

Economic and Skills Development Partnership (ESDP)

2 -Year Plan: April 2021- April 2023

2023 Vision

In 2023 Bracknell Forest businesses will be thriving in a dynamic business environment connected by high-speed broadband and reliable, affordable and sustainable modes of transport. The Borough's businesses will have recovered from the adverse impacts of the Coronavirus Pandemic and adapted to prevailing worldwide trading agreements, achieving sustained and balanced economic growth across employment sectors and in its town centres.

A range of affordable and flexible workspace options are supporting each business sector. There is long-term investment in ideas and infrastructure to attract investors. Businesses and residents are benefiting from thriving daytime and night-time economies and a diverse cultural scene.

Bracknell Forest is substantially reducing negative impacts on the environment, contributing to meeting government targets for CO² reduction. The Borough is meeting demand for housing whilst protecting its natural environment and preserving local green spaces.

Employers, partner organisations and public sector agencies are investing in training and personal development, ensuring that Bracknell Forest is able to retain the highly skilled workforce that it requires.

Overarching Objectives:

- Provide a co-ordinated voice and support for the Bracknell Forest local business community;
- Develop and support programmes and initiatives for:
 - business recovery & renewal,
 - training and skills development,
 - infrastructure development;
- Represent the local business community in responding to central and local government consultations;
- Support Bracknell Forest businesses and the local authority in seeking funding from government and the private sector;
- Provide advice and support to Bracknell BID;
- Develop strong working relationships with the local authority, Thames Valley Berkshire Local Enterprise Partnership (LEP), Thames Valley Growth Hub, Thames Valley Chamber of Commerce and other business support organisations.

Projects and Initiatives:

- **Business Recovery & Renewal:** Work with the Thames Valley Chamber of Commerce, Bracknell BID, Growth Hub, LEP and local authority to achieve strong business recovery and renewal;
- **Skills:** Undertake projects and initiatives with the Chamber of Commerce, higher education providers (including Activate Learning), Bracknell BID and local authority covering adult learning, CPD and skills development;
- **Infrastructure:** Undertake projects and initiatives in partnership with the local authority, Bracknell BID and LEP.

The following Table provides an outline programme of projects and initiatives to be considered, developed and implemented by the ESDP's Sub-Groups over the life of the 2-Year Plan.

ESDP 2-Year Plan: 2021-2023: Outline Programme		
Objective	Project/Initiative	Lead
Provide a co-ordinated voice and support for the Bracknell Forest local business community	<ul style="list-style-type: none"> • Communications: <ul style="list-style-type: none"> • Liaise with business and training organisations within the area • Participate in business networks beneficial to the ESDP membership • Hold business events aimed at benefiting local businesses • Issue regular newsletters (Bob's Blogs) informing members about the ESDP's activities 	Partnership Board
Develop and support programmes and initiatives for: <ul style="list-style-type: none"> • business recovery & renewal • training and skills development • infrastructure development 	<ul style="list-style-type: none"> • Programmes and initiatives (examples): <ul style="list-style-type: none"> • Workspace for SMEs/Start-Ups • Employment & Skills for Young People (e.g. Kickstart) • Joint Skills/Training Initiative with B&W College • Mental Health/Fitness/Diversity • Agile Working • Cleaner Travel • Green Space (e.g. Pocket Parks) • Electric Vehicle Charging • Superfast Broadband and beyond 	Employment & Skills Sub-Group Infrastructure Sub-Group
Represent the local business community in responding to central and local government consultations	<ul style="list-style-type: none"> • Consultations (examples): <ul style="list-style-type: none"> • Government Transport Strategy (e.g. Transport for the South East) • Support Western and Southern Rail Access to Heathrow Airport • Heathrow Third Runway/Airspace • Improvements to local rail and bus services • Training and employment (e.g. Employment for young people and Apprenticeship schemes) • Local Planning 	Employment & Skills Sub-Group Infrastructure Sub-Group
Support Bracknell Forest businesses and the local authority in seeking funding from government and the private sector	<ul style="list-style-type: none"> • Funding Support: <ul style="list-style-type: none"> • Government and public sector growth and development funds • Government infrastructure funding • LEP funding for infrastructure and skills projects 	Employment & Skills Sub-Group Infrastructure Sub-Group

Provide advice and support to Bracknell BID	<ul style="list-style-type: none"> • Bracknell BID Board <ul style="list-style-type: none"> • Represent the ESDP on the BID Board • Provide a basis for joint projects and initiatives between the BID and the wider business community • Exchange information on business needs (e.g. surveys) 	Partnerships Board
Develop strong working relationships with the local authority, Thames Valley Berkshire Local Enterprise Partnership (LEP), Thames Valley Growth Hub, Thames Valley Chamber of Commerce and other business support organisations	<ul style="list-style-type: none"> • Joint Initiatives (examples): <ul style="list-style-type: none"> • BFC - Business Surveys • Thames Valley Chamber of Commerce – e.g. skills and employment for young people • Growth Hub - business skills and training • Joint BFC/ESDP Photographic Competition 	Employment & Skills Sub-Group Infrastructure Sub-Group

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