

City Regeneration Framework Action Plan
The Economy

Objective	Key strategy	Delivery Group/Linked Strategies and Plans	Lead person	Key Actions	Milestones	Performance Indicators/ targets	Progress update
To provide an adequate supply of employment land and premises to meet the future needs of Oxford's key sectors	Allocation of growth space within the Local Development Framework	The Core Strategy	Mark Jaggard	Engage with employers to understand their needs	Core Strategy agreed Business Breakfasts with employers Dates:	Numbers of new businesses established Number of jobs created Baselines?	
To encourage complimentary investment in Oxford.	To develop the City Inward Investment offer	The City Council Economic Development Officers Group, working with the Local Enterprise Partnership.	Mark Jaggard	To provide the correct conditions to encourage complementary businesses to Oxford.	Inward Investment meetings with businesses	As above	
		Oxfordshire Local Enterprise Partnership	Dave Waller	Support to Inward Investment Programme and aftercare	Work plan and targets to be delivered	% growth in average income per head?	
To develop the visitor economy and improve visitor experience	Enhanced tourism service	Visit Oxfordshire (DMO), new not for profit company	Susi Golding	.	New company launched 1 st April 2011 Web and marketing to domestic and international markets in association with tourism South East. Attendance at international	Targets Visitor spend to increase Length of stay to increase To be set in April 2011 Proxi measures are: number of visitors to TIC in Broad St and	

					trade fairs and exhibitions x 2 March and Oct 2011	number of visitors to the web site	
Supporting the local economy	To promote tender opportunities to local businesses and the voluntary and community sector.	City Council Procurement Strategy	Jane Lubbock		12 Presentations /workshops held (one per month)	Proportion of spending with local businesses 40% of council business will be with small medium sized business by 2012. Estimated baseline 33.7% Jan 2011 (Baseline information is currently being further analysed)	
	Develop premises for early stage business and third sector organisations	The City Council Economic Development Officers Group,	Mark Jaggard	To review existing City Council premises and potential opportunities for development	Identify baseline position of existing supply Identify development opportunities and options	Review completed by November 2011	
	Develop markets and create private sector jobs	Oxfordshire Local Enterprise Partnership	Dave Waller	Alignment of skills provision with the skills needs of business	Complete review of skills partnership structures by June 2011	% increase in economically active with a degree or equivalent and above % increase in economically active no skills	

					Consolidate and update existing evidence of skills needs into an agreed local statement of skill needs. By September 2011	as above	
	Business support	Oxfordshire Local Enterprise Partnership	Dave Waller	Oxfordshire Business Enterprise to provide free advise to start up businesses		Increase in number of businesses By 10% Baseline April 2010 Pre-start 22 First year 7 Second year 1 Third or more 7	
			Dawn Pettis	Digital Strategy for Oxfordshire being developed, including digital inclusion in Oxford City	Work plan and targets to be developed by 1 st May 2011		