



Dorset
Council



Economic Development and Regeneration Strategy

Council Plan

- Economic Development one of Council's key priorities.
- Delivery of sustainable economic growth, increased productivity and more high quality jobs.
- Create great places to live, work and visit.
- All council services can contribute.
- If successful in implementing the right economic development policies has positive benefit on other services - less need for affordable housing, reduced care pressure, increased tax income.

Economic Development Strategy

- Challenges

- Low productivity
- Lower than average wages
- Aging population
- Retention of young people
- Pockets of deprivation
- Housing affordability

But good level of entrepreneurship, high employment, high numbers of advanced businesses, key growth sectors.

Economic Development Strategy

- **Priorities:**
 - Enhance Dorset as a place to do business and attract inward investment
 - support the creation and growth of new sustainable business. This will support high quality job creation
 - improve transport and digital connectivity across the area
 - enhance aspirations and skills to improve social mobility

Economic Development Strategy

- Council has a catalytic role – making direct investment that will create opportunities for further private investment and business growth.
- As a local economic entity council has the ability to benefit the local economy, communities and businesses – through locations of workforce, investing in our own staff, our spend and procurement policies, and through promotion and support for specific activities and events.

Actions to deliver strategy

- Innovation Park – create high quality workspace – return to the council.
- Digital work – taking advantage of desire to work more from home, place marketing.
- Investing in skills to address need for higher skilled jobs and increasing wages.
- Targeted inward investment marketing in our key sectors – defence / advanced manu / energy
- Investing in infrastructure to release sites for development.
- Focused business support to address productivity, create new jobs and encourage entrepreneurship.

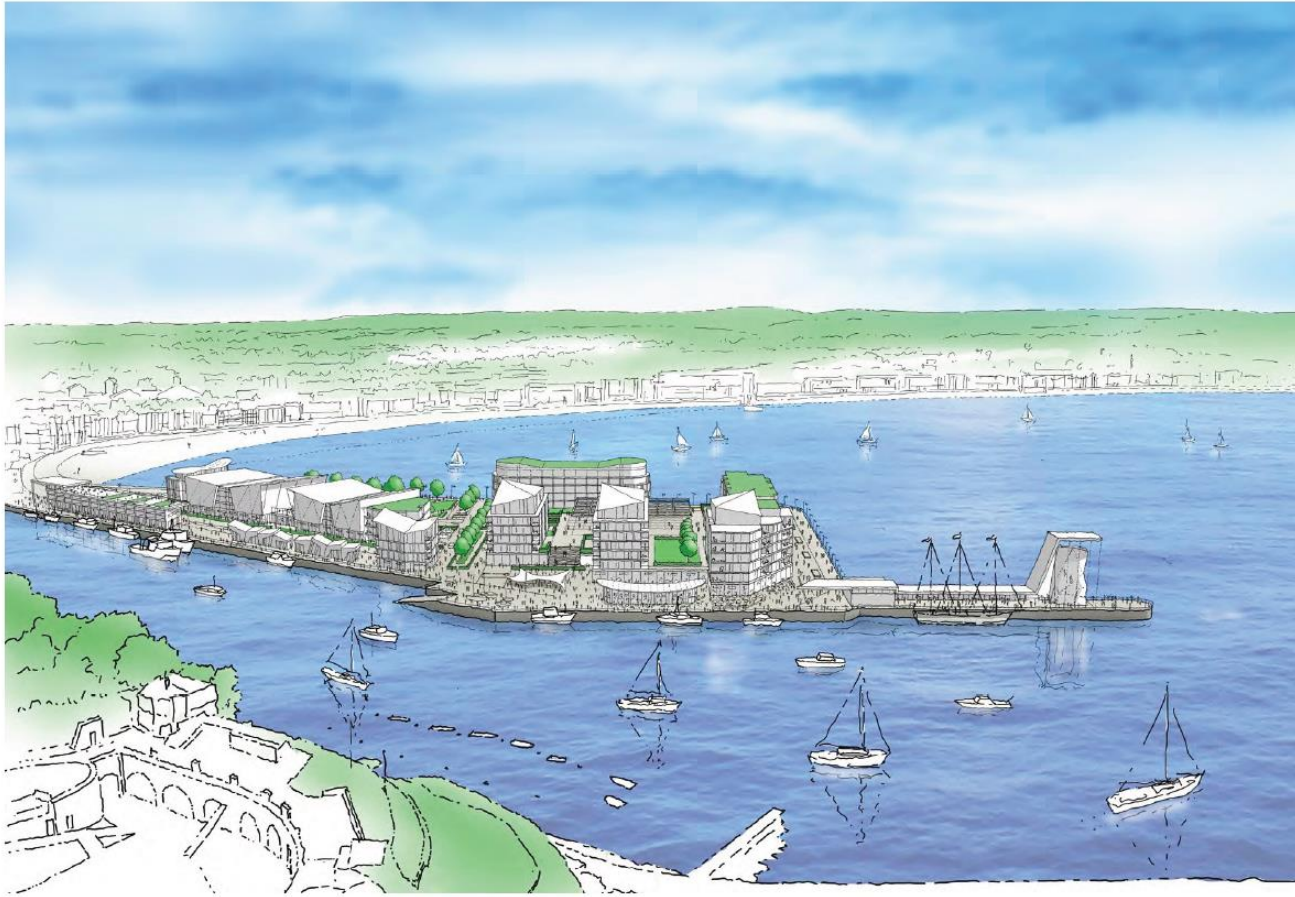
Levelling Up Fund Proposal

- Two Dorset submissions – both to support the growth of Weymouth
- Weymouth has significant opportunity – largest town in Dorset, significant industrial base, large housing allocations.
- Aim is to transform central Weymouth, support the high street and maximise commercial opportunities from harbour and marina.
- Weymouth Waterside - £19.5m for support towards infrastructure, utilities and flood defences to support three regeneration sites in tow centre.
- Mainly mixed use developments – principally residential - 429 units - but significant leisure component to sites.
- Second bid is for transport and park and ride improvements - will free up car parks for development.

Weymouth - Overview



WORK IN PROGRESS

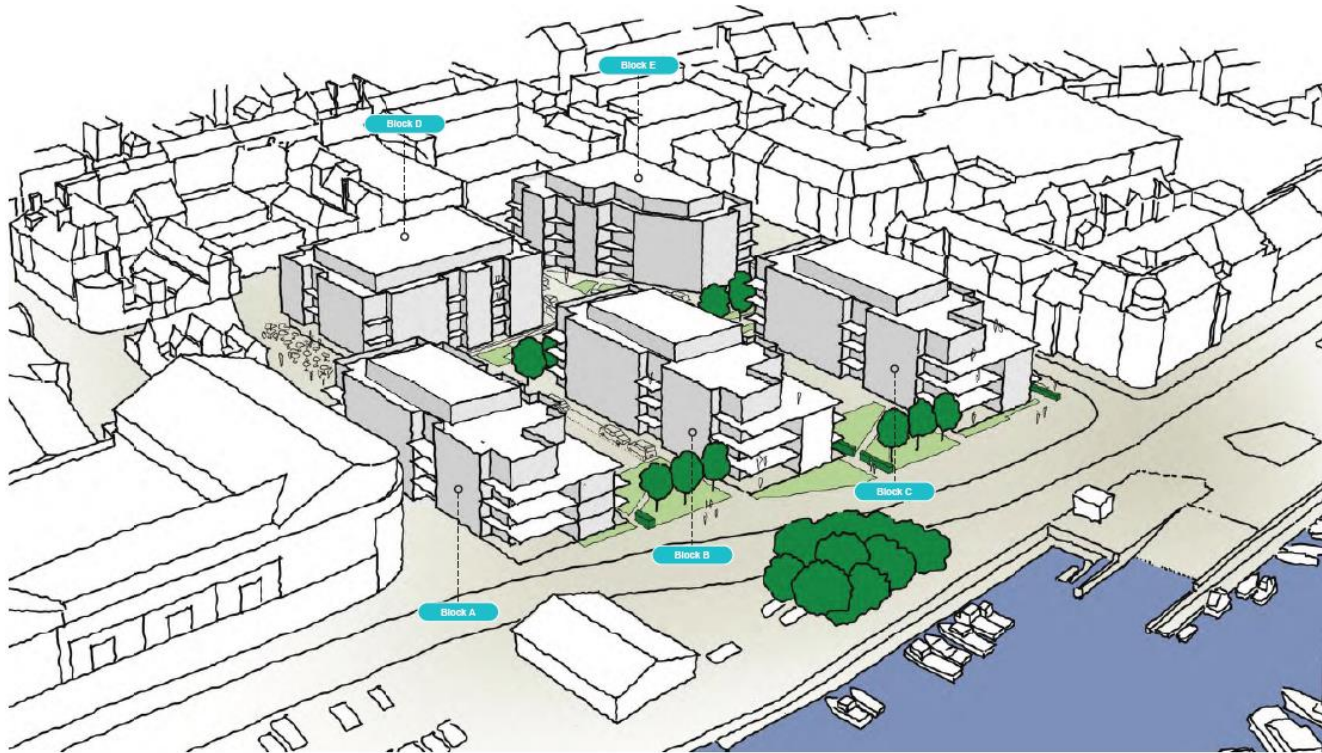


Site 1 – Peninsular – 197 units / multi screen cinema / 72 bed hotel / bistro pub



Visualisation of Town Quay Proposal by Ben Pentreath

Site 2 – North Quay – 69 residential units / ground floor commercial



Aerial sketch of proposal

Site 3 – New Bond Street – 163 residential units

Areas to further explore

- Relationship between affordable housing and well paid employment.
- Economic Development Strategy requires a refresh.
- Opportunity to undertake significant Place Marketing – tie in with tourism marketing.
- Working with communities to understand their own opportunities.



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