





Theme:

Supporting Local Businesses Key Findings



- Providing comprehensive business support services to include resilience planning, debt management and simplified access to funding and finance, international trade guidance for small businesses
- Support new and existing employment markets and sectors (including new key sectors and the green sectors)
- Support business workforce and well being
- Support businesses to adopt corporate social responsibility
- Peer to peer support
- Facilitate sector growth to support supply chain









- 1.Evolution of the Business Support Offer 'one front door', simplification & consistency of 'the offer' and its ability to be agile as local business needs change.
- 2. Value of 'intermediary' / professional services businesses in supporting business growth and driving investment & county advocacy role.
- 3.Desire for peer to peer mentoring opportunities for betterment of Shropshire with like minded businesses, in a 'trusting' environment. Value of coworking opportunities to physically interact.
- 4. Support businesses to reduce their carbon footprint, using case studies and practical solutions.
- 5. Short sharp "do this" or "don't do this" advisor role
- 6. Supporting Businesses through the statutory planning & development process

Theme:

Strategic Locations key findings



- Creating vibrant market town opportunities, town centre resilience, healthy towns
- Investing in infrastructure
- Attracting inward investment
- Improving connectivity
- Enhancing the visitor economy
- Sustainably connected communities including housing provision and allocation







- 1. Importance of rural market towns support to enable relevant growth Balance growth against the character of Shropshire.
- Sustainable homes & businesses + a need to create high quality / eco friendly sites for business units - raise the bar with design quality policies.
- 3. A real sense of place is necessary; need to improve synergies across the county to promote more collaborative & Co-working between businesses
- 4. Shropshire's uniqueness & local offers are both an opportunity & threat, we need to strength these attributes. Lifestyle is driving the market.
- 5. Addressing key worker affordability to live & work in Shropshire is critical, including the rental market.
- Supporting all residents to access employment & business creation opportunities.
- 7. Work with businesses to deliver their social corporate responsibilities.

Theme:

Employment & Skills key findings



- Support pathways to employment and employment progression
- Improvement in learning and employment outcomes specifically for 16-24 year olds and over 55 year olds
- Develop skilled and productive workforce through upskilling, re-skilling and developing transferable skills
- Successful recruitment and retention approaches







- 1. Access to funding and the time to undertake training and upskill staff.
- 2. Absolute clarity of the skills needs of businesses to understand what's available to match already, and what needs developing.
- 3. Infrastructure for skills development travel & digital availability.
- 'Jobs of the Future' are key need to be responsive & flexible to requirement & need.
- Funding bespoke training when national policy don't centrally fund this activity.
- Understand recruitment difficulties and what solutions could be provided.
- Support for 'second chance' education (funded) for the benefit of Shropshire.
- 8. Raising the profile of the vocational option within careers provision / advice in schools.

Enabling a better Shropshire

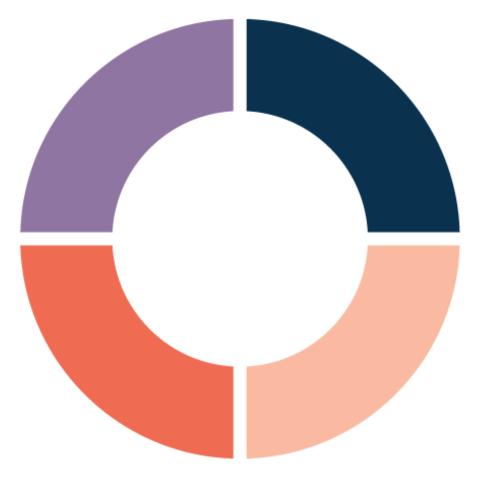
Through our proposed core values of

Resilience

For Shropshire's businesses and organisations to strengthen their connectivity and partnerships, demonstrating both continued resilience with the capacity to absorb, and optimising opportunities to quickly recover from, and contain, adverse shocks, acknowledging the vital role and contribution of the voluntary sector.

Inclusivity

To create a more prosperous economy with access to opportunities allowing people to find work, stay in work, succeed in work and enjoy life out of work while recognising Shropshire's rurality and the need for physical and digital connectivity and access to facilities and infrastructure for all.



Sustainability

To support the continued innovation and ability of Shropshire's businesses and economy to develop practices that support long-term economic growth without negatively impacting social, environmental, cultural and historic aspects of the current communities or future generations as we work towards net zero.

Wellbeing & Health

To create places through local economic policy and enabling infrastructure, education, skills, lifelong learning and labour market programmes to maximise opportunities to reduce health inequalities, improve health across the County and to seize opportunities to create economic growth.





KEY ASKS FROM OUR BUSINESS COMMUNITY

- Digital connectivity remains critical to the Shropshire economy broadband & 4G / 5G.
- Transport connectivity for employment, learning, leisure & night time economy opportunities is a necessity.
- 3. The 'green agenda' provides massive opportunities to position Shropshire nationally.
- 4. Potential new employees place greater emphasis on their work location now (including remote working) choosing businesses that best meet their values – the offer of 'why Shropshire' must be stronger than ever.
- 5. We need to use our strategic location positioned adjacent to Wales, the North West and West Midlands to drive cross-border business opportunities & collaboration.
- 6. Unlocking & communicating 'in-demand' skills shortages & upskilling requirements what do businesses need & what is available?

