## **Economic Development: Employment**

as at 21/5/15

Objective &	Actions	Who will do	Partners	Cost	Priority	Time	Progress/Notes/Comments	
justification		it?		(H,M,L)	(H,M,L)	scales		
Q8 If you are in work, is your work based or located in the Ledbury area (i.e. within about 5 miles of Ledbury)  Q9 Would you like to work locally if suitable employment were available?								
Q10 If you answered YES to Q8, what kind of employment are or would you be looking for in the Ledbury Area?								
Q11 Are you either running or considering running your own small business locally?								
Q12 If you answered Yes to Q11 – which of the following are you NOT able to access to help your business or business plans? Choice of necessary supports for business								
Objective E1.	External Generation of Opportunity							
Increase opportunities for Full	<ul> <li>Develop a local Chamber of</li> </ul>	LTC	HC				Given Ledbury's size this could be a	
Time and Part Time	Commerce (or similar association of		Local Business				Town Team approach focusing on	
employment in Ledbury	local business) to help promotion of		and Business				both retail and employment	
58% (1636) would like Ledbury to	Ledbury		Agencies				development	
have strong local employment (Q1)	Encourage development of suitable		Marches LEP					
2414 wanted local employment in	industrial/office premises on		Landowners					
place alongside new housing	designated employment land							
development (Q7)	Market Ledbury as a place for							
Q8 52% (591) of respondents in work work locally	business, developing a key Ledbury							
Q9 491 would work locally if there	style and identifying business							
was suitable local employment	growth that will build on and							
was suitable local employment	maximise Ledbury's strengths.							
	Explore opportunities to site some							
	of the University of Hereford's							
	activities in Ledbury							
	Develop active links with other							
	agencies with responsibilities for							
	marketing to new business							
	Internal Generation of Opportunity							
	Encourage a Buy Local business							
	procurement culture	LTC & Local						
	Matching local employment training	Businesses						
	to local employment needs	(Association)						
	<ul> <li>Establish a business start up club for</li> </ul>							
	potential entrepreneurs.							
	Foster Links between Businesses							
	and Local Schools – information,		Schools					
	visits, work experience etc							
	Promote Ledbury facilities (e.g. as							
	Tromote Leabury lacinties (e.g. ds			1	l			

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	businesses outside the area							
Objective E2. Foster and sustain new small business development in Ledbury Q11 252 people said they were running or considering to run their own business  52% of these (130) said they were unable to access one or more necessary supports for business plans – working capital, suitable premises, support/mentoring (Q11)	<ul> <li>Promote P2P lending scheme to businesses, offering competitive rates</li> <li>Encourage local investors to fund P2P projects</li> <li>Ensure provision for small business premises is included in the Neighbourhood Plan. Encourage the development of such premises.</li> <li>Develop a team of business mentors to provide support to local start ups</li> <li>Provide market space/pop up shops as an opportunity to test new ideas</li> </ul>	LTC	Herefordshire Council; Funding Circle Local Businesses Banks Local Accountants and Landlords FSB				Given Ledbury's size this could be a Town Team approach focusing on both retail and employment development and support	
Objective E3. Stimulate provision of apprenticeships & other post-16 vocational training 10 individuals seek this kind of employment (Q10)	2.1 Provide information & support for local employers		Local employers /education providers					
Objective E4. Enable parents to continue in or take up employment by providing out of school hours child care facilities  100 people state they will need holiday club in the next 3 Years (Q20) 60 Breakfast Club 40 Homework Club  Objective E5. Encourage	Work with schools and providing agencies to develop/maintain this service  4.1 Provide return-to-work information		Schools/ Providing Agencies					

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preparation of new parents for	at pre-school stage		settings					
continued or new employment	4.2 Offer advice on nursery places &							
(Q20)	funding							
	4.3 Offer e.g. back-to-work sessions, CV							
	workshops							
			Voluntary					
			sector					