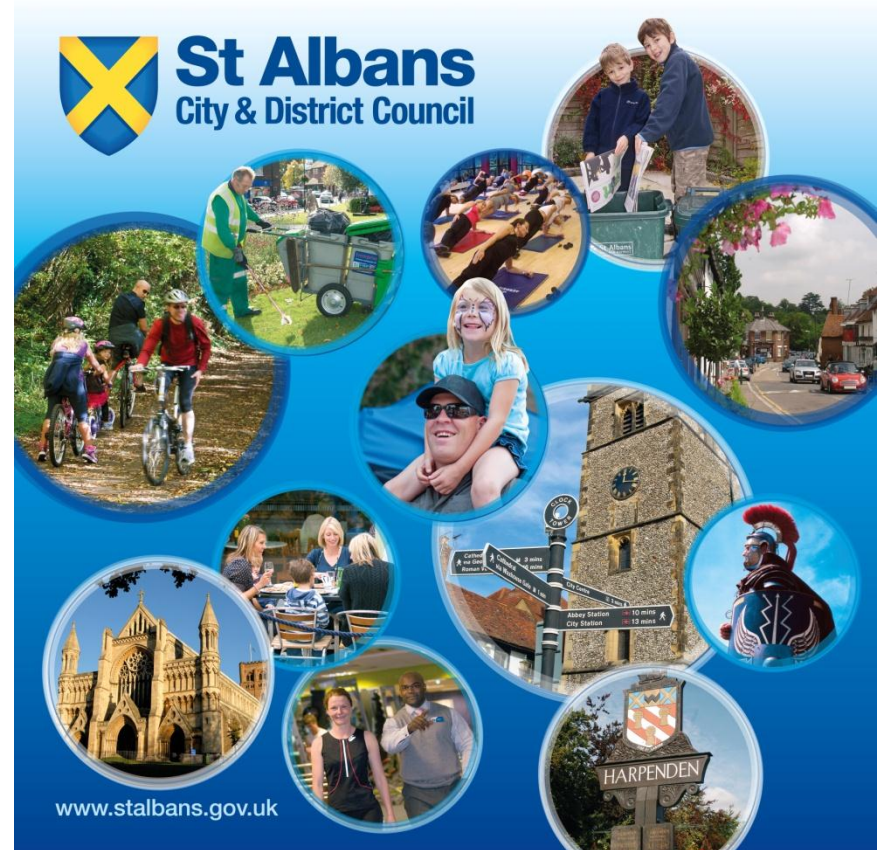


# St Albans District Chamber of Commerce

3<sup>rd</sup> December 2014

**Cllr Julian Daly**  
Leader

**James Blake**  
Chief Executive



# Introduction

**Plans for future.** This presentation will include emphasis on the Council's priorities and work with business to support and grow the local economy

- Council Tax frozen again for 7<sup>th</sup> year (subject to Full Council this evening)
- Council saving £0.9m on net budget of £18m (£7m over 5 years)
- Business rate increases still set by government (note impact of appeals process from graph)



# Council's Work and Priorities

## Update on delivery of priorities

- Batchwood, Cotlandswick
- Social and sheltered housing
- City Centre Opportunity Site- Potential joint venture, Council, police, NHS and developer
- Events - Alban Street Festival, Food & Drink Festival, Christmas Market
- Recycling, market review
- New Parking Strategy

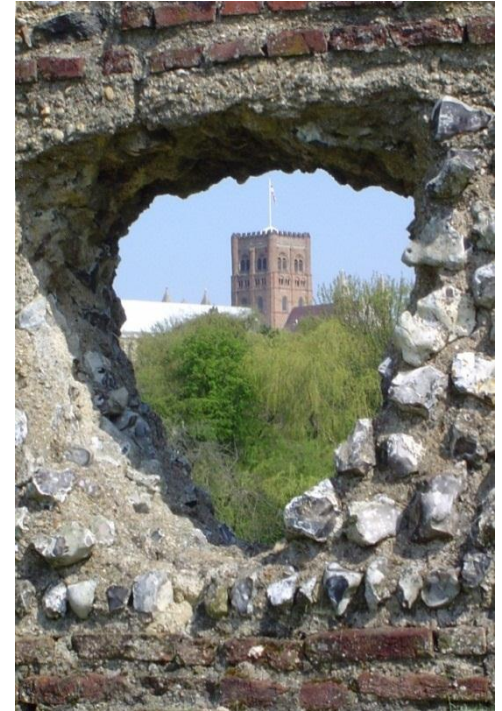
## Remaining challenges

- Planning: demand vs. capacity
- Staffing and recruitment



# Focus on economy: Developing District's strengths

- **Retail / Public realm** Active management working with City centre retailers.
  - improved use of parking for different users - reduced cost for workers (cost of 5-24 hour tariff has decreased 44%)
  - supporting the City Centre Partnership - now set up as a Community Interest Company (CIC) *links to ...*
- **Visitor Economy: Visitor Partnership** (branding) **Christmas Market** (2<sup>nd</sup> year), **Butterfly World** (Government bid - outcome today)
- **Business Friendly** Council contracts on website, refresh of Procurement Strategy (35 new local businesses obtained work from the Council last year)
- **New Museum & Gallery Project** “renaissance St Albans” - detailed designs being worked up; fundraising underway



# Developing The District's economy

## Herts Local Enterprise Partnership (LEP)

- To accelerate business-led economic growth in Hertfordshire
- Secured £200 million investment in Hertfordshire by 2020/21- with £21m of new funding for 2015/16.

## Draft Strategic Local Plan

- When adopted will provide overarching principles and policy of what can be built and where over the next 20 years
- Consultation finished – c5,000+ individual comments and c850 respondees, 2200 exhibition visitors
- Next Steps: report to Planning Policy Committee in Jan and Feb who will decide way forward



# Focus on developing the District's economy

## Green Triangle

- Joint funded - Business Development Manager in post
- Trade Mark approval for logo and strap-line “**Building Green Growth**”
- £0.5m to Rothamsted Research

## Professional Services “City of Expertise” 18 firms signed up to marketing campaign - more welcome

- Posters at St Albans City & Harpenden stations
- Links to Chamber website
- Herts Business Independent - ¼ features
- Aim for national PR
- Careers' Fair



# Questions

## Questionnaire

Please fill in and hand to Maria

We are seeking your views and involvement in

- **Skills gaps**
- **Work experience**
- **Involvement in local events**, Retailer of the Year, Food & Drink Festival, Alban Street Festival, Christmas Light Switch On and Sustainable Schools Programme
- **Let us know if you are interested in receiving information about:**
  - Museum and Gallery project
  - Dragons' Apprentice Challenge
  - Staff becoming trustees of local charities
  - Bespoke staff parking