

Economic Development Plan 2018

Objective	Action	Timescale	WEF/ Working Group	Budget Required Y/N	Update/ Completed
Economy					
To energise the local business economy.	Town Centre signage audit (to lead to recommendations / actions)	Short	Working Group	No	
	Review Markets (weekly and periodic) (to lead to recommendations / actions)	Short	Working Group	No	Working Group set up to review options
	To explore digital ways of working (to lead to recommendations / actions)	Medium	Working Group	No	
	To explore impact of business rates increase (to lead to recommendations / actions)	Medium	Working Group	No	
	Business Directory	Long	Working Group	No (on-line)	

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Tourism					
To raise profile of local events	Produce A6 card of key events	Short	Working Group	Yes	
	Review and suggest improvements to local websites	Short	Working Group	No	
	Improve liaison / working relationships between Groups (eg annual / bi-annual meetings?)	Medium	Working Group	No	
	Investigate need for additional events (eg Town Festival/Market)	Medium	Working Group	No	
	Visitor Itineraries	Long	Working	Yes	
Traffic					
To resolve congestion in town centre	Carry out consultation with residents and businesses (to lead to recommendations / actions)	Short	Working Group	Yes	Public consultation carried out April 2018 Results shared.
Development land for business					
To give maximum opportunity for business start-ups / expansion	Carry out audit of existing business sites.	Short	Working Group	No	
Dementia Friendly Town/Area					

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To be open and welcoming to all.	To establish whole area approach	Medium	Working Group	Yes	Working Group set up
Wem Area Emergency Plan					
To become self-resilient	To review and adapt existing plans	Medium	Working Group	Yes	Working Group set up
Wem Area Future Development					
To ensure current initiatives (eg traffic congestions) are not adversely impacted by proposals under Shropshire Council Local Plan Review.	To monitor proposals and respond to consultations issued by Shropshire Council	Medium	WEF	No	