

Sustainable Town and Village Economies

	Objective	How this contributes to economic growth	Example project
A	Increase the quality and diversity of the commercial offer	<p>Existing businesses improve the quality and range of products on offer, in order to extend their trade and find new customers. This will increase sales and reduce “leakage” of money out of the local area</p> <p>New businesses will provide competitive stimulus that encourages other businesses to improve, and create new opportunities for consumers to spend their money locally</p>	<p>Campaigns to encourage new market traders and easy-entry pop-up shop units</p> <p>“Buy local” initiatives involving local producers</p> <p>Visual merchandising advice for retailers</p> <p>Business networking events that enable businesses to gather information and receive advice, including training from peers, commercial specialists or existing partners of the council (such as enterprise agencies, Growth Hub and Suffolk Chamber of Commerce)</p>
B	Develop the cultural offer and visitor experience	High quality, distinctive and well-presented cultural and natural attractions bring visitors to the area, increasing Suffolk’s share of the UK consumer market	<p>Festivals or events that bring people into the area</p> <p>Town Trails</p>
C	Improve the physical attractiveness of commercial centres	Enhancing the strengths of distinctive and historic centres can increase the competitive advantage of businesses located there. Consumers, visitors and investors are more likely to choose centres where they have a positive experience	<p>Refurbishment of a market place</p> <p>Removal of vandalised structures</p> <p>Introduction of well designed street frontages</p>
D	Encourage private sector investment	<p>Enhanced business planning or workforce development practices allow an increase in turnover and attract additional finance needed for expansion</p> <p>An improved range and availability of land and premises enables investment by a diverse business base. Expansion of sectors that contribute to a more balanced economy (beyond retail and consumer services) would bring a share of nationally-traded economic activity and therefore increase and diversify local employment</p>	<p>Events that introduce small businesses to services provided by business advisors (such as private accountancy and legal professionals or existing partners of the council such as enterprise agencies) or training and apprenticeship providers</p> <p>Conversion of under-used shop units into modern shared spaces for micro-businesses to set up and collaborate</p> <p>A feasibility study to assess demand for a new enterprise park</p>
E	Promote towns and villages as places to visit, work and run a business	<p>More visitors from the wider county, and beyond, visit our towns and villages and spend money on services and goods</p> <p>More people consider job opportunities in the area, thereby increasing the range of skills available to local businesses</p> <p>Entrepreneurs and inward investors choose the place as a location to establish or expand a business</p>	<p>Information and advertising campaign for food retailers</p> <p>Creation of a welcome pack for inward investors</p>
F	Share best practice and intelligence on successfully improving town and village economies	<p>Improve partners’ knowledge of local needs and circumstances to assist with better service design and support a participative town planning system (such as Neighbourhood Plans)</p> <p>Testing ideas that can work in other centres</p>	<p>This will be a benefit of this overall approach and SCDC will lead on achieving this objective</p> <p>Benchmarking local economies</p>