



Economic Statement

March 2012



The **economy** is one of the District's four priorities. This statement explains why and what the council is going to do about it this year.

Why is the economy a priority?

South Lakeland needs:

- A high wage economy so that people can afford to buy houses in the District;
- New and existing businesses to grow and create jobs;
- People who are in work – as this contributes to health and wellbeing; and
- A skilled workforce – with education and apprenticeships available.

The challenges of the recession, the change of Government (with its focus on localism) and the re-balancing of the local economy have provided the council with an opportunity; it must review its roles and responsibilities with its local partners, in supporting the economic growth of the District.

If the council is to maximise investment and benefit, it is now more important than ever that there is a clear and shared approach across South Lakeland.

What does SLDC already do?

The economic development team aims to create a healthy and well balanced economy in South Lakeland. SLDC will direct businesses to information to help them invest, grow and

prosper through the Invest in South Lakeland website. In addition a monthly "Invest in South Lakeland" electronic newsletter will be sent to all businesses. The council will develop relationships with major employers to understand their needs and promote activities that increase local employment, people's employability and training opportunities through Business Forums, Business Lunches and direct engagement.

The council will work as an enabler, identifying and bringing together the right partners, with the right mix of abilities, to deliver economic growth to South Lakeland. The team will also work with developers and land owners to bring forward development opportunities in South Lakeland. This will include organising a major "Invest in South Lakeland" Conference.

SLDC will have a role in:

- Promoting South Lakeland as a world-class destination for business across all sectors, through Invest in South Lakeland ;
- Working in partnership with the Cumbrian Local Enterprise Partnership to ensure that all opportunities for business growth are explored and carried out where possible;
- Managing regeneration projects that will provide economic benefit to South Lakeland, for example, the Canal Head areas in Kendal and Ulverston and Berners Close in Grange over Sands;





Economic Statement (cont.)



- Making land available for business premises through our Local Development Framework;
- Increasing employment opportunities by improving worker's skills and supporting growth in the private sector; and
- Increasing the productivity and average earnings of the district and encouraging investment in South Lakeland.

SLDC will direct its efforts into developing, attracting and retaining industries in the District, supporting self-employment and enterprise skills, and delivering land, premises and the infrastructure to attract investment. The council will improve the quality of the physical environment for local traders and communities through regeneration projects and this will support the wider economy by attracting investment.

South Lakeland is well placed to take advantage of the expected growth of the green (environment friendly) economy. All development must prioritise reducing carbon emissions and supporting the green economy. SLDC will provide opportunities for businesses to engage with providers of green technologies and will work in partnership with the Lake District National Park Authority on their low carbon business agenda. The council will also consolidate the reputation of South Lakeland as a renowned centre for events and culture through continuing grant support to local organisations.

What SLDC will do in 2012/13

- Launch the "Invest in South Lakeland" website, brand and newsletter;
- Organise the "Invest in South Lakeland" Inward investment conference;
- Seek out economic development opportunities;
- Help established businesses to grow;
- Attract industries to the District through SLDC's new Local Development Framework and partnerships with other development agencies;
- Help progress key development projects to generate economic regeneration; and
- Enable organisations to deliver facilities and events to enhance the District's culture and heritage.

For further information, the council's website is a good first port of call. Alternatively call SLDC's contact centre on 0845 050 4434.

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