

APPENDIX C

2009 Action Plan *to rebalance the economy and minimise hardship*

Italics denote actions that could be recommended to partners for their adoption in due course, in order to achieve better impact and consistency for the borough.

Ongoing action	Outcome	Proposed action	Outcome
Business			
<i>Council pays local, small business suppliers within 10 days of receipt of invoice</i>	<i>Assists relatively small number of businesses</i>	<i>Consider the extension of the practice: other partners and/or to all small and medium-sized enterprises (SME) suppliers–</i>	
Signposting (documents and web) to support and advice agencies (e.g. Business Link), ensuring that information is current and easily available www.richmond.gov.uk/business	Maintaining information flows that are timely, reliable and relevant	Continue disseminating and updating the information, especially the latest versions provided by Business Link, the LDA and the Department of Business, Employment and Regulatory Reform	Maintaining information flows that are timely, reliable and relevant
Run campaigns to promote Small Business Rate Relief uptake	Take up of SBRR continues to increase		
		Appointment of an economic development manager – taking up post in June 2009	Better co-ordination of business support services, implementation of statutory duties relating to economic development, building on synergy with partners
		Preparing an economic assessment, based on the monitoring data and priorities to be determined by the LSP	Will provide a foundation for longer-term strategies and building a vibrant and sustainable economy
		To assist in marketing the borough for inward and re-investment purposes, introductory packs can be prepared and circulated to enquirers and business newcomers.	New business investment
		The next edition of the borough's	Increased level use of local businesses

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		business guide and directory is due to be published in August, 2009.	
		Develop tourist information function to encourage visitors	Increase length of stay and expenditure
Ensure that local businesses can compete for Council contracts	Opportunities for local businesses	New guide for local businesses and training for local businesses	Opportunities for local businesses
		Council to consider signing Federation of Small Businesses Accord document	Indicates Council commitment towards small businesses
Implement Planning Protocol to assist local businesses	Improve planning process to assist new development/change of use.		
Residents			
<i>The council is signed up to the Construction Training Initiative and the Skills Pledge</i>	<i>Improve workforce skills</i>	<i>Encourage other partners to do likewise</i>	
Signposting (documents and web) to support and advice agencies	Maintaining information flows that are timely, reliable and relevant	Continue disseminating and updating the information	Maintaining information flows that are timely, reliable and relevant
<i>Council (and partner) vacancies are advertised increasingly on-line and with popular public sector portals. Direct.gov aims to include all public sector vacancies open to the public</i>		<i>Initiatives to assist residents into employment are under consideration (e.g. practical local events following the success of the 'Surviving the Recession event').</i>	<i>Ensuring residents seeking work have information and assistance.</i>
Continue the campaign for benefit take-up of benefits, ensuring full knowledge and support to partners, such as the Citizens' Advice Bureau.	All residents receive appropriate benefits		

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		<i>Apprenticeships and internships will be promoted within the Council.</i>	<i>Increased opportunities for apprenticeships/internships</i>
		<i>The co-ordination of 'volunteering towards employment' possibilities, including a website, led by Richmond upon Thames College and Richmond Council for Voluntary Service.</i>	<i>Increased opportunities for volunteering</i>
Environment			
The TC opportunities fund provides matched funding for locally conceived schemes to aid trading and currently benefits Twickenham, St Margaret's, Whitton, Barnes.	Outcomes are wide ranging including environmental, marketing and inward investment	Proposal from Hampton Hill currently under consideration	
Environmental improvements/high standards of day to day environmental services in town and local centres	High quality trading environment		
Continue to promote subsidised energy saving measures to individuals through partnership with London Warm Zone and effective targeting of grants	Reduction in carbon dioxide emissions/savings for individuals	Increase marketing activities to raise awareness of measures residents can take to save money through home energy efficiency	Increased uptake of insulation measures
Implement Smarter Travel Richmond	See separate detailed plan includes expansion of walking, cycling, public transport		
		Consider car parking initiatives (see 27	Aim to increase trade within town and local

Ongoing action	Outcome	Proposed action	Outcome
		April 2009 <i>Parking Charges</i> Cabinet report)	centres
Go Green Richmond upon Thames	Promote resource efficiency through free environmental audits and training for local businesses	Continue programme of work	
		Improve appearance of vacant shop premises	Improve trading environment