

Gloucestershire's Economic Strategy

2024 – 2034

Driven by innovation, built on heritage

ACTION PLAN



APRIL 2024

Gloucestershire Economic Strategy (2024-2034) Action Plan**Strategic Priority - Sustainable Growth**

By 2050, Gloucestershire's ambitions for future housing and employment growth will have delivered new carbon-neutral communities. This growth will be infrastructure-led and prioritised on a strategic basis.

Ref	Proposition	Strategic Action	Explanation	Lead local body	External Partners	Funding secured	Expected delivery year
SG – 1.1	Spatial Development Strategy	Develop a shared vision for long-term development.	To agree through the City Region Board to develop on a new long-term vision for a Gloucestershire Spatial Development Strategy.	Gloucestershire City Region Board	<ul style="list-style-type: none"> All Local Planning Authorities and the County Council. 	No	2025/26
SG – 1.2	Spatial Development Strategy	Allocate resources to produce a Gloucestershire Spatial Development Strategy.	To further progress The Gloucestershire Statement of Common Ground Action Plan. The recommendations of this Strategic Action Plan will be reflected upon by the City Region Board and a decision made with production of a Spatial Development Strategy.	Gloucestershire City Region Board	<ul style="list-style-type: none"> All Local Planning Authorities and the County Council. 	No	2025/26
SG – 1.3	Spatial Development Strategy	Update the Local Transport Plan.	Local Transport Plans (LTPs) to provide the basis of discussions between local and central government on local transport funding and investment strategy. The Department for Transport's guidance on the preparation of the next generation LTPs was due to be issued in 2023 but has been delayed. An update to Gloucestershire's LTP will commence once the guidance is published. If it is agreed that a Spatial Strategy will be produced, the updated LTP must inform and reflect the aspirations of this strategy.	Gloucestershire County Council	<ul style="list-style-type: none"> National Highways. Network Rail. Public Transport Operators. 	Yes	2025/26
SG – 1.4	Spatial Development Strategy	Continue to support the delivery of Strategic Highway improvements.	<p>Work on the A417 Missing Link commenced in 2023 and is expected to be completed in 2027. National Highways are delivering this project.</p> <p>The M5 J10 Design Consent Order (DCO) process will progress during 2024/25 as the Planning Inspectorate considers the application and, if approved, to make a recommendation to the Secretary of State under Section 37 of the Planning Act 2008 to seek authorisation to build the scheme.</p>	Gloucestershire County Council	<ul style="list-style-type: none"> National Highways. Cotswold District Council. Cheltenham Borough Council. Tewkesbury Borough Council. 	Partial	<p>Ongoing</p> <p>A417 Missing Link – 2027</p> <p>M5 J10 – 2027 (subject to planning consent)</p>
SG – 1.5	Spatial Development Strategy	Improve regional rail connectivity.	To improve the quality and frequency of rail services across Gloucestershire is essential to increase passenger demand and reduce reliance on the car for longer distance trips. Discussions have been ongoing with a range of partners to improve Gloucestershire's rail offer through enhanced service frequencies, improved stopping patterns, improved quality of trains and stations, parking facilities, and station access.	Gloucestershire County Council	<ul style="list-style-type: none"> Network Rail. Train Operating Companies. Western Gateway. Wester Gateway – Sub National Transport Body. West of England Combined Authority. Worcestershire County Council. 	Partial	Ongoing
SG – 2.1	Gloucestershire City Region	Progress the business case for a Mass Transit Scheme.	To continue progressing the business case for development of a Mass Transit Scheme that will provide high frequency passenger transport linkages between these locations to key destinations in the Gloucestershire Economic Growth Corridor.	Gloucestershire County Council	<ul style="list-style-type: none"> Public transport operators. Gloucester City Council. Cheltenham Borough Council. Tewkesbury Borough 	Partial	2025/26

					Council. • Stroud District Council.		
SG – 2.2	Gloucestershire City Region	Review the concept of the Gloucestershire Economic Growth Corridor as part of developing a shared vision for a countywide Spatial Development Strategy.	To consider the concept of the Gloucestershire Economic Growth Corridor as part of the visioning work required to inform the basis of a new long-term Gloucestershire Spatial Development Strategy.	Gloucestershire City Region Board	• All Local Planning Authorities and the County Council.	No	2025/26
SG – 2.3	Gloucestershire City Region	Identify the breadth and scope of regeneration projects	To undertake a comprehensive review of potential regeneration projects across Gloucestershire's urban areas. This study will identify the potential for urban regeneration projects with the aim of enhancing the quality of Gloucestershire's town centres and increasing the desirability of such areas for people to live in and businesses to locate to.	Gloucestershire City Region Board	• All Local Planning Authorities and the County Council.	No	2025/26
SG – 3.1	Infrastructure Delivery Plan	Complete the Gloucestershire Statement of Common Ground (GSoCG) Action Plan.	To ensure that the GSoCG Action Plan will identify where gaps exist within the existing countywide evidence base to inform a future Spatial Development Strategy. The expected outcome will be a detailed list of the resources required to produce the plan. Once these are understood partners will be able to make an informed decision on how/if they would like to proceed with producing the Spatial Development Strategy.	Gloucestershire City Region Board	• All Local Planning Authorities and the County Council.	Yes	2024/25
SG – 3.2	Infrastructure Delivery Plan	Update the Local Development Guide.	To update the Local Development Guide to ensure that it continues to provide information to local planning authorities, developers, and all stakeholders on the types of infrastructure which Gloucestershire County Council is responsible for and may seek funding towards; and where S106 contributions and/or Community Infrastructure Levy payments may be necessary to mitigate the impacts of a development and make it acceptable in planning terms. The existing guide was adopted in 2021 and in response to recently published guidance now requires an update.	Gloucestershire County Council	• All Local Planning Authorities. • Developers.	Yes	2024/25
SG – 3.3	Infrastructure Delivery Plan	Identify a new Digital Champion.	To create a new Digital Champion role which will support the deployment of fibre and mobile infrastructure to accelerate investment in these networks and aim to make investment in Gloucestershire more attractive.	Gloucestershire County Council	• Building Digital UK • Department for Science, Innovation and Technology • Broadband suppliers • Mobile suppliers	Yes	2024/25
SG – 3.4	Infrastructure Delivery Plan	Produce a new digital strategy that outlines how digital connectivity can be improved to provide enhanced broadband and mobile digital coverage.	To produce a new strategy which describes to residents and businesses the county's aspiration for digital infrastructure improvements across Gloucestershire and outline the desired improvements to the broadband network and mobile 4G and 5G networks. This strategy will include a commitment to complete the Fastershire Project with Herefordshire Council	Gloucestershire County Council	• Building Digital UK • Department for Science, Innovation and Technology • Gigaclear • Broadband suppliers • Mobile suppliers	Yes	2024/25

			and continue to deliver 4G digital improvements through the Gloucestershire's Digital Household Grant by focusing on households that currently experience download speeds of less than 30 Megabits per second. It will also outline the county council's new role working with BDUK to deliver the next iteration of broadband updates through Project Gigabit.				
SG – 3.5	Infrastructure Delivery Plan	Provide clear guidance on and support for developers on Biodiversity Net Gain.	To help developers meet their Biodiversity Net Gain (BNG) requirements through the 'Gloucestershire Nature + Climate Fund' (GNCF). This will be progressed as part of the update to the Local Development Guide identified in action SG – 3.2.	Gloucestershire County Council	<ul style="list-style-type: none"> • All Local Planning Authorities. • Developers. • Department for Environment, Food and Rural Affairs. 	Yes	2024/25
SG – 3.6	Infrastructure Delivery Plan	Complete a review of the existing infrastructure assets of the county council's service areas as identified within the Local Development Guide.	To review county council services including Education, Adult Social Care, Libraries, Public Health, Fire and Rescue, Local Flood Risk, Waste and Transport/Highways and provide a baseline assessment of any issues being experienced, or improvements required. Understanding this baseline assessment work will aid discussions regarding future growth proposals and the extent of infrastructure required to mitigate future increases in demand stemming from new growth.	Gloucestershire County Council	<ul style="list-style-type: none"> • All Local Planning Authorities. 	Yes	2025/26
SG – 3.7	Infrastructure Delivery Plan	Complete an infrastructure needs assessment of countywide infrastructure.	To undertake an infrastructure needs assessment to consider the impact of planned growth and understand the extent of mitigation required to meet the needs of new communities. This assessment would provide high-level costings of the additional infrastructure.	Gloucestershire City Region Board	<ul style="list-style-type: none"> • All Local Planning Authorities and the County Council. 	No	2025/26
SG – 3.8	Infrastructure Delivery Plan	Advance proposals that would regenerate soil quality throughout the county.	To enhance soil quality as part of a sustainable approach using innovative technology and regenerative practices such as agroforestry. This will enhance food yields and reduce reliance on fertilisers and pesticides, thus reducing the amount of agricultural runoff into nearby rivers, lakes, and other water bodies.	Gloucestershire City Region Board	<ul style="list-style-type: none"> • All Local Planning Authorities and the County Council. • Academia. • Business Sector Group. • Department for Environment, Food and Rural Affairs. 	No	2025/26
SG – 3.9	Infrastructure Delivery Plan	Produce a countywide Infrastructure Delivery Plan.	<p>To produce a countywide Infrastructure Delivery Plan with details of Gloucestershire's infrastructure delivery priorities, including a pipeline of future schemes. It would: -</p> <ul style="list-style-type: none"> • provide a clear case for why the scheme is important. • a priority order for it to be delivered. • provide greater certainty to stakeholders regarding the delivery of future schemes. • support the advancement of business cases and a future funding strategy. 	Gloucestershire City Region Board	<ul style="list-style-type: none"> • All Local Planning Authorities and the County Council. 	No	2026/27

Gloucestershire Economic Strategy (2024-2034) Action Plan**Strategic Priority - Inward Investment.**

By 2050, Gloucestershire will have attracted new levels of inward investment fostering innovation, creating jobs, and promoting prosperity across the county. It will be recognised as the most advanced county for digital communications, advanced manufacturing, agri-tech, and energy production including green and nuclear energy.

Ref	Proposition	Strategic Action	Explanation	Lead local body	External Partners	Funding secured	Expected delivery year
II – 1.1	Inward Investment	Deliver an inward investment programme and business development framework that focusses on targeted lead generation on the county's key sectors and innovation opportunities.	To work closely with district partners to assist investors in navigating the planning and regulatory process, provide access to local networks and resources, and continue offering business advice and support to secure investment.	Gloucestershire County Council	<ul style="list-style-type: none"> All Gloucestershire local authorities. 	Yes	Ongoing
II – 1.2	Inward Investment	Work closely with national, regional, district, and relevant private sector partners to secure inward investment projects and capital investment.	To work with Department for Business and Trade and other Government Departments to secure inward investment projects and capital investment that will provide direct value-added services to investing business and bolster supply chain opportunities, as well supporting the growth of existing Foreign Direct Investment businesses.	Gloucestershire County Council	<ul style="list-style-type: none"> All Gloucestershire local authorities. Department for Business and Trade. Western Gateway. Private sector. 	Yes	Ongoing
II – 1.3	Inward Investment	Work closely with Department for Business and Trade and district partners to develop and manage a coordinated programme and protocol to manage regular contact and relationships.	To engage in a programme of strategic account management providing aftercare to foreign direct investors and servicing indigenous foreign owned companies and maintaining relationships with strategic businesses.	Gloucestershire County Council	<ul style="list-style-type: none"> All Gloucestershire local authorities. Department for Business and Trade. Western Gateway. Private sector. 	Yes	Ongoing
II – 1.4	Inward Investment	Work with district partners, private sector partners and academia to identify potential opportunities for growing the current cyber eco system and future of communications cluster across the county.	To support Cheltenham Borough Council in the planning and implementation and delivery of the Golden Valley development and promotion of cyber/communications opportunities. Also Identify other opportunities across the county created by the emerging cyber/communications/digital sector.	Cheltenham Borough Council	<ul style="list-style-type: none"> All Gloucestershire local authorities. Department for Business and Trade. Western Gateway. Private sector. Academia. 	Yes	Ongoing
II – 1.5	Inward Investment	Work with the private sector to identify the global demand for innovative technology in the Food and Drink sector, Agriculture/Farming and Land-based businesses that will enhance their future growth and increase in productivity.	To work with the established Gloucestershire Agri Tech Partnership, with support from the private sector to collaborate and highlight the unique assets and capabilities and role of technology (Agri Tech) to start ups and high growth business and attract innovative technology driven businesses into the area.	Gloucestershire County Council	<ul style="list-style-type: none"> All Gloucestershire local authorities. Western Gateway. Private sector. Public Sector Anchor Institutions. 	Yes	Ongoing

II – 1.6	Inward Investment	Explore opportunities around local procurement to support existing SMEs in Gloucestershire across sectors such as Food & Drink – for example, the Made in Gloucestershire initiative.	To work with major public, private and third sector bodies across the county to widen opportunities for SMEs to engage in public procurement process to enhance opportunities to buy local.	Gloucestershire County Council	<ul style="list-style-type: none"> All Gloucestershire local authorities. Private sector. 	Yes	Ongoing
II – 1.7	Inward Investment	Collaborate with partners to further enhance and develop a robust cultural and heritage visitor offer, building on existing tourism eco system and assets.	To work with Visit England, Local Visitor Economy Partnership (LVEP) and district partners to explore how culture, regeneration, recreational and tourism offer can be further enhanced and developed, supported, and promoted to ensure cohesive marketing and promotion of Gloucestershire to visit, do business, invest, live. Quality of life is a significant factor for investors.	Gloucestershire County Council	<ul style="list-style-type: none"> All Gloucestershire local authorities. LVEP. Visit England. 	Yes	Ongoing
II – 1.8	Inward Investment	Explore potential opportunities to enhance and improve regional connectivity and transport links across the Western Gateway area.	To collaborate with regional partners to identify opportunities and investment to enhance and deliver more robust regional transport links between sector clusters across the Western Gateway area, enabling greater collaboration and improvements in economic agglomeration.	Gloucestershire County Council	<ul style="list-style-type: none"> Western Gateway Partnership. 	Yes	Ongoing
II – 2.1	Additional Opportunities to attract Investment	Work with public sector partners to identify opportunities for securing and encouraging new investment for business, key infrastructure, and capital investment to support development and regeneration opportunities in the county.	To develop closer relationships with Western Gateway, Department for Business and Trade and Innovate UK to encourage new investment into the county to support business growth, sustainable growth, and regeneration.	Gloucestershire County Council	<ul style="list-style-type: none"> All Gloucestershire local authorities. Western Gateway. Department for Business and Trade. Innovate UK. 	Yes	Ongoing
II – 2.2	Additional Opportunities to attract Investment	Develop a shared social value toolkit tool to encourage a consistent approach to implement the county's social value aspirations to support inclusive growth.	To collaborate with all partners, potential investors, and private sector to increase the awareness and understanding of the county's social value ambitions, to try and achieve and secure additional social, economic, and environmental benefits for residents and communities.	Gloucestershire County Council	<ul style="list-style-type: none"> All Gloucestershire local authorities. Private sector partners. 	Partial	2025/26
II – 2.3	Additional Opportunities to attract Investment	Ensure that the needs of future inward investors and FDI company growth aspirations are a key consideration within the development of a Gloucestershire Spatial Development Strategy.	To consider the needs of future sustainable growth and employment land demand/requirements of potential investors and growth of indigenous FDI companies as part of any future Economic Needs Assessment.	Gloucestershire City Region Board	<ul style="list-style-type: none"> All Local Planning Authorities and the County Council. 	Yes	2025/26
II – 2.4	Additional Opportunities to attract Investment	Understand future energy demand and investigate new forms of energy such	To collaborate with partners to explore future energy demand and energy generation and exploitation of technology to grow energy supply	Gloucestershire City Region Board	<ul style="list-style-type: none"> All Gloucestershire local authorities. and the County Council. 	No	2026/27

		as nuclear, renewable, and other forms of green energy solution to support sustainable growth.	to meet future demands. identify options for expanding local energy supply.		<ul style="list-style-type: none">• Western Gateway.• Energy suppliers.• Department for Energy Security and Net Zero		
II – 2.5	Additional Opportunities to attract Investment	Investigate future opportunities for potential/new community- level micro energy generation and storage solutions.	To understand the potential role for community led energy projects as part of Gloucestershire meeting its future energy demands.	Gloucestershire City Region Board	<ul style="list-style-type: none">• All Local Planning Authorities and the County Council.• Western Gateway.• Energy suppliers.• VCSE• Department for Energy Security and Net Zero	No	2026/27

Gloucestershire Economic Strategy (2024-2034) Action Plan

Action Plan – Employment and Skills

By 2050, skills provision in Gloucestershire will be fully aligned to the local economy. Every resident will have the opportunity to access training and development to open pathways to good jobs and career opportunities.

Ref	Proposition	Strategic Action	Explanation	Lead local body	External Partners	Funding secured	Expected delivery year
ES – 1.1	Seamless access to skills and employment to reduce economic inactivity	Secure funding for the ongoing delivery of the Employment & Skills Hub, Careers Hub and Skills and Careers Portal.	To identify and secure future funding to maintain the ongoing delivery of the Employment & Skills Hub, Careers Hub and Skills and Careers Portal.	Gloucestershire County Council	<ul style="list-style-type: none"> • All Gloucestershire local authorities. • Department for Levelling Up Housing & Communities • Department for Work & Pensions • Careers & Enterprise Company • Department for Education • Integrated Care Board and Partnership • Education and training providers • National Careers Service 	Partial	2024/25
ES – 1.2	Seamless access to skills and employment to reduce economic inactivity	Identify new venues for the delivery of skills improvements programmes.	To undertake a review of community assets such as libraries to understand their potential as venues to deliver skills improvements programmes for the local community.	Gloucestershire County Council	<ul style="list-style-type: none"> • All Gloucestershire local authorities. • Education and training providers • Growth Hub Network partner organization 	Yes	2024/25
ES – 1.3	Seamless access to skills and employment to reduce economic inactivity	Create an Employment and Skills Forum.	To establish an Employment and Skills Forum to convene businesses, the VCSE, training providers and Higher Education and Further Education providers to co-ordinate the approach to skills and employment.	Gloucestershire County Council	<ul style="list-style-type: none"> • Local employers • VCSE • Education and training providers • Anchor organisations • Gloucestershire Economic Growth Board • Department for Work & Pensions • Business West • National Careers Service • Careers & Enterprise Company 	Yes	2024/25
ES – 1.4	Seamless access to skills and employment to reduce economic inactivity	Identify groups that are struggling to access education, skills training, or employment.	To identify those groups who are struggling to access education or training and employment across the county and map the potential skills offer to meet their needs.	Gloucestershire County Council	<ul style="list-style-type: none"> • Employment and Skills Forum • Education and training providers • Anchor organisations • Gloucestershire Economic Growth Board • VCSE • Department for Work & Pensions 	Yes	2024/25

ES – 1.5	Seamless access to skills and employment to reduce economic inactivity	Support implementation of the Local Skills Improvement Plan.	To collaborate with partners to identify and meet local skills needs and gaps as highlighted by employers.	Gloucestershire County Council	<ul style="list-style-type: none"> • Business West • Education and training providers • Anchor organisations • Gloucestershire Economic Growth Board • VCSE • Department for Work & Pensions • Department for Energy Security and Net Zero • Growth Hub Network partner organizations 	Yes	Ongoing
ES – 1.6	Seamless access to skills and employment to reduce economic inactivity	Continue to signpost residents to the most appropriate organisations delivering training pathway and/or employment support.	Through the Employment and Skills Hub and the Skills and Careers Portal, to signpost residents to appropriate organisations to supplement the county's own support offer.	Gloucestershire County Council	<ul style="list-style-type: none"> • Education and training providers • Employment Support providers • National Careers Service • VCSE • Anchor organisations • Department for Work & Pensions 	Partial	Ongoing
ES – 2.1	Support businesses to develop the county's talent	Ensure Gloucestershire's workforce has the relevant skills to meet the employment needs of the county.	To take a sector-based approach to skills provision to ensure the workforce acquire the skills necessary to meet the requirements of the jobs available in the county.	Gloucestershire County Council	<ul style="list-style-type: none"> • Education and training providers • Anchor organisations • Gloucestershire Economic Growth Board • VCSE • Department for Work & Pensions • Department for Energy Security and Net Zero • Business West • Business representative organisations • Growth Hub Network partner organizations 	No	2025/26
ES – 2.2	Support businesses to develop the county's talent	Ensure Gloucestershire's skill provision meets the need for local businesses.	To engage with businesses to tailor the skills provision across the county to reflect the skills need and respond to trends in the market.	Gloucestershire County Council	<ul style="list-style-type: none"> • Education and training providers • Business West • Business representative organisations • Growth Hub Network partner organizations • Anchor organisations • Gloucestershire Economic Growth Board • Department for Work & Pensions • Department for Energy 	No	2025/26

					Security and Net Zero		
ES – 2.3	Support businesses to develop the county's talent	Ensure Gloucestershire's vocational training offer is fit for purpose.	To collaborate with providers to ensure vocational training for young people (like T-levels and apprenticeships) is locally relevant for current and future needs.	Gloucestershire County Council	<ul style="list-style-type: none"> • Education and training providers • Anchor organisations • Careers & Enterprise Company • Gloucestershire Economic Growth Board • Business West • Business representative organisations • Growth Hub Network partner organizations • VCSE • Department for Work & Pensions • Department for Business and Trade. 	No	Subject to funding
ES – 2.4	Support businesses to develop the county's talent	Increase the number of active apprenticeships.	To work across local employers on apprenticeship opportunities to link potential candidates/ apprenticeship providers with employers.	Gloucestershire County Council	<ul style="list-style-type: none"> • Education and training providers • Careers & Enterprise Company • Anchor organisations • Gloucestershire Economic Growth Board • Business West • Business representative organisations • Growth Hub Network partner organizations • Department for Work & Pensions • Department for Business and Trade. • Department for Education 	Partial	Ongoing
ES – 2.5	Seamless access to skills and employment to reduce economic inactivity	Promote the advantages of flexible working practices to employers to maximise access to potential employees.	To encourage businesses to offer flexible working patterns and greater accessibility and inclusive practices to allow people to enter the workforce who might otherwise be unable.	Gloucestershire County Council	<ul style="list-style-type: none"> • Anchor organisations • Gloucestershire Economic Growth Board • Business representative organisations • Growth Hub Network partner organizations • Gloucestershire Integrated Care Board and Partnership • VCSE 	Partial	Ongoing
ES – 2.6	Seamless access to skills and employment to reduce economic inactivity	Promote the development of healthy workplaces.	To collaborate with employers on developing 'healthy workplaces,' which are accessible and inclusive, and keep employees healthy in the workforce for longer.	Gloucestershire County Council	<ul style="list-style-type: none"> • Anchor organisations • Gloucestershire Economic Growth Board • Gloucestershire Integrated Care Board and Partnership 	Partial	Ongoing

					<ul style="list-style-type: none"> • Business representative organisations • Growth Hub Network partner organizations • VCSE 		
ES – 3.1	Anticipate future skills needs for a Greener Gloucestershire	Identify future skills needs across the county.	To facilitate strategic conversations through the proposed Employment and Skills Forum (ES – 1.2) around skills need and provision with businesses, schools, and training providers to deliver the future skills needs of businesses for example, retrofit, renewable energy and aerospace.	Gloucestershire County Council	<ul style="list-style-type: none"> • Local employers • VCSE • Education and training providers • Anchor organisations • Gloucestershire Economic Growth Board • Department for Work & Pensions • Business West • National Careers Service Careers & Enterprise Company 	Yes	Ongoing
ES – 3.2	Anticipate future skills needs for a Greener and Inclusive Gloucestershire	Host an annual skills summit	To host an annual skills summit, as part of the Employment and Skills Forum work, to enable horizon-scanning to identify where industry is heading and translate this into future skills needs with Further Education and Higher Education representatives.	Gloucestershire County Council	<ul style="list-style-type: none"> • Local employers • VCSE • Education and training providers • Anchor organisations • Gloucestershire Economic Growth Board • Department for Work & Pensions • Business West • National Careers Service Careers & Enterprise Company 	No	2025/26
ES – 3.3	Anticipate future skills needs for a Greener and Inclusive Gloucestershire	Investigate specific green and digital skills and employment needs across the county.	To identify funding to undertake an investigation into the specific green and digital skills and employment needs in the county and map across the local Higher Education and Further Education provision. Once understood, to work with Further Education and Higher Education to design essential digital and green skills into local skills provision. This could include opportunities from the Berkeley Green Skills Centre to open up skills opportunities to Gloucestershire residents.	Gloucestershire County Council	<ul style="list-style-type: none"> • Climate Leadership Gloucestershire • District Authorities • Local employers • VCSE • Education and training providers • Anchor organisations • Gloucestershire Economic Growth Board • Department for Work & Pensions • Business West • National Careers Service Careers & Enterprise Company • Department for Business and Trade. • Department for Energy Security and Net Zero 	Partial	2025/26

ES – 3.4	Anticipate future skills needs for a Greener and Inclusive Gloucestershire	Improve Gloucestershire’s careers support offer	To improve the existing careers support offer, by working with education and training providers to expand their knowledge of the local industry base, and to encourage young people to consider careers in target sectors. To work across businesses and schools to prepare young people for future careers in the county, thereby retaining young talent.	Gloucestershire County Council	<ul style="list-style-type: none">• District Authorities• Local employers• VCSE• Education and training providers• Anchor organisations• Gloucestershire Economic Growth Board• Department for Work & Pensions• Business West• National Careers Service• Careers & Enterprise Company• Department for Business and Trade.• Department for Energy Security and Net Zero	Partial	2025/26
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Gloucestershire Economic Strategy (2024-2034) Action Plan

Strategic Priority - Business Innovation and Support

By 2050, the Gloucestershire economy will have built on its strong research and innovation heritage to achieve greater collaboration between academia, industry, and government. It will be in the top 20% of local authorities for business survival and deliver an inclusive and highly productive economy.

Ref	Proposition	Strategic Action	Explanation	Lead local body	External Partners	Funding secured	Expected delivery year
BIS – 1.1	Driving innovation	Understand the reasons for reduced business survival rates and seek to address the causes.	To foster an environment that supports enterprise by addressing the factors that are negatively impacting business survival rates across the county with the long-term ambition for Gloucestershire to be in the top 20% of local authorities for business survival and deliver an inclusive and highly productive economy.	Gloucestershire County Council	<ul style="list-style-type: none"> Department for Business and Trade. All Gloucestershire local authorities. Gloucestershire Economic Growth Board Western Gateway 	Yes	Ongoing
BIS – 1.2	Driving innovation	Create a local innovation plan to use as the basis of future funding bids.	To create a local innovation plan with partners across employment sectors, higher and further education providers, to map their specialisms. This would support matches in specialisms and any shared business needs. This information could then be used to review potential innovation funding opportunities with support provided by the county council to coordinate potential bids with the aim of increasing the financial value of innovation funding available within the county.	Gloucestershire County Council	<ul style="list-style-type: none"> Department for Business and Trade. Innovate UK Edge. University of Gloucestershire. Hartpury University. Royal Agricultural University. 	Yes	2024/25
BIS – 1.3	Driving innovation	Facilitate idea exchanges between academic partners to consider future innovations for business sectors.	To leverage the knowledge and expertise of key institutions such as the University of Gloucestershire, Hartpury College and University, the Royal Agricultural University and Innovation Village, and Western Gateway Universities to contribute to the ideas exchange, to further innovation and R&D.	Gloucestershire County Council	<ul style="list-style-type: none"> University of Gloucestershire. Hartpury University. Royal Agricultural University Gloucestershire Economic Growth Board Western Gateway 	Yes	2025/26
BIS – 1.4	Driving innovation	Develop a business case to support the creation of an Innovation Loan Fund.	To develop a business case for the design of a future investment fund which offers a ladder of finance to new, existing, and incoming sustainable businesses, including, for example, access to Angel Funding.	Gloucestershire County Council	<ul style="list-style-type: none"> Department for Business and Trade. All Gloucestershire local authorities. Gloucestershire Economic Growth Board Western Gateway 	No	2025/26
BIS – 2.1	Business support	Continue to support the Gloucestershire Growth Hub Network.	To facilitate the seamless transition of the Gloucestershire Growth Hub Network (Core Service Provision) from the LEP to the county council.	Gloucestershire County Council	<ul style="list-style-type: none"> Department for Business and Trade. All Gloucestershire local authorities. Gloucestershire Growth Hub Network 	Yes	2024/25
BIS – 2.2	Business support	Review the existing Growth Hub offer in line with business need.	Work with Growth Hub Network Partners to undertake a review of the services provided by the Growth Hub offer to ensure support meets the future needs of Gloucestershire businesses and identify a long-term funding solution. This	Gloucestershire County Council/ Gloucestershire Growth Hub Network	<ul style="list-style-type: none"> All Gloucestershire local authorities. Gloucestershire Growth Hub Network. 	Yes	2024/25

			will include the identification of definitive, tangible, and measurable benchmarks of success.				
BIS – 2.3	Business support	Continue to support growth within the county's Innovation Labs.	To provide ongoing support for the Innovation Labs and continue to review the extent of services and advice provided through these centres. Examples of this could include information of long-term business resilience and the promotion of high-quality job opportunities.	Gloucestershire County Council	<ul style="list-style-type: none"> All Gloucestershire local authorities. 	Yes	Ongoing
BIS – 3.1	The future voice of business	Establish a new Gloucestershire Economic Growth Board to provide the independent business voice.	Following the transition of the LEP into the county council, to establish a new Economic Growth Board to provide Gloucestershire businesses with a voice in the local democratic process. The board is also anticipated to provide strategic advice across the delivery of the economic strategy.	Gloucestershire County Council	<ul style="list-style-type: none"> Local Businesses Federation of Small Businesses All Gloucestershire local authorities. 	Yes	2024/25
BIS – 3.2	The future voice of business	Continue to support the business sector groups.	To facilitate the seamless transition of the Growth Hub network from the LEP to the county council.	Gloucestershire County Council	<ul style="list-style-type: none"> Gloucestershire Economic Growth Board 	Yes	Ongoing
BIS – 3.3	The future voice of business	Review the roles and functions of the existing business sector groups.	To ensure that the business groups are diverse and fully represent the business voice in Gloucestershire. To review how the business groups operate to ensure their form and function supports the priorities of this Economic Strategy.	Gloucestershire County Council	<ul style="list-style-type: none"> Gloucestershire Economic Growth Board 	Yes	Ongoing
BIS – 3.4	The future voice of business	Establish a Health and Social Care business sector group.	To establish a new Health and Social Care group to address some of the current challenges the sector is experiencing with an ever-increasing ageing population.	Gloucestershire County Council	<ul style="list-style-type: none"> Anchor Institutions Gloucestershire Economic Growth Board 	Yes	2024/25
BIS – 3.5	The future voice of business	Work with anchor organisations to support inclusive growth.	To work with anchor organisations across the county to support inclusive growth, including plans such as ensuring fair wages and promoting healthy workplaces.	Gloucestershire County Council	<ul style="list-style-type: none"> Anchor Institutions Gloucestershire Economic Growth Board 	Yes	Ongoing