

Business & Economic Development Support Function

Introduction

The Town Council should seek to play a strong role in the development of the economy and future prosperity of Liskeard and this paper sets out the fundamental aims and objectives for a new Economic Development Support Role.

Aim

To provide locally the business development support necessary to create well paid Liskeard jobs in a range of businesses and which will have a positive impact on the economic development of the town. This to be achieved through the expansion of local companies, attraction of inward investing companies and support to dynamic business start-ups.

Context

- The loss of several hundred office-based jobs resulting from the formation of the Unitary Council. The additional impact of austerity on public services (Council and civil service).
- The impact of on line shopping and out of town shopping on the town retail and leisure offer.
- The requirement to allocate additional land for housing up to 2030 generating a need for more jobs to provide townspeople with the financial ability to purchase the new homes.
- The anticipated change to IT based high tech and high value jobs from low value jobs which will likely be automated.
- The lack of any new investments in serviced plots on Liskeard Business Parks since 2003.

3- 5 year Specific Achievement Targets

- ② Increase provision of B1, B2 and B8 business space on business park type developments and where appropriate to provide town centre B1 type premises in Liskeard by 20% from current provision.
- ② Increase number of good quality higher paid jobs (over £30K pa) in Liskeard by 10%.
- ② Increase the per capita GDP of Liskeard by 10% (subject to this being an identifiable output)
- ② To increase Business Rates income to Cornwall Council by 10% from B1, B2 and B8 .
- ② To increase the number of businesses registered in Liskeard by 150 (There are 1,500 at present.)

Role Tasks

To encourage development of new business premises ranging from small workshops and office units to fully serviced plots enabling larger scale premises to be built.

To attract inward investment and provide the support to enable businesses to take up investment offers.

To Support Major Public and Private Sector Investments

To support the Cornwall Council efforts to invest by providing input from local businesses on their investment needs to help shape the Cornwall Council efforts to redevelop the existing property and to support their efforts to invest in new Business Park style developments.

To provide guidance and non-financial support to private sector investors developing business premises for leasing and rental.

Work with the Town Council, Cornwall Council and its partners to attract and retain businesses: - to produce and update the literature and websites in relation to the business support content and research and develop as necessary new initiatives etc. This should include the listings of vacant business premises.

To support the organising and holding of targeted business support events.

To build up an operating knowledge of grants and loans applicable: to enable the provision of business premises, both new build and conversion projects to overcome the shortage of such property.

To build an operating knowledge of the current businesses within the town's Business Park and Industrial Estates, as well as in the town centre and the town's hinterland. To identify those with good growth potential and support their expansion by the provision of appropriate services.

To build and maintain a network of contacts.