

# CRAWLEY'S ECONOMIC PLAN (2011-16) "Measuring Prosperity"



This report provides an update on progress against Crawley's Economic Plan (2011-16) - a plan developed in partnership and adopted by the Council in June 2011. It provides a quarterly high-level overview of progress made against each of the agreed priorities and actions outlined in the "Measuring Prosperity" document and forms the basis for appraisal and discussion.

Report keys are identified at the end of the document, as general guidelines the green arrows indicate ongoing progress and amber triangles indicate where either no significant progress has been made or work is yet to commence. They are intended to provide a visual guide to progress and easy analysis.

The Economic Plan, along with this report and supporting documents, can be viewed at [www.crawley.gov.uk/business](http://www.crawley.gov.uk/business)





Generated on: 28 July 2011

## 1.(a) Revitalise the town centre (Pledges 1, 2 and 3 relate)


Priority/Action	Status	Responsible Directorate	Comments
Formal negotiations for a revised Town Centre North Scheme have been progressed		Directorate Resources	A planning application for the first phase of Town Centre North (foodstore, hotel and restaurants on the Sussex House site) is expected in August. Consultation with the public and key stakeholders (including the Local Economic Action Group) is taking place in July. The project management arrangements involving Land Securities, St James' Investments, Crawley Borough Council and the Homes & Communities Agency have worked well and will continue.  In parallel to the Sussex House application, public consultation on revisions to the Town Centre North Supplementary Planning Document will take place during the summer. This will reflect changes to the phasing of the development but does not change the overall vision or 'red line' boundary of the scheme.
Development of key sites have been actively encouraged and related planning applications determined		Directorate Resources	Work with developers and landowners of other potential sites in the Town Centre continues, with one other planning application expected this year.



Priority/Action	Status	Responsible Directorate	Comments
The commitment of landowners and other partners to an improved Crawley Station and surrounding area has been gained		Directorate Resources	Crawley Borough Council is actively promoting improvements to Crawley Station and the surrounding area. Discussions have taken place with Network Rail and other parties. The Kent Architecture Centre has been commissioned to undertake a design exercise to which stakeholders will be invited. The output will be options for short, medium and longer term improvements to the station, Station Way and the area in front. The Council will make capital investment to support delivery.
The approach to encouraging breadth of town centre uses and activity is defined (including monitoring of empty units)		Directorate Environment & Housing; Directorate Resources	Crawley Borough Council to work with the Town Centre Partnership to develop an approach and programme of work to identify the opportunities for encouraging activity and uses in the town centre to increase appeal and "stay times" of visitors.

### 1.(b) Enhance Manor Royal Business District (Pledges 1, 2 and 3 relate)

Priority/Action	Status	Responsible Directorate	Comments
The Manor Royal Improvement Business Plan (via the business group) has been produced and there is evidence of progress		Directorate Environment & Housing	Economic Development Officer assigned to Business District Manager post (April 2011). Extensive analysis on business occupiers, sectors and rate payers. Core themes of Business Plan identified. Business Group Constitution agreed but not adopted. Chair and Vice Chair in post. Community Resilience & Security Group established - possible Business Watch for Manor Royal to be established. Key phase now is business engagement to test Business Plan themes, support and value.
The Planning framework (including the production of design and development principle statements) is in place		Directorate Environment & Housing	In order to deliver clarity regarding planning requirements and the Council's aspirations for key sites following the Adoption of the GVA Masterplan, the Council is producing Development Principle Statements for a number of sites. At present these are being developed for the following 5 sites: Glaxo Smithkline, Thales on Gatwick Road, Segro West on London Road, BOC Edwards on Manor Royal and Betts Way, London Road. A Manor Royal wide Design Guide is also being considered. These are to be consulted on throughout July-December 2011. The first statement for GSK was adopted for use in development control decisions by Cabinet on 15th June 2011.
The feasibility of local incentive options have been undertaken (and implemented where appropriate)		Directorate Environment & Housing	Some preliminary discussions have been had. Planned discussion at LEAG on 21st July 2011.
The activities of the Business Group is formalised and made sustainable (via support to business group)		Directorate Environment & Housing	Constitution drafted but will not be adopted until the engagement phase and Business Plan content is agreed (planned for December 2011). Route to sustainability will be a feature of the Business Plan.

### 1.(c) Support the development of a sustainable Gatwick (Pledges 1 and 2 relate)




Priority/Action	Status	Responsible Directorate	Comments
Opportunities for joint work have been explored, developed and are in place		Directorate Chief Executive	The Gatwick Diamond 'Meet the Buyers' are run amongst others, in partnership with Gatwick Airport also sponsoring and supporting the programme. Furthermore the Council has approached Gatwick airport to be part of this years 'Better Business' conference programme, of which discussion are currently taking place. The Council remains open to pursue opportunities for further joint working with the Airport.

Priority/Action	Status	Responsible Directorate	Comments
There is evidence of support for plans to increase passenger throughput in current configuration		Directorate Environment & Housing	No new progress to report.
The Council has responded to key strategic plans and documents		Directorate Environment & Housing	Gatwick Airport Limited (GAL) are due to publish a revised Airport Master Plan for consultation in Autumn 2011. A corporate response to the document will be submitted.

## 2. Encourage new business and local supply chain opportunities (Pledges 1, 2 and 6 relate)

Priority/Action	Status	Responsible Directorate	Comments
Developer Charter, contract clauses or equivalent, are in place to encourage local benefits from development		Directorate Chief Executive	Background research has been undertaken, including examples from elsewhere. CMT, LEAG and further partner discussions required. Option of engaging Business-to-Business (who assist the delivery of Meet the Buyers and local procurement activities).
Local supply chain development events have been supported and delivered		Directorate Chief Executive; Directorate Resources	The Council have been supporting and sponsored the Gatwick Diamond 'Meet the Buyers' programme over the last few years and committed to the programme again in 2011. The programme have included a series of seminars in the run up to the actual 'Meet the Buyers' event, which took place at the Arora Hotel 30th June.
Opportunities for local firms to supply to the Council have been promoted		Directorate Resources	Initial internal officer level discussions are underway to consider the Council's approach to procurement. The role of small and local businesses has been flagged for consideration.
The role of the Council in encouraging inward investment has been defined		Directorate Chief Executive	No significant progress. Short discussion paper drafted. Requires further research and partner discussion, including LEAG.

## 3. Contribute to the development of skilled and enterprising people and businesses (Pledges 2, 6 and 7)






Priority/Action	Status	Responsible Directorate	Comments
Support for skills, employment and enterprise promotion activities have been provided, including the promotion of a more prominent Higher Education presence and participation		Directorate Chief Executive; Directorate Resources	As well as supporting through the Town Centre Partnership the local Fast Track career event, the Council have sponsored the 2011 Young Enterprise programme - a dedicated programme which aims to build an inspiring and connected world of young people, business volunteers and educators. The Council is also working on a proposal in partnership with Central Sussex College and University of Brighton to inspire more young people about science, engineering, technology and maths and explore the career opportunities available to them in these fields. The Council is also considering its position with regard to support for Young Start Up Talent 2011.
The Council has reviewed and made clear its approach to providing business support		Directorate Chief Executive	Work in this area has not yet commenced. Work with the Business Community Partnership (BCP) that also relates to the above action, has yet to deliver results.
Opportunities and merits of providing additional land / premises to support innovation linked to Higher Education assessed		Directorate Environment & Housing	Internal discussions recognise a limited number of options to provide sufficient space for a new Science / R&D focussed business area and that the ability to deliver concerns more parties than the Council. The approach of Gatwick Airport is particularly important in terms of understanding deliverability and site options that would be subject to further test via the Local Development Framework process.

## 4. Support housing supply and sustainable transport improvements (Pledges 5, 7 and 8)

Priority/Action	Status	Responsible Directorate	Comments
An assessment of housing need has been undertaken (locally and in partnership across the Gatwick Diamond)		Directorate Environment & Housing	Locally Generated Housing Needs Assessment will be taken to the Local Development Framework Working Group in the autumn.
Land is identified in planning documents to help meet housing need linked to economic growth		Directorate Environment & Housing	Existing Core Strategy and planning consents identify sufficient land for the next five year period. The Core Strategy Review will identify future sites to meet an agreed local housing target.
There is evidence of a proactive approach to providing housing (including site development and consideration of other practical and deliverable housing solutions)		Directorate Environment & Housing	<p>138 new affordable homes were delivered during 2010/11 The Council secured Investor Partner Status with the Homes and Communities Agency (HCA) and is completing an own-build scheme at Rushetts Place delivering 16 new affordable homes in October 2011. A further £1m in Government grant funding has been secured to deliver a further 40 homes over 3 years</p> <p>Work on a hostels redevelopment project to deliver 40 new affordable homes will shortly start on site. Consultation on 4 additional Council sites with capacity to provide a further 50 new affordable homes is being progressed. Agreement has been reached on a cross boundary development with Horsham to achieve an average of 30 new affordable homes p.a. over a 12 year period.</p> <p>The Council has worked closely with the Housing Association Partners in putting forward a range of bids to the HCA for further affordable housing schemes to be delivered over the next four year period.</p>
The Council can demonstrate efforts it has taken to promote sustainable forms of transport and reduce the number of single occupancy car journeys		Directorate Community Services	The Council is continuing to work in partnership with easitCrawley and explore opportunities to expand membership and improve the sustainable transport offer. Furthermore the council is working with WSCC and Southern Rail to explore the implementation of a commuter biker hire facility at Three Bridges and are also working with Horsham DC to attract a Car Club operator to the Town.

#### 5. Develop an economy noted for its environmental excellence (Pledge 5)

Priority/Action	Status	Responsible Directorate	Comments
The Carbon Reduction Strategy in place and key objectives pursued and delivered		Directorate Community Services	Options for decentralised energy provision have been identified and are being progressed for the Town Centre and Manor Royal. Climate Change, Waste & Recycling Strategy to be adopted 4Q 2011 including strategy for business emissions reduction in the Borough.
There are increased numbers of businesses engaged in the Green Business Programme and easitCRAWLEY		Directorate Community Services	Work is being undertaken in partnership to explore expanding the range of sustainability offers to local businesses through easitCrawley to include waste & recycling and energy. These new offers will be used assist increased membership drive. Options for expanding the Green Business Programme are being investigated with a report back in late July 2011.
Green energy and joint procurement of recycling and other related services have been promoted to Manor Royal businesses		Directorate Community Services	Initial options for joint recycling/ energy procurement have been discussed with easitCrawley group of businesses. Further discussions are being progressed with suppliers and other partners (incl. Remade South East).

Action Status	
	Cancelled
	Overdue; No longer assigned
	Unassigned; Not Started; Check Progress
	Resuming; In Progress; Assigned
	Completed