

## FORWARD WORK PLAN

<b>Vision:</b>	Over the next 10 years, the economy of the Channel Corridor will grow faster than that of the South East Region as a whole, so that the gap in prosperity between the Corridor and the Region will disappear.
<b>Mission:</b>	This Partnership will harness the impact of the growth agenda to develop economic prosperity across the whole of the Channel Corridor area.
<b>Values:</b>	That the prosperity generated will enhance the quality of life for the area's residents; that it will benefit and not harm the natural environment and we will achieve a high quality built environment that our residents take pride in.
<b>Common Purpose:</b>	To lobby, advocate and secure funding for economic prosperity in our area

Focus Area 1:	Activity Input	Activity Output	Added Value	Impact Analysis/KPI	Resource Need	Project Area
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<b>Investment</b>	Which business growth areas for the 21st Century do we need/want to attract to the Channel Corridor?	Understand our growth business sectors	Creative and innovative businesses being drawn to our area	No of new Business Registrations	Investment Strategy	Economic Growth Strategy
	Research/analyse potential business sectors which can or do contribute to our economic prosperity	Targeting specific investors to achieve our business growth agenda		No of new Business Registrations	Investment Strategy	Economic Growth Strategy
	Make a pitch for investment from specific industry sectors		Generate additional investment in the Channel Corridor area	£000s Investment Levered	x-ref to Challenge	Commission Investment Activity

Focus Area 2:	Activity Input	Activity Output	Added Value	Impact Analysis	Resource Need	Project Area
<b>Business, Enterprise &amp; Skills</b>	Ensure suitable business premises for our new and existing businesses	Identify the new sites and premises required to achieve business growth	A broad range of suitable, affordable business premises, meeting the needs of the market	Metres of new and renovated work units offered in the area	x-ref to Challenge	To be commissioned
	Secure or influence the provision of Venture Funding		Financial Institutions more willing to provide risk capital to our businesses	£000s of investment levered	Enterprise Development Fund for SME's	Commission Delivery of Enterprise Development Fund for SMEs
	Provide holistic business support and after care	Integrate business support, advice and aftercare	Improved business confidence	Increased business survival rates	Business and Enterprise Development are supported	Business Advice and Support Services, such as the Enterprise Directors and CIBAS
	What skills do our employers need to grow their businesses?	Better business management and development skills	Improved business confidence	Increased business survival rates	x-ref to Challenge	Commission Delivery Solution
	What skills will our future workforce need to ensure the	Workforce development; skills for employment	Decreased staff absenteeism, decreased staff turnover	Increased wage levels	x-ref to Challenge	Commission Delivery Solution
Focus Area 3:	Activity Input	Activity Output	Added Value	Impact Analysis	Resource Need	Project Area
<b>Place</b>	Where are the gaps and weaknesses in our understanding of what makes a great place?	Analyse and agree what makes an attractive place	Local residents benefit from an improved public realm	Town Centres retain shops and wealth	Public Realm studies, masterplans and street scene improvements	Maidstone Town Centre Master Plan; Ashford Public Realm Study, Folkestone Streets and Squares
		What is the totality of our current offer?	More people visit and stay in our area	Hotels and leisure attractions report increased usage and spend	Marketing and branding our area	Commission Marketing and Branding Activity.
		How do we improve the quality of life for our residents?	Live, work balance and coherence improves	Less commuting reported	x-ref to Challenge	Commission Place Development
Focus Area 4:	Activity Input	Activity Output	Added Value	Impact Analysis	Resource Need	Project Area
<b>Challenge</b>	Influence the Public Sector	Engagement with, and scrutiny of, public sector bodies and public sector partnerships	Mainstream budgets being refocused to achieve economic prosperity	£000s Investment Levered	A solid economic case	Partnership Development
	Advocate and raise awareness with the Private Sector and other Employers	Established businesses grow and new businesses and organisations are attracted to the area.	Increased GVA (GDP)	£000s Investment Levered	Investment Opportunities	Partnership Development
	Lobby National and Regional Government and other funding organisations	Engage to sell our message	Mainstream budgets being refocused to achieve economic prosperity	£000s Investment Levered	Partnership Champions	Partnership Development