

## The Business Focus Group

The South Cheshire Business Focus Group has been brought together by the South Cheshire Chamber of Commerce & Industry to develop a strategy to support the needs of business in the area.



“The Push for Prosperity is a statement of intent from the business community of South Cheshire that it will continue to play its full part in ensuring that the area achieves its maximum economic potential”.

To obtain a full copy of the strategy document contact the Chamber.



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## Chairman's Statement



Steven Williams

*"I believe that the Push for Prosperity gives rightful recognition to the key contribution that business makes in generating wealth and raising prosperity.*

*It enables the Chamber of Commerce to express the needs and views of the business community at a strategic level and is therefore a valuable source of influence in the development of Regional, Sub-regional and local economic strategy by clearly identifying and prioritising the issues being faced by business in South Cheshire.*

*Although many of the issues in the original Push for Prosperity still remain, this latest document brings on board new challenges that have arisen over the last three years.*

*I look forward, through the Chamber to working with the Focus Group in taking this strategy forward."*

*Steven Williams*

## Our Challenge, Our Needs & Our Commitment

Our **Challenge** is to be successful in our individual businesses and collectively to contribute towards achieving a vibrant and dynamic local economy that will improve the overall prosperity of South Cheshire.

We therefore **Need** to have the best possible local economic conditions within which we can meet our challenge and maximise wealth creation.

As large employers, however we can only do so much and we are **Committed** to involving the whole of the business community in the development of action plans to achieve our objectives.

We also recognise the need to work in partnership and support the role of the Chamber of Commerce as our representative voice in engaging with the public sector.

## Our Priorities

### Skills & Employment

### Image & Environment

### Infrastructure & Regeneration

## Our Objectives

To increase the Capacity and flexibility of the workforce.

To increase the attractiveness of the area as a location for high quality inward investment.

To relieve traffic congestion and increase the availability and quality of sites and premises.

## What We Will Do

We will clearly state what our needs are and what we are prepared to do ourselves.

We will;

- Identify future skills needs
- Retrain existing workforce
- Embed work-based learning
- Promote change management
- Encourage work ethics/ attributes in students/graduates
- Increase graduate/ work placements.
- Retain more graduates in local workforce

- Develop a corporate image
- Assist with inward investment promotional material/ information
- Integrate new/inward businesses into the business community
- Adopt good environmental practices

- Develop sustainable travel plans
- Incorporate good traffic management into development plans
- Assist in University/ business incubation initiatives.
- Develop Business Incubation units

## What We Will Support

We will work in partnership with those public bodies and organizations that have the responsibility and resources to promote the economic growth and development of the area.

We will lobby for;

- More targeted investment in skills & training
- Population growth in balance with economic development
- Provision of more affordable housing

- Environmental sustainability as a sound and responsible business practice
- Good design in industrial and commercial buildings

- Investment in;
- M6 Junction 16 improvements
  - A500 dualling
  - Basford Sites
  - Crewe Green Link Road
  - Crewe Town Centre
  - Crewe Station
  - University/colleges expansion
  - Integrated transport systems