

1.0 Barnham & Eastergate Employment Group.

The Vision

To establish a vibrant, dynamic, resourceful, enterprising and ambitious Economic Base looking both inward and outward for opportunities and trade.

To establish an enterprising business community that works together in mutual support, with pride, respect and commitment to the local area.

To establish an enterprising business community that believes in ethical values and high standards and which is committed to quality, excellent service and exemplary customer care.

To create a Local Neighbourhood that is not only a desirable place to live but also offers a business environment that supports the birth and incubation of new enterprise and nurtures the growth and expansion of commerce.

The Guiding Principles

The work of the Barnham & Eastergate Neighbourhood Plan Employment group is guided by the following principles relating to employment & enterprise:

1. Any employment and enterprise creation initiative should aim to be self-supporting and sustainable. OR
2. Any expenditure by the PCs should be planned and undertaken with the aim to result in a multiplier affect, i.e. a cascade of benefits over a reasonable period of time.
3. Any activity should aim to use local providers and resources. (Money spent in the local area, using locally sourced providers and resources has a higher chance of staying in the local area).
4. Every opportunity should be made to promote employment & enterprise when planning and undertaking any Parish event, thus benefitting from the synergy of sharing resources at little or no extra cost and maximizing positive publicity.

5. Securing external funding or grants in the pursuit of employment and enterprise should be encouraged. (EU, Government, Regional, County, District or other).
6. Any surplus or residual income over expenditure must be reserved for future activities.

Key initiatives for VISION fulfillment

To fulfill our vision for employment and enterprise we also need to develop and configure the best set of supporting initiatives possible, and all within the limited resources and the guiding principles above. To help us clarify and focus we have grouped our supporting initiatives into five categories:

1. **Driver** initiatives will encourage the creation or expansion of employment & enterprise and will include physical, societal and catalyst factors ranging from policies that make the parish stand out as a desirable place where entrepreneurs wish to come to live or want to start-up or grow a business to creating an enterprising culture through inspiring residents to become entrepreneurs and business leaders.
2. **Catapult** initiatives will assist fledgling enterprises or those wishing to grow, to find and access the best business research data and expertise possible to underpin their enterprise planning.
3. **Collaborative** initiatives will assist enterprises to tackle general or specific challenges or problems that could affect the establishment of their business. These may relate to any part of a business ranging from a product or service issue to a process or operational matter but by collaborative working with a host of support organizations and other local enterprises the original challenges become easier to resolve.
4. **Demonstrator** initiatives will help accelerate the introduction or launch of an enterprise into the market place by supporting practical demonstrations, assisting with trialing and testing or aiding validation of a new venture (product or service), all in a situation as close to real world as possible without the cost.
5. **Engagement** initiatives will be events and activities designed to help bring local enterprises, support organizations, present and potential customers and the local community together to promote trade (show casing) and maintain the profile of the area and to encourage local networking, collaboration and a sense of community spirit and pride.

There is a sequential flow or structure to the above listed set of initiatives; however we only hope that participants appreciate the assistance available and freely engage as and when they require.