

**Bracknell Forest  
Economic & Skills Development Partnership (ESDP)  
2-Year Action Plan: March 2017 to March 2019  
'Building on Local Strengths'**

**Actions and Objectives Progress Update – 20 October 2017**

Action	Status	R/A/G
<b>1. Build on Local Strengths:</b> hold a business workshop to establish local strengths, business needs and expectations.	Meeting Held: 29 March 2017.	<b>Action Complete</b>
<b>2. Set Objectives:</b> reflecting Bracknell's local strengths and the outcome of the workshop, establish a new set of high level objectives.	Objectives Agreed by Partnership Board: 2 May 2017.	<b>Action Complete</b>
<b>3. Deliver Work-streams:</b> making a positive impact on the local business environment.	Employment and Skills Sub-Group: All 6 programmes progressing	<b>Green</b>
	Infrastructure Sub-Group: 5 of 7 programmes progressing (housing and broadband now starting)	<b>Green</b>
<b>4. Enhance Membership:</b> ensuring the Partnership Board and Sub-Group memberships remains representative of local business needs, and that there is continuity of Chair/Vice Chair.	On-going: Five new members have now joined. An additional member of the Employment and Skills Sub-Group has been identified.  James Taylor of Bracknell and Wokingham College has agreed to become Vice-Chair	<b>Green</b>
<b>5. Identify Funding Opportunities:</b> supporting the work of the ESDP and Bracknell's local businesses.	On-going: application supported by ESDP for funding A322 improvements under National Productivity Investment Fund has been successful.	<b>Green</b>
<b>6. Provide Support to the BID:</b> programme managing to the early-stage development of the Western and Southern Areas BID.	On-going: BID programme delayed because of change to Project Management arrangements. Still well supported by business.	<b>Amber</b>
<b>7. Improve Engagement:</b> identify the potential for collaboration with the Berkshire Thames Valley LEP, Thames Valley Chamber of Commerce and other business organisations.	TV Bracknell Chamber of Commerce meeting attended. Still to meet with the CBI.	<b>Green</b>
<b>8. Communicate:</b> talking to ESDP members and outside organisations	1 <sup>st</sup> 'Bob's Blog' circulated in September. Next draft to be	<b>Green</b>

<p>to <b>build on Bracknell’s local strengths.</b></p>	<p>circulated in November. Ideas being carried forward/considered include:</p> <ul style="list-style-type: none"> <li>• a Christmas time ESDP event</li> <li>• a ‘seminar’ style engagement event (possibly linked to the BID)</li> <li>• a joint event with the Thames Valley Chamber of Commerce</li> <li>• a marketing campaign based on Bracknell’s strengths</li> <li>• A photography competition</li> </ul>	
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## Objectives

Action	Status	R/A/G
<p>Identify Bracknell Forest’s ‘local strengths’ as the basis for understanding Bracknell’s collective business needs and lobbying on their behalf.</p>	<p>See Action 1 above. Need to make more use of the local strengths in promoting and lobbying activities.</p>	<p><b>Green</b></p>
<p>Through the Partnership’s work-programmes provide a co-ordinated voice and support for the local business community, building on Bracknell Forest’s local strength.</p>	<p>See Action 2 above.</p>	<p><b>Green</b></p>
<p>Be the effective voice of local business in responding to government and local planning consultations. In collaboration with the local authority, aim to build on Bracknell Forest’s strengths as a provider of the right environment for businesses to thrive.</p>	<p>On-going. Need to understand where and when the ESDP can do more.</p>	<p><b>Green</b></p>
<p>Support Bracknell Forest businesses in seeking funding from government and private sector initiatives in areas such as technology development and cyber security.</p>	<p>See Action 5 above. More opportunities need to be identified.</p>	<p><b>Amber</b></p>
<p>Lobby on behalf of Bracknell Forest’s businesses to seek funding for first-class communications and transport infrastructure, such as telecoms, road, rail, cycle and walk access.</p>	<p>As above.</p>	<p><b>Amber</b></p>



Steer and support the development of first-class programmes and initiatives (e.g. Elevate) for training, apprenticeships and skills development in Bracknell.	On-going. See Employment and Skills Sub-Group Workstream.	<b>Green</b>
Support plans for the provision of appropriate housing and leisure facilities for the business community's employees.	Infrastructure Sub-Group seeking expert advice.	<b>Green</b>
Establish Bracknell's first Business Improvement District (BID) covering the Western and Southern Business Areas.	See Action 6 above.	<b>Amber</b>
Help establish a vibrant town centre through the promotion of business interest and employment programmes.	No activity identified to date. Need to understand where and when the ESDP can support.	<b>Green</b>
Establish collaborative relationships with the LEP, Chamber of Commerce and other business organisations.	See Action 7 above.	<b>Green</b>
Increase the membership of the ESDP, ensuring that Bracknell's businesses are appropriately represented.	See Action 4 above.	<b>Green</b>