



## POWYS PUBLIC SERVICES BOARD

<b>Step 10</b>	Develop a strong brand to promote and attract inward investment into Powys
<b>PSB lead</b>	David Powell
<b>Partners involved</b>	Welsh Government Marches LEP Growing Mid Wales Partnership
<b>Scope of the step</b> What needs to be done to deliver the step?	Inward investment – promoting Powys through the “Move to Mid Wales – Discover Powys” brand as a place for economic investment and as a place to live and work. Providing business support and assistance for investment and relocation.
<b>Where are we now?</b> Current position, knowledge, information	The Economic Development team works with businesses, Welsh Government, and public sector agencies to identify opportunities to improve and grow the local economy and business infrastructure. The team works with both private and social enterprise to encourage business growth and link businesses more closely to Council services and external support. Inward Investment is a key role for the team both in attracting businesses into the county and also in encouraging financial investment into the region to improve business infrastructure. The team is an important link with the Growing Mid Wales Partnership and the Marches Local Enterprise Partnership. Net migration into Powys is virtually static and in the short term there is a need to grow the workforce from within the county. The team is working with business and external partners to develop initiatives that will target some of the economically inactive residents in the county to remove barriers to work and enter the labour market.



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<p><b>Activity to date</b></p> <p>What has been done already?</p>	<p><b>Objective Measures_Q1</b></p> <p>Number of Business Support Enquiries assisted (one stop shop) – 8</p> <p>Number of business investment projects assisted – 2</p> <p>Business News Letters circulated – 3</p> <p>Local business events supported – 6</p> <p>Visitors to Grow in Powys Website – 1102</p> <p>Number of broadband training events delivered to Powys businesses – 5</p> <p><b>Development Projects:</b></p> <p>Brecon BID – Application for BID Development Support Funding Prepared</p> <p>Brecon Place Plan – Support for Brecon Place Plan Residents Survey</p> <p>Valleys Task Force – Promote Powys interests to potential new funding stream.</p> <p><b>Grow in Powys</b></p> <p>Further development of Website has encouraged much higher levels of client interaction: -</p> <ul style="list-style-type: none"> <li>- Improved layout of business pages</li> <li>- Crai case study and toolkit</li> <li>- Revised news pages</li> <li>- Client engagement through PBBN2018 booking system and client survey.</li> </ul> <p><b>Business Networking</b> – 403 businesses directly engaged in Powys event activity.</p>
<p><b>Activity for coming 3 months</b></p> <p>What do you plan to do?</p>	<ul style="list-style-type: none"> <li>• Discussions will take place during Q2 to review the information and develop proposals to support the future supply of commercial sites and premises in Powys and the region</li> <li>• Continue to recruiting new subscribers</li> <li>• Continue to work on the development of an inward investment strategy and action plan, this is a short term objective within the Economy Programme</li> <li>• Develop marketing activity in line with the outcomes of the inward Investment Strategy</li> </ul>
<p><b>Barriers</b></p> <p>Is something/ someone getting in the way?</p>	<p>Resource – Activity in the next two months will have a strong focus on the Powys Business Networking Events, development of the Brecon Business Improvement District, Brecon Place Plan support, organising a member briefing about Phase 2 Superfast Broadband and follow up engagement work, development of Grow in Powys marketing materials and activity.</p>