

## Economy/Business Short Term (6 months) Action Plan

K&M Renewal & Resilience Plan Themes	Economic Development Strategy Themes	Topic	Actions	Accountable Organisation	Lead Name	Delivery Partners	Target Start	Target End	Resource/Capacity Required	Priority (Essential/Important/Desirable)
Communications, Confidence & Trust	All EDS Themes	TWBC Website	Providing up to date information in a format that is accessible for businesses	TWBC	Hilary Smith	TWBC With Partners	23/03/20	Ongoing	ED team/budge	Important
		TWBiz Newsletter	Produce newsletter quarterly with relevant information for businesses, Building on contacts made as a result of Covid-19 grants programmes.	TWBC	Hilary Smith	TWBC With Partners	23/03/20	Ongoing	ED team/budget	Important
		TWBiz Social Media	Signposting to business information and opportunities	TWBC	Hilary Smith	With Partners	23/03/20	Ongoing	ED team/budget	Important
		Covid Business Information	Set up Business Conference Calls	TWBC	Hilary Smith	BID, FSB, KICC	01/10/20	31/03/21	ED team/budget	Important
		Business Recovery Group	Set up the Group to over see Action Plan	TWBC	David Candlin	BID, FSB, KICC	01/09/20	24/09/20	ED team/budget	Essential
		Performance Reporting	Collating and reporting on KPIs to BRG, Covid-19 Panel and other Committees.	TWBC	David Candlin	With Partners	24/09/20	Ongoing	ED team/budget	Essential
Open for Business	Town Centres, Rural Economy, Place Shaping, Visitor Economy	Reopening RTW Town Centre	Ongoing support for reopening Town Centres through exploring options for projects	TWBC	Hilary Smith	BID, Parish Councils, KCC Highways	01/06/20	31/03/21	ED team/budget	Essential
			Development of projects funded through Reopening the High Street Safely Fund.	TWBC	Hilary Smith	BID, KCC Highways	23/09/20	31/03/21	ED team/budget	Essential
			Identify new funding sources for reopening the Town Centre	TWBC	Hilary Smith	BID	01/06/20	Ongoing	ED team/budget	Important
			Installing footfall counters	BID	Ross Feeney	TWBC, town centre businesses	01/11/20	Ongoing	BID team/budget	Important
			Shop in Line not On Line Campaign	BID	Ross Feeney	TWBC, town centre businesses	01/10/20	Ongoing	BID team/budget	Essential
			Bollard covers and banners	BID	Ross Feeney	TWBC, town centre businesses	01/10/20	31/03/21	BID team/budget	Important
			Christmas promotional campaign	BID	Ross Feeney	TWBC, town Centre businesses	01/04/20	31/03/21	BID team/budget	Essential
		Reopening Rural Town Centres	Partnership working with town and parish councils across the borough to support Covid-19 safety measures and marketing e.g. Hawkhurst	Town & Parish councils	Hilary Smith	TWBC, local businesses	01/06/20	31/03/21	ED team/budget	Essential
			Development of projects for other centres funded through Reopening the High Street Safely Fund	TWBC	Hilary Smith	Town & Parish councils	23/09/20	31/03/21	ED team/budget	Essential
			Identify new funding sources for reopening the other town centres	TWBC	Hilary Smith	T&P Councils, local businesses	24/09/20	Ongoing	ED team/budget	Essential
		Evidence Base	Preparation of updated report as part of evidence for Local Plan.	TWBC	Sharon Evans	Local Agents, Town Forum, BID, local residents	01/08/20	31/10/20	ED team/budget	Essential
		WKP Retail Research & Support	Develop collateral highlighting the challenges and issues faced by particularly independent retailers across West Kent in urban and rural location and seek opportunities to attract funding to support them	WKP	Wendy Wood	TWBC, ACRK, local businesses	01/08/20	31/03/21	ED team/budget	Important
		LEADER Rural Programme	Completion and closure of current EU funded programme	WKP Leader ELAG	Wendy Wood	TWBC, local businesses	01/09/20	31/03/21	ED team/budget	Important
			Lobby Government for rural funding in UK Prosperity Fund	WKP	Wendy Wood	Local MPs	01/09/20	Ongoing	ED team/budget	Essential
Explore new options to support rural businesses	WKP		Wendy Wood	TWBC, local businesses	01/09/20	31/03/21	WKP team/budget	Important		

		Support for reopening visitor economy	Tourist Information Service - Emphasis on activities that can be socially distanced, particularly walking and cycling	TWBC	Kate Finch	local businesses, Visit Kent, Explore Kent	11/08/20	31/03/21	ED team/budget	Important
			Vtw website. Emphasis on activities that can be socially distanced, particularly walking and cycling.	TWBC	Emma O'Halloran	local businesses, Visit Kent, Explore Kent	23/03/20	31/03/21	ED team/budget	Essential
		Tales of Tunbridge Wells Heritage Walk.	Fast-tracked launch of self-guided walk around RTW town centre and make available for download	TWBC	Kate Finch & Luke Currell	Amelia Scott, BID, local businesses	01/04/20	01/08/20	ED team/budget & Amelia team/budget	Important
			Promoted for Heritage Open Days (11 – 20 Sep) and ongoing promotion	TWBC	Kate Finch	Amelia Scott, BID, local businesses	01/09/20	20/09/20	ED team/budget & Amelia team/budget	Desirable
		Interreg Experience Programme	Participation in Interreg Experience programme with VK and other Kent Districts, including comprehensive business development programme for at least 10 businesses looking to develop new products	VK	Hilary Smith	TWBC, VK, local businesses	Ongoing	31/03/21	ED team/budget	Important
		Visit Kent's Secret Garden of England	Funding contribution to Visit Kent's Secret Garden of England marketing campaign with the aim of lengthening the visitor season into Autumn. Includes an Instagram story for TW Borough on the Visit Kent profile, a video, social media, newsletter, radio ads on local radio	VK	Emma O'Halloran	TWBC, VK, local businesses	01/09/20	01/11/20	ED team/budget	Important
		Instagram profile for Tourism	Develop and launch new Instagram profile for Tourism – to offer up to date information for events. Covid requires agile approach	TWBC	Kate Finch	TWBC and local businesses	01/08/20	Ongoing	ED team/budget	Desirable
Communications	Articles / advertorials in the local papers: 10 full pages in the printed version of Times of TW; in the printed Courier Newspaper a 10 week run plus 2 online articles	TWBC	Hilary Smith & Anne McCarthy	TWBC, ToTW, Courier, local businesses	01/07/20	31/03/21	ED team/budget	Important		
Supporting Business	Supporting Enterprise	TWBC Business Survey	Explore option of Tunbridge Wells Business Survey to get more detailed data on challenges and opportunities. Consider use of KICC survey and promote	TWBC	Hilary Smith	TWBC	01/10/20	01/12/20	ED team/budget	Important
		Kent & Medway Growth Hub	Continue to support and promote Kent & Medway Growth Hub for business advice	KICC	Hilary Smith	TWBC, All Kent Districts, KCC	01/09/20	31/12/20	ED team/budget	Essential
		West Kent Business Support Programme	New campaign to promote ongoing West Kent Business Support Programme, aimed start-ups and pre start-ups. Currently advice meetings held virtually	WKP	Wendy Wood	TWBC, WKP, Centre for Micro-Business	30/09/20	31/03/21	WKP team/budget	Important
		Financial Support Programmes	Signposting to financial and other support for businesses including grants and loan schemes e.g. Kent & Medway Business Fund, LoCase	TWBC	Hilary Smith	TWBC and partners	31/03/20	Ongoing	ED team/budget	Essential
		WKP Scale Up Programme	Seek opportunities to support potential high growth businesses by delivering a West Kent Scale Up to a second cohort of 12 businesses	WKP	Wendy Wood	KICC, TWBC, WKP	01/12/20	31/03/22	WKP team/budget	Desirable
People	Training & Employability	Kent & Medway Employment Taskforce	Ensure links to Kent & Medway Employment Taskforce via West Kent Skills Sub-Group	WKP	Allan Baillie	WKP, Districts, KCC, FE Colleges	01/07/20	31/03/21	WKP team/budget	Essential
		West Kent Kickstart Programme	Support set up of West Kent Gateway and promote opportunities to local businesses and at TWBC	WKP	Wendy Wood	TWBC, WKP, EAN, DWP/JCP, local businesses	14/09/20	31/12/21	ED team/budget	Essential
		West Kent Enterprise Advisor Network	Deliver a hub-ready EAN by September 21 working with schools to deliver across all 8 Gatsby benchmarks and enhance opportunity and experiences within our schools	WKP	Wendy Wood	TWBC, WKP, local businesses, local schools	31/03/20	Ongoing	WKP team/budget	Essential
		West Kent Virtual Jobs & Training Fair	Virtual Jobs & Training programmed for November 2020 with Jobscentre Plus and KICC	WKP	Wendy Wood	JCP, TWBC, KICC	01/08/20	15/11/20	WKP team/budget	Essential
			Promote opportunity to local businesses	JCP	Mark Lloyd	WKP, KICC	01/08/20	15/11/20	JCP	Essential
		Promote opportunity to jobseekers	JCP	Mark Lloyd	TWBC, WKP, KICC	01/10/20	15/11/20	JCP	Essential	

Investment	Place Shaping & Promotion, Accessibility & Connectivity	Tunbridge Wells Local Plan	Preparation of Local Plan	TWBC	Stephen Baughen	KCC	Ongoing	31/03/21	Planning Team	Essential
			Prepare Transport Strategy	TWBC	Hilary Smith	KCC	Ongoing	31/03/21	ED & Planning team/budget	Essential
			Prepare Local Cycling & Walking Infrastructure Plan	TWBC	Hilary Smith	KCC, local residents & businesses	01/03/20	31/10/20	ED & Planning team/budget	Essential
		Creative Economy	Development of Amelia project for completion in 2022 and ongoing programme development	TWBC	David Candlin	KCC	Ongoing	01/02/20	Amelia/Property team/budget	Essential
			Development of Cultural Compact	TWBC	Hilary Smith & John-Jackson Almond	TWBC, KCC	01/07/20	31/03/20	ED & Culture team budget	Essential
		Flexible Workspace	Work with partners to deliver new flexible workspace in the borough e.g. ASK and other projects.	TWBC	David Candlin	TWBC, BID, local businesses, Locate in Kent	Ongoing	Ongoing	Property team/budget	Important
		Emergency Active Travel Schemes	Delivery of tranche 1 schemes - RTW 20mph, A26 Cycle Route, Reynolds Lane, High Street, Commercial Road Paddock Wood	KCC	Nikola Floodgate	TWBC, town & parish councils, BID, RTWTF	01/08/20	18-Sep-20	KCC Schemes team/budget	Essential
			Camden Road	TWBC	Hilary Smith	TWBC, KCC, BID	01/08/20	31/03/21	ED team/Traffic Officer/budget	Important
			Delivery of Forest Road tranche 2 scheme	KCC	Nikola Floodgate	TWBC, town & parish councils, RTWTF	01/10/20	31/03/21	KCC Schemes team/budget	Important
		Transport Funding	Funding bids and negotiation for s106 funding for transport infrastructure.	TWBC	Hilary Smith & Stephen Baughen	KMEP, SELEP, Central Government, KCC, developers	Ongoing	Ongoing	ED & Planning team/budget	Essential
		Public Transport	Public Transport Forum - Partnership working with public transport operators	TWBC	Beth Parsons	KCC, Bus operators, Network Rail, Southeastern, town & parish councils	Ongoing	Ongoing	ED & Planning team/budget	Important
			Quality Bus Partnership - Partnership working with public transport operators. Consider West Kent QBP	KCC	Beth Parsons	TWBC, Bus operators	Ongoing	Ongoing	ED team/budget	Important
		Broadband infrastructure	Identify 'cold spots' of broadband connectivity in the borough.	KCC	Beth Parsons	KCC, TWBC	Ongoing	31/03/21	ED team/budget	Essential
			Rural Gigabit Connectivity Programme - promotion in the Business e-newsletter, local newspapers, TWBC Local Magazine and via the TWBC website.	TWBC	Beth Parsons	Central Government, town & parish councils	01/07/19	31/03/21	ED team/budget	Essential
			Community Fibre Partnerships - Working in partnership with local parishes to set up several community partnerships	TWBC	Beth Parsons	KCC, town & parish councils, BT	Ongoing	31/03/21	ED team/budget	Essential
			BT Openreach commercial programme to roll out fibre broadband e.g. RTW town centre.	BT	Beth Parsons	BT, TWBC, KCC	Ongoing	Ongoing	ED team/budget	Essential