

CRAWLEY'S ECONOMIC PLAN (2011-16) "Measuring Prosperity"



This report provides an update on progress against Crawley's Economic Plan (2011-16) - a plan developed in partnership and adopted by the Council in June 2011. It provides a quarterly high-level overview of progress made against each of the agreed priorities and actions outlined in the "Measuring Prosperity" document and forms the basis for appraisal and discussion.

Report keys are identified at the end of the document, as general guidelines the green arrows indicate ongoing progress and amber triangles indicate where either no significant progress has been made or work is yet to commence. They are intended to provide a visual guide to progress and easy analysis.


The Economic Plan, along with this report and supporting documents, can be viewed at www.crawley.gov.uk/business

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1.(a) Revitalise the town centre (Pledges 1, 2 and 3 relate)			
Priority/Action	Status	Responsible Directorate	Comments
Formal negotiations for a revised Town Centre North Scheme have been progressed	▶	Directorate Resources	<p>A planning application for the first phase of Town Centre North (foodstore, hotel and restaurants on the Sussex House site) is expected in August. Consultation with the public and key stakeholders (including the Local Economic Action Group) is taking place in July. The project management arrangements involving Land Securities, St James' Investments, Crawley Borough Council and the Homes & Communities Agency have worked well and will continue.</p> <p>In parallel to the Sussex House application, public consultation on revisions to the Town Centre North Supplementary Planning Document will take place during the summer. This will reflect changes to the phasing of the development but does not change the overall vision or 'red line' boundary of the scheme.</p>
	▶		



Priority/Action	Status	Responsible Directorate	Comments
The commitment of landowners and other partners to an improved Crawley Station and surrounding area has been gained		Directorate Resources	Crawley Borough Council is actively promoting improvements to Crawley Station and the surrounding area. Discussions have taken place with Network Rail and other parties. The Kent Architecture Centre has been commissioned to undertake a design exercise to which stakeholders will be invited. The output will be options for short, medium and longer term improvements to the station, Station Way and the area in front. The Council will make capital investment to support delivery.
The approach to encouraging breadth of town centre uses and activity is defined (including monitoring of empty units)		Directorate Environment & Housing; Directorate Resources	Crawley Borough Council to work with the Town Centre Partnership to develop an approach and programme of work to identify the opportunities for encouraging activity and uses in the town centre to increase appeal and "stay times" of visitors.

1.(b) Enhance Manor Royal Business District (Pledges 1, 2 and 3 relate)





Priority/Action	Status	Responsible Directorate	Comments
The Manor Royal Improvement Business Plan (via the business group) has been produced and there is evidence of progress		Directorate Environment & Housing	Economic Development Officer assigned to Business District Manager post (April 2011). Extensive analysis on business occupiers, sectors and rate payers. Core themes of Business Plan identified. Business Group Constitution agreed but not adopted. Chair and Vice Chair in post. Community Resilience & Security Group established - possible Business Watch for Manor Royal to be established. Key phase now is business engagement to test Business Plan themes, support and value.
The Planning framework (including the production of design and development principle statements) is in place		Directorate Environment & Housing	In order to deliver clarity regarding planning requirements and the Council's aspirations for key sites following the Adoption of the GVA Masterplan, the Council is producing Development Principle Statements for a number of sites. At present these are being developed for the following 5 sites: Glaxo Smithkline, Thales on Gatwick Road, Segro West on London Road, BOC Edwards on Manor Royal and Betts Way, London Road. A Manor Royal wide Design Guide is also being considered. These are to be consulted on throughout July-December 2011. The first statement for GSK was adopted for use in development control decisions by Cabinet on 15th June 2011.
The feasibility of local incentive options have been undertaken (and implemented where appropriate)		Directorate Environment & Housing	Some preliminary discussions have been had. Planned discussion at LEAG on 21st July 2011.
The activities of the Business Group is formalised and made sustainable (via support to business group)		Directorate Environment & Housing	Constitution drafted but will not be adopted until the engagement phase and Business Plan content is agreed (planned for December 2011). Route to sustainability will be a feature of the Business Plan.

1.(c) Support the development of a sustainable Gatwick (Pledges 1 and 2 relate)




Priority/Action	Status	Responsible Directorate	Comments
Opportunities for joint work have been explored, developed and are in place		Directorate Chief Executive	The Gatwick Diamond 'Meet the Buyers' are run amongst others, in partnership with Gatwick Airport also sponsoring and supporting the programme. Furthermore the Council has approached Gatwick airport to be part of this years 'Better Business' conference programme, of which discussion are currently taking place. The Council remains open to pursue opportunities for further joint working with the Airport.

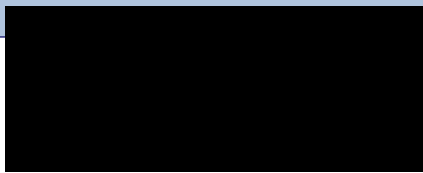
Priority/Action	Status	Responsible Directorate	
			
			








			
			
			
			







Action Status	
	Cancelled
	Overdue; No longer assigned
	Unassigned; Not Started; Check Progress
	Resuming; In Progress; Assigned
	Completed