

# Shepway's Economic Regeneration Strategy

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# The National Picture from BCC

- Increased Local Power
- Partnership “working” – not “talking”
- Plan for growth
- Funded Transport Strategy
- Attract and Retain Graduates

# What is SERP?

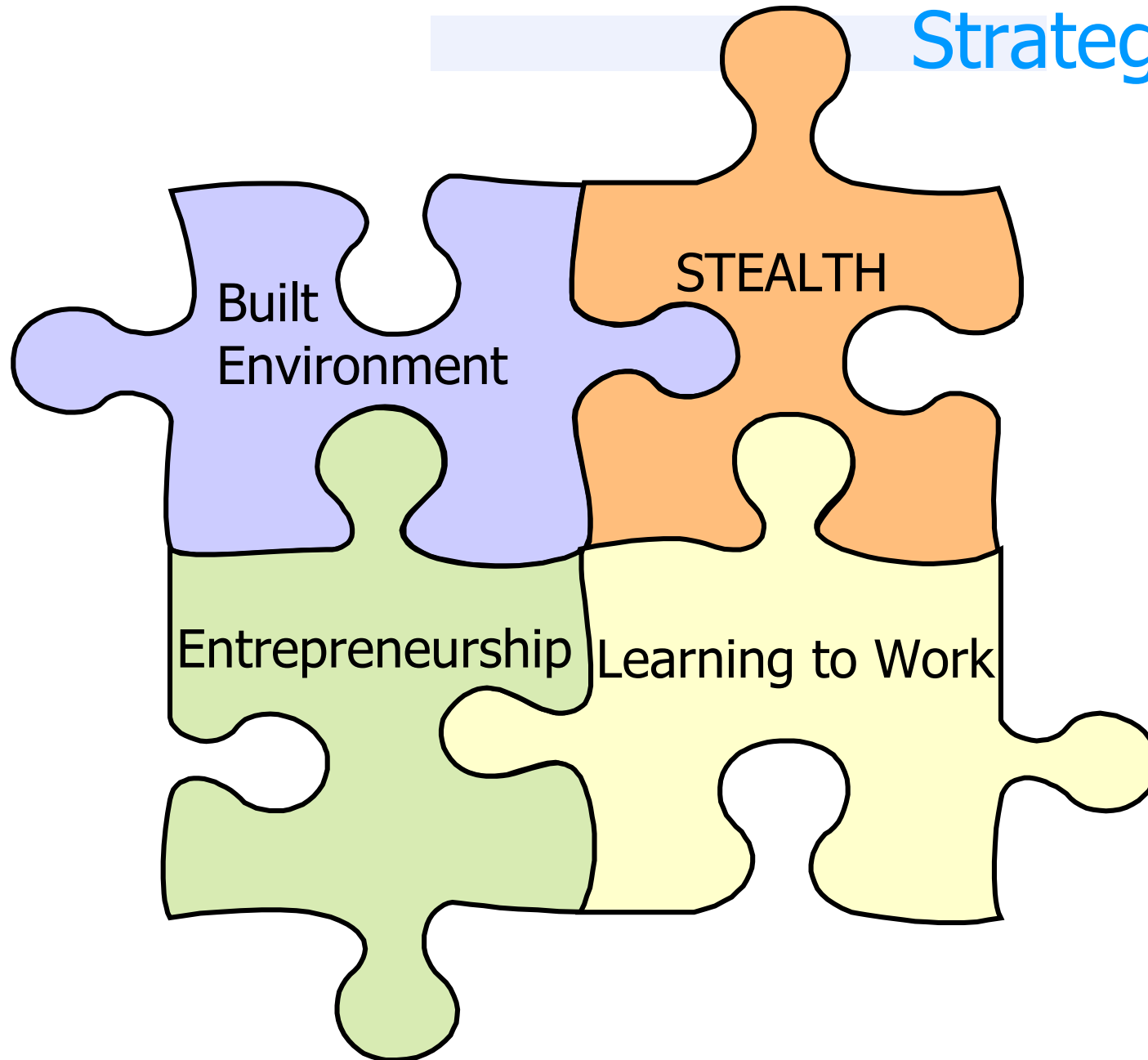


# The Vision

## **Shepway - the District of Choice...**

- In 10 years time, Shepway will have built upon its current strengths and flourished into an area that is instantly recognisable as a high quality coastal district offering an unparalleled combination of
  - creativity
  - successful education facilities
  - skilled workforce that meets the needs of business
  - new developments that inspire confidence
  - accessible business support that acts as a catalyst for sustainable growth

# Strategy Themes



# A Commitment to Helping Each Other

- How can Shepway District Council support local businesses
- What can local business do to help themselves and the community

# Challenges

“ Whatever course you decide upon, there is always someone to tell you that you are wrong. There are always difficulties arising that tempt you to believe your critics are right. To map out a course of action and follow it to the end requires some of the same courage that a soldier needs. Peace has its victories but it takes brave men and women to win them.”

Ralph Waldo Emerson

# Action Plan - Learning to Work

- Opportunities for Shepway's next generation
- Employment Roadmap
- Encourage local people to attend UCF/Adult Education
- Identify funding for Education and Skills

# Action Plan – Built Environment

- Support development of the Creative Quarter and Seafront
- Promote Employment Land
- Ensure New Homes
- Support key local attractions

# Action Plan – Entrepreneurship

- Innovation Centre
- Increase Start-up rates
- Expand Rural Business Opportunities
- Encourage support schemes that meet the needs of the District.

# Action Plan – Communication & Promotion

- Events and Tourism Strategy – STEALTH
- Promotion of Shopping Areas
- Increased communication on regeneration initiatives
- Buy Local



## Break Out Groups



**Not all Talk**  
**Action**