

BRIEF FOR ECONOMY AND JOBS WORKING GROUP

'Develop options to support a sustainable development strategy for the growth of good quality and well-paid employment in Looe, that:

- Identifies the Looe share of the Cornwall Local Plan employment targets for the CNA to 2030;
- Is based on an intelligent business and market analysis and the demand profile for the Town, including knowledge of land ownership;
- Emphasises the provision of jobs for local young people and helps them to afford to stay in their community;
- Provides support for new business formation;
- Responds to the needs of existing businesses to expand;
- Takes into account the condition and quality of existing sites and premises and proposes ways of improvement;
- Defines the use-classes, range of unit sizes, plot-ratios required;
- Uses employment growth to support the other NP thematic issues;
- Identifies potential sites for new employment development

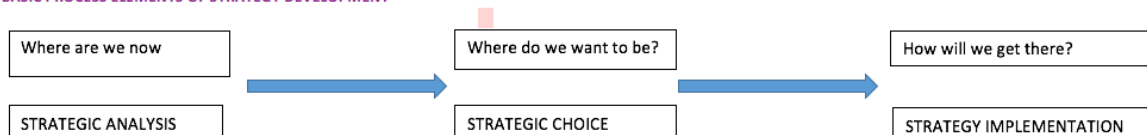
As part of the work:

- Hold engagement sessions with community and industry representatives during September and October
- Visit and take advice from expert sources and recognised good practice examples
- Prepare updates for report to the Neighbourhood Plan Team at its monthly meetings
- Prepare a final report with proposals for the NP Team to recommend on to the Town Council in XXX
- Ensure that the cross cutting themes – infrastructure, affordability, safety, and geography/environment are covered.

PROCESS GUIDANCE

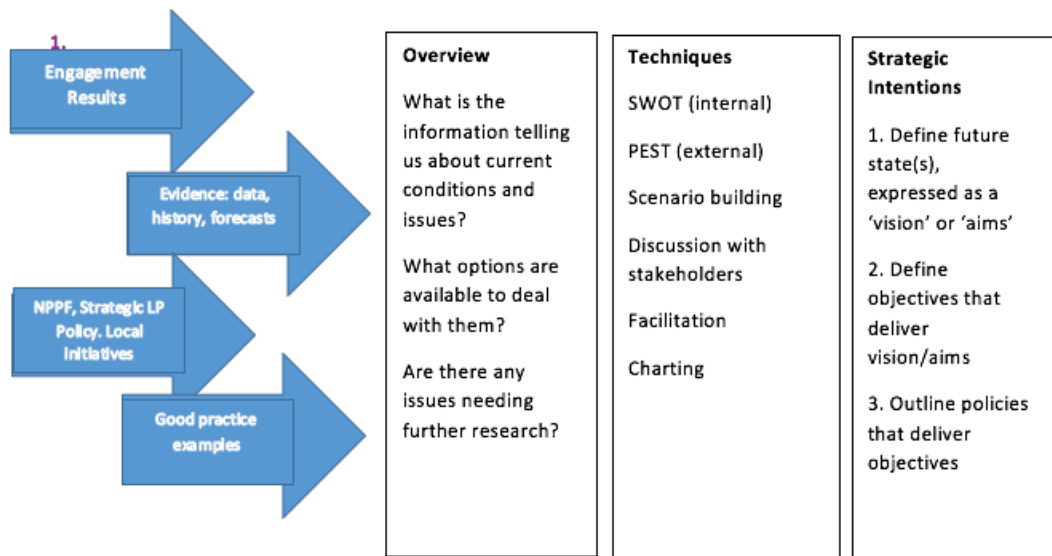
The general process should reflect the process elements of strategy development.

BASIC PROCESS ELEMENTS OF STRATEGY DEVELOPMENT



It may be helpful to use a template document which leads through the process. Further guidance is available in the Dropbox folder. Working group activity should run sequentially through the process.(see diagram below)

WORKING GROUP ACTIVITY



GENERAL REQUIREMENTS

Proposals must have regard to economic reality, they must have a planning purpose, and be achievable.

Recommended policies or proposals can be either specific (a site allocation); controlling (in a specific area something will not be permitted; or enabling (developments will be permitted under certain conditions).

Working Groups to ensure that their operation is at all times open and accessible, that all policies and proposals align and integrate with other current and emerging non-land use strategies and interventions.

Set a timescale and work programme.

BUDGET

Each working group may incur expenditure up to £250 in carrying out its work. This may cover for example, costs associated with a visit to a specific example town or site away from Looe, the travel costs of a visitor to Looe from another town, costs of putting on an event, printing costs etc.

RESOURCES AVAILABLE

- Consumables – paper, flipcharts, post-it notes, pens, printing etc.
- Access to 'Parish OnLine' Geographical Information System,
- Access to detailed Community Survey results.
- Survey Monkey login and support in creating questionnaires
- Dropbox folder with library of useful documents, folder of techniques, virtual library of NPs etc
- Use of website, twitter and facebook for publicity, surveys etc.
- Help with YouTube video, wordle etc
- 'Hotline' to Project Manager for support/advice
- Training for the working groups
 - Session 1 – Tools and models: use of SWOT, PESTLE, stakeholder analysis, programme management, evidence researching, GIS mapping etc.
 - Session 2 – Policies, proposals and projects: generating aims, objectives and actions,

planning policy writing, etc

- Session 3 – 1 hour for selected volunteers on using Parish Online.

ROLES

- A 'Convenor' to 'lead' group through the work, set agendas etc
- Note taker – (action points only need be recorded) and meeting booker