealth is not

extracted but broadly held and income is recirculated. These ideas are being applied by a growing number of businesses, social and public sector organisations across the UK'... Four key strategies lie at the heart of Local Wealth Building, focussing on local employment, equitable development of land and community assets, support for SMEs, cooperatives and local banks, and progressive procurement."

Link to strategy can be found [here](#)

Stroud District Council: Procurement and Social Value

As a result of this motion Stroud District Council revised its procurement policies and the Strategy & Resources Committee adopted a Social Value Policy in June 2019. This has had an impact, for example, in monitoring the Council's spend on local companies, and also in creating the Output Specifications for the Brimscombe Port Development. An updated Social Value Policy, including access to a new Social Value Portal so the social value of key council projects can be demonstrated, was adopted in November 2021.

Link to strategy can be found [here](#)

Stroud District Council: Leisure and Wellbeing Strategy, 2021-2041

Adopted in September 2021, this has the following Strategic Outcomes: Community Resilience and Wellbeing, Environment and Climate Changes, Housing and Homelessness, and **Economy, Market Towns and Rural Vitality.**

Link to strategy can be found [here](#)

Stroud District Council: Equality, Diversity and Inclusion Policy and Action Plan, 2021-2025

Adopted by Council in October 2021 with three objectives, Community, Leadership and Organisational Development and Workforce and a commitment to working proactively to help reduce inequality in the district, gather data on this, and adopt Section one of the Equality Act, the Socio-Economic Duty, "to actively consider the way in which policies and strategic decisions can address inequalities."

Link to policy and action plan can be found [here](#)

Stroud District Council: Local Plan, 2015-2031

The Stroud District Local Plan seeks to support the local economy by ensuring there is sufficient employment land available to address the Districts commercial and retail needs to 2031. The Plan also protects a series of key employment areas and supports the regeneration of older premises for new mixed uses, including employment and environmental enhancements.

The Council is currently reviewing its Local Plan for the period to 2040, with proposals for supporting the delivery of a carbon neutral district by 2030, including bringing forward additional employment land and dwellings to meet future needs and delivering physical and digital infrastructures to support new development.

The Districts Local Plan is supported by an evidence base, which includes a number of various policies and strategies, which can be found [here](#).

Link to the Local Plan can be found [here](#)

Stroud District Council: The Council Plan, 2021-2026

The Council Plan outlines the ambitions and priorities of the District for the next five years. The plan has a focus on how to support the district's residents and businesses recover, rest and renew, following the effects of the Coronavirus pandemic.

The plan outlines three main priorities:

1. Environment and Climate Change – Protecting our environment and leading the district to carbon neutrality in 2030
2. Community Resilience and Wellbeing – Supporting a thriving and resilient local economy
3. Economy, Recovery and Regeneration – Supporting a thriving and resilient local economy

Link to the plan can be found [here](#)

The Gloucestershire and Regional Context

Western Gateway: Propelling a greener, fairer, stronger Britain, 2020

A cross-border economic partnership, made up of Local Government, City Regions and Local Enterprise Partnerships within South Wales, South West of England. More than a regional powerhouse, the scale and collaboration of the partnership aims to achieve greater, wider economic impact than if tried alone.

The Prospectus outlines three ambitions:

Ambition 1 – Connectivity

Deliver world class physical and digital connectivity, boosting productivity, unlocking housing growth and leading our transition to a net zero future.

Ambition 2 – Global Gateway

Become Britain's gateway to global markets, increasing export and investment-led growth, marketing our industries and expertise to the world.

Ambition 3 – Innovation

Spark collaboration and innovation in our distinctive high-tech sectors, universities and R&D assets, making the most of the region's renewable and environmental assets.

Link to the strategy can be found [here](#)

GFirst LEP: Local Industrial Strategy

The draft Local Industrial Strategy (LIS), published in September 2019, aligns with the ambitions set out in the Government's national industrial strategy.

Focussing on economic development, the LIS looks at ways to become a magnet county, attracting and retaining young talent to shape the future of Gloucestershire. Cyber-tech, Agri-tech and the Green Economy are highlighted as areas for significant development. The LEPs are currently subject to a national review as to what their role will consist of.

Link to the strategy can be found [here](#)

Gloucestershire Vision: 2050

A county-wide conversation that considers how to shape the area's long-term future. With eight ambitions the vision seeks to:

- Magnet: retention of 18-40 year olds with high level qualifications to work and live
- Innovative: increase of businesses start and growing
- Skilled: increase of high level skills and high skilled jobs
- Prosperity: an increase in productivity and household income
- Inclusivity: shared effects of economic growth
- Healthy and Happy: improved health and wellbeing with a good work life balance
- Connected: improved transport links and digital connectivity
- Sustainable: increased efficiency of resources and sustainable alternatives

The vision can be found [here](#)

Gloucestershire Sustainable Energy Strategy: 2039

A county-wide strategy sets out the ambition for sustainable energy, and how the area can support achieve these changes. It will enable businesses and residents to capture the economic and social benefits of doing so.

The strategy is designed to maximise Gloucestershire's strengths, creating opportunities to secure business advantages in relevant local, national and international markets. The strategy identifies weaknesses, that, if unaddressed could see the county lose opportunities.

Link to the strategy can be found [here](#)

The National Context

Net Zero Strategy: Build Back Greener

The Net Zero Strategy has ten-point plan. This looks at ways the Nation can be innovated to improve our steps towards net zero and outlines how they propose to support the needed transition happen through four key principles:

1. We will work with the grain of consumer choice: no one will be required to rip out their existing boiler or scrap their current car;
2. We will ensure the biggest polluters pay the most for the transition through fair carbon pricing;

3. We will ensure that the most vulnerable are protected through Government support in the form of energy bill discounts, energy efficiency upgrades, and more;
4. We will work with businesses to continue delivering deep cost reductions in low carbon tech through support for the latest state of the art kit to bring down costs for consumers and deliver benefits for businesses.

Link to the strategy can be found [here](#)

Build Back Better: Our plan for growth

The Build Back Better Strategy, 2021, supersedes the NIS, and has a focus on three pillars to support economic recovery:

- **Infrastructure:** supporting to boost economic growth, productivity and competitiveness
- **Skills:** increased access to technical skills and encouraging lifelong learning
- **Innovation:** R&D investment, boosting start-ups and supporting growing businesses

Link to the strategy can be found [here](#)

The National Industrial Strategy: Building a Britain Fit for the Future

The National Industrial Strategy (NIS) sets out the “Five Foundations” that are considered essential for a successful economy:

- Ideas: innovation, R&D
- People: skills and education
- Infrastructure: broadband, energy and transport
- Business environment: support for specific sectors, high growth businesses and SME’s
- Places: local industrial strategies, increasing local productivity

Through the Strategy, the Government is committed to the support of specific sectors, and to create partnerships between government and industry aiming to increase sector productivity. The Sector Deals have supported Life Sciences, Construction, Artificial Intelligence and the Automotive sectors.

Link to the strategy can be found [here](#)