

Overview of Investment in Local Business Workshop

- The County Plan including an overview of the Economic ambition and some of the core attributes of the county including low unemployment but also low wages
<https://www.herefordshire.gov.uk/downloads/file/1500/county-plan-2020-24>
- Nick also highlighted the four principles underlying the economic ambition including:
 - Spend more locally
 - Skill up
 - Strengthen the use of our assets
 - Speak up and out – giving communities a say
- Nick ran through some of the success measures that the County Plan would be measured against and project applications to CRF should attempt to address. These included:
 - Increase average earnings
 - Grow jobs and keep unemployment low
 - Increase local wealth creation (GVA)
- Nick also mentioned some current gaps in provision locally including – start up grant support outside ERDF criteria, basic business skills, and sector specialist advice
- Short Q&A query ‘can we give feedback on early draft submissions’ – response “No”
- Discussion around business ambition